

Beat: Business

## HUBDAY FUTURE OF RETAIL AND E-COMMERCE

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**USPA NEWS** - After months of Challenges and Resilience, Retail has made a comeback and has been offered new Opportunities. From the Point of Sale to the Supply Chain and IT Infrastructures, Retailers and E-Merchants have seen the emergence of numerous Innovations allowing them to create a limitless Customer Experience!

Based on these lessons, how can we build a Hybrid, Personalized and Efficient Experience across the entire Value Chain in 2022? Two days to identify the Retail and E-Commerce Performance Levers: from Marketing and Customer Relations to Supply Chain and IT Infrastructures, not forgetting the new CSR Commitments at the heart of current issues.

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### 3 TRACKS, 3 SCENES, 3 KEY COMMUNITIES

- Winning Hybrid Customer Experience:

- \* CMO, CDO, Innovation, Transformation
- \* Director of Omnichannel Strategy
- \* Director e-commerce / marketplace
- \* Customer Relationship Director / Customer Service Director
- \* Customer Experience Director
- \* Retail Director

\* Photo (L) :

- Jean-François GOMEZ,

Microsoft

Industry Solution Executive - Retail, CPG and Consumer Market

- Aude BRETEAU

Microsoft Store France

Director

Member of the HUB Institute

- Smart Supply Chain:

- \* Supply chain/transformation supply chain Director
- \* Director of Operations
- \* Logistics Directeur
- \* Transport Director

- Data, IT, Cybersécurité:

- \* Infrastructure Director / CTO
- \* Director of Information Systems (DSI/CIO)
- \* Director S&OP
- \* Director Digital/IT

\* Director Cybersecurity/IT Security

## PROGRAMME: CUSTOMER EXPERIENCE

Welcome Speech by Perle PAGOT, Emmanuel VIVIER, Vincent DUCREY - Co-Founders of the HUB Institute

\* [Back from NRF] Digital instore: from robots to dynamic labels, towards an autonomous store?

How to make retail stores autonomous? What solutions for connected shelves, smart checkouts and vending machines? A panorama of innovations by Emmanuel Vivier, co-founder of the HUB Institute, who presents a selection of in-store digital solutions spotted at the NRF 2022 in New York.

\* Subscription, rental: the sustainable alternative to overconsumption?

\* [Behind the scenes] From shopper data to in-store experience, how is Microsoft Store transforming its omnichannel customer strategy?

\* The DNA of an adaptive business - a driver for success in the digital economy. An exchange with ManoMano, Ankorstore and Stripe.

\* Detecting data blind spots: the key to enabling a quality customer experience that generates loyalty

\* How optimizing Alltricks' virtual storefront via SEO boosts online sales

\* How Accor ensures optimal customer care thanks to excellent support service management

\* Personalization beyond customer data: how to deliver a memorable experience

\* How David Lloyd Clubs used data and analytics to understand member behavior and improve their experience

\* New generation of Google Ads: The profitable bet of Petit Bateau

\* How Personal Shopping has become a pillar of omnichannel at Printemps

\* [Back from NRF] Metaverse & 3D Commerce: what concrete applications in 2022? By Emmanuel Vivier, HUB Institute Co-Founder

\* PMU.fr : the e-Commerce turn

\* 2nd Party Data partnership with Carrefour: how Artefact supports Unilever on Retail Media use cases to increase its sales

\* How does Decathlon boost the customer experience through omnichannel and digital initiatives?

\* How did ManoMano integrate Meta into its customer acquisition strategy?

\* How data and technology can become a growth gas pedal for brands and retailers by improving their agility

\* Tradition, History, Prestige and Omnichannel : feedback from an international digital acceleration

\* Inspired shopping: ManoMano's journey from inspiration to realization

\* Customer experience: why modernizing your network is a success? The example of GBH

\* PMU's customer engagement program, for everyone and at every moment

\* Live shopping: a must for tomorrow?

\* User feedback as a pillar of customer experience at Rémy Cointreau

\* Orchestrating the end-to-end customer journey: Clarins' successful gamble

\* Unified commerce in 2022: what challenges and perspectives?

\* [Behind the scenes] Behind the scenes of VivaTechnology 2022

\* WHA

\* Photo (L)

Anthony GOUBY

Accor

Partnership Manager IT Services

- Stéphane BERLOT

ServiceNow

Account Executive

## PROGRAMME: SMART SUPPLY CHAIN

Welcome Speech By Agnès Mascla, HUB Institute Head of Event Content

\* [Back from NRF] Supply & delivery : optimize your supply chain By Claire Plassart, HUB Institute Senior Insights Analyst

- \* The main Supply Chain trends for 2022
- \* The Supply Chain, a strategic function in action and an essential link in a retail chain in the middle of a crisis Covid
- \* Anticipation and agility: towards a more responsible and sustainable Supply Chain
- \* Fast & agile supply chain : disrupting to combine speed, fashion and eco-responsibility
- \* What transformations for the Supply Chain in the automotive sector? The example of Stellantis
- \* Optimize the supply chain to reduce its environmental impact
- \* On-demand production: agility for sustainability
- \* Mechanization and robotization: how to optimize your supply chain?
- \* Supply Chain a strategic lever for the e-commerce acceleration

\* Photo (L)

- Rob WORSLEY

Hitachi Solutions

Head of Data & Analytics

- Steve EMPSON

David Lloyd Clubs

Business Intelligence Director

Photo (R)

Raphaëlle Guuinic

Google France

Head of CPG and Direct to Consumer

PROGRAMME: DATA, IT, CYBERSECURITY

Welcome Speech By Agnès Mascla, HUB Institute Head of Event Content

\* [Back from NRF] Data-driven commerce: predictive commerce & product personalization By Agnès Mascla, HUB Institute Head of Event Content

- \* How can you leverage your first party data in a cookie-free world?
- \* From Data To Insights – A game-theoretic approach to customer experience scoring
- \* The challenge of data acculturation at Decathlon United
- \* Data-Centric AI in search relevance and recommendation systems for e-commerce
- \* How does AI help drive demand and boost sales?
- \* The golden rules of product information in ecommerce - GSA
- \* Anticipating stock shortages: how Monoprix digitalizes its stores to improve customer satisfaction?
- \* How has data enabled Decathlon to create a new business model?
- \* WHAT'S NEXT?

Source: HUBDAY Future of Retail & E-commerce @ Palais Brongniart in Paris. On 08-09 February 2022

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