

Beat: Business

## RETAIL & E-COMMERCE - An EVENT Reserved For E-COMMERCE LEADERS

### TO DECIPHER GLOBAL INNOVATIONS

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**USPA NEWS** - An Event Reserved For E-Commerce Leaders Dedicated To Decipher Global Innovations (Retail Media, IA, Customer Experience, Data, RSE, Supply Chain). This is dedicated to Managers and benefit them from a Complete Decryption of Innovations and Global Trends (US, EUROPE, ASIA, MIDDLE EAST) To Manage Their Daily Performance...

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- 2 Days to :

- \* Understand what are the Keys to optimizing your ROI
- \* Identify New Levers of Growth
- \* Fuel your Decision-Making
- \* Develop a unified vision of your business
- \* Adapt to the "Permacrisis" and be more Resilient

Through Conferences, Masterclasses and Demos, Attendees can Explore the Challenges of 3 Different Themes:

- Omnichannel Customer Experience

- \* From Acquisition to Customer Service, the Keys to building an Exceptional Experience
- \* Virtual Commerce, Social Selling, Marketplaces: how to invest in All Channels?
- \* Generative AI, Retail Media, Data: which Tools should you choose to boost your Performance in a Frugal Context?

- Smart Supply Chain

- \* Delivery, the Cornerstone of the Customer Experience: how can it be optimized?
- \* How can we put the Supply Chain at the Forefront of more Sustainable Retailing?
- \* In an Uncertain Context, what are the Best Solutions for managing Fluctuating Demand and anticipating Inventory Management?

- Agile Data & IT

- \* Which Infrastructure for which Customer Journey? The Challenge of IT / Business Harmonization
- \* Cyber and Privacy Risks: how to anticipate New Threats to your Business ... and your Customers
- \* Generalize the Use of Data in the Business for optimized Decision-Making

PROGRAM - Tuesday 6th of February, 2024

- Session 1 - Growth and profitability: innovate with frugality

- \* Innovate with Frugality: Resilience and Renaissance in a VUCA World
- \* CES 2024 Debrief: How L'Oréal integrates generative AI and Beauty Tech to reinvent the customer experience
- \* [Cdiscount x Microsoft] Reinvent your Customer Experience and Business Processes with AI
- \* [Uber Direct] Delivery at the Heart of Omni-Commerce Strategy and Customer Experience
- \* Optimizing the Customer Experience with Zoho CRM: 3 Retail Use Cases
- \* Accelerating retail transformation: How can technology drive innovation?
- \* Success Story Le Petit Vapoteur: Innovation and Omnichannel thanks to Open Source and PrestaShop
- \* [Rokt] Where Relevance Rules: Leveraging Retail Media to acquire New Customers

- Session 2 - AI, Data, Supply Chain: Boost your Performance

- \* FNAC DARTY's Supply Chain: the Cornerstone of a Sustainable Brand Strategy
- \* [Appian] Breaking down Functional Silos with a Connected Supply Chain
- \* [Provalliance x Orixia-Visiperf] From National Campaigns to Ultra-Local Initiatives, how can you boost your Performance?
- \* [DeluPay] Why we need to do away with Bankcards
- \* [Glooh Media] Unlocks the Power of Retail Media
- \* [Fitness Park] Acceleration of Growth thanks to the Digitalization Strategy of the Gym
- \* [Chloé] Early Signals
- \* How does AI boost Nestlé's Sales Force?
- \* From Barcode to GS1 Augmented QR Code: a Revolution in the making
- \* Club Med accelerates its Digital Transformation with Generative AI
- \* Boost your Performance: 15 Generative AI Innovations that will transform Commerce

PROGRAM - Wednesday 7th of February, 2024

- Session 3 - Experience is Key: offer the Perfect Career Path

- \* Sustain & Succeed. The Power of the Loop: Creating Value in the Circular Economy
- \* [Hermès Systèmes d'Information] ChatGPT, Magic explained by Science
- \* [Orange Business] iA: 2 Real-Life Experiences and 2 Lessons for your Projects
- \* [MyShop Solaire x Pixaione] Search Marketing in the Age of AI
- \* Focus on Customer Service : How does Christian Louboutin use this Resource to provide its Customers with Quality Support?
- \* AB Tasty: Dare To Go Further
- \* Generative AI: Reinventing the Customer Experience with AdCreative.ai
- \* [LVMH x Accenture x KBRW] Behind the Scenes of an Ultra-Desirable Omnichannel Experience
- \* Building an Agile Supply Chain: Saint Maclou's Experience in using Data to proactively manage Deliveries

- Session 4 - Your Customers have a Heart: reenchant Retailing

- \* [Kiabi x Useradgents] Mobile at the Heart of the Commerce Switch
- \* Gémo, the Customer at the Heart of the Omnichannel Experience
- \* [TikTok x Katali] What happens if we stop selling on the Internet?
- \* [VTEX] Carrefour's Omnichannel Strategy : from a Monolith IT to Pragmatic Composability
- \* How does Ultra Premium Direct optimize its Acquisition mix to fuel Growth with Wizaly's Multi-Channel Attribution Solution?
- \* [Vinted Go] The Point of Sale, a New Service Hub for Consumers!
- \* [Monoprix] Personalizing Relationships for Lasting Loyalty
- \* [The Kooples x Imki] How Generative AI is revolutionizing Retail and Customer Experience?
- \* [Bell & Ross] Distribution in Asia: Strategy and Evolution
- \* Retail in China: Focus on Trends and Innovations
- \* Back from NRF: 30 inspiring Stores in New York

Source: Retail & E-Commerce Event

6-7 February 2024

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