

Beat: Business

## HUBDAY FUTURE OF RETAIL AND E-COMMERCE

08-09 FEBRUARY, 2022 @ PALAIS BRONGNIART

PARIS, 10.02.2022, 14:32 Time

**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.

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.

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

Ruby BIRD

<http://www.portfolio.uspa24.com/>

Yasmina BEDDOU

<http://www.yasmina-beddou.uspa24.com/>

**Article online:**

<https://www.uspa24.com/bericht-19946/hubday-future-of-retail-and-e-commerce.html>

**Editorial office and responsibility:**

V.i.S.d.P. & Sect. 6 MDStV (German Interstate Media Services Agreement): Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Exemption from liability:**

The publisher shall assume no liability for the accuracy or completeness of the published report and is merely providing space for the submission of and access to third-party content. Liability for the content of a report lies solely with the author of such report. Ruby BIRD & Yasmina BEDDOU (Journalists/Directors)

**Editorial program service of General News Agency:**

United Press Association, Inc.  
3651 Lindell Road, Suite D168  
Las Vegas, NV 89103, USA  
(702) 943.0321 Local  
(702) 943.0233 Facsimile  
[info@unitedpressassociation.org](mailto:info@unitedpressassociation.org)  
[info@gna24.com](mailto:info@gna24.com)  
[www.gna24.com](http://www.gna24.com)