

Innovations in Retail: Highlights from HRF 2020

Special Interest Group

Tuesday 4th February 2020

SAP Clockhouse Place, Bedfont Road, Feltham

Middlesex, TW14 8HD

AGENDA

09:30	Registration & Coffee	All
10:00	Introduction & Welcome	Mike Gent SIG Chair
10:05	KITted out to maximise your Customer Experience	Steve Ingram Keytree
	<p>Customers receive the best experience from employees who are engaged with the tools they are given to use. We will discuss how a range of customers are seeing huge benefits after deploying KIT to their staff, and how <u>everyone</u> to one sales interaction can be enhanced.</p> <p>Within this, we also look into how Data Science and AI are evolving, and will continue to do so, to personalise the shopping experience further.</p>	
10:40	Customer Speaker – NRF Experiences	TBC
11:10	Coffee & Networking	All
11:40	Immersive Experience	SAP
	<ul style="list-style-type: none"> • Experience the Retail Escape room in SAP City. • Discover the latest innovations in technology; including Runway by SAP, KIT Clienteling and Assisted Selling. 	
13:00	Lunch & Networking	All
13:45	Workshop	SAP
	<p>Design Thinking experts will facilitate industry topic discussions which emerged from NRF 2020! Topics will range from: redefining customer experience through employee management, reshaping the high street experience for the digital generation and driving brand loyalty in the modern world. We want you to get the most out of the day – expect to get an email from us before the event, to highlight which topics are of interest!</p>	
15:45	Close	All

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