



Cape Town – 26 June – RCS Offices, Pinelands
JHB – 27 June – Maslow Hotel, Sandton

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RCS RETAIL SUMMIT

What is Echangeur ?



Echangeur by BNP Paribas Personal Finance analyses the **technological** and **marketing trends** in **customer relations**, in order to anticipate transformations and **uses in the commerce of tomorrow**.

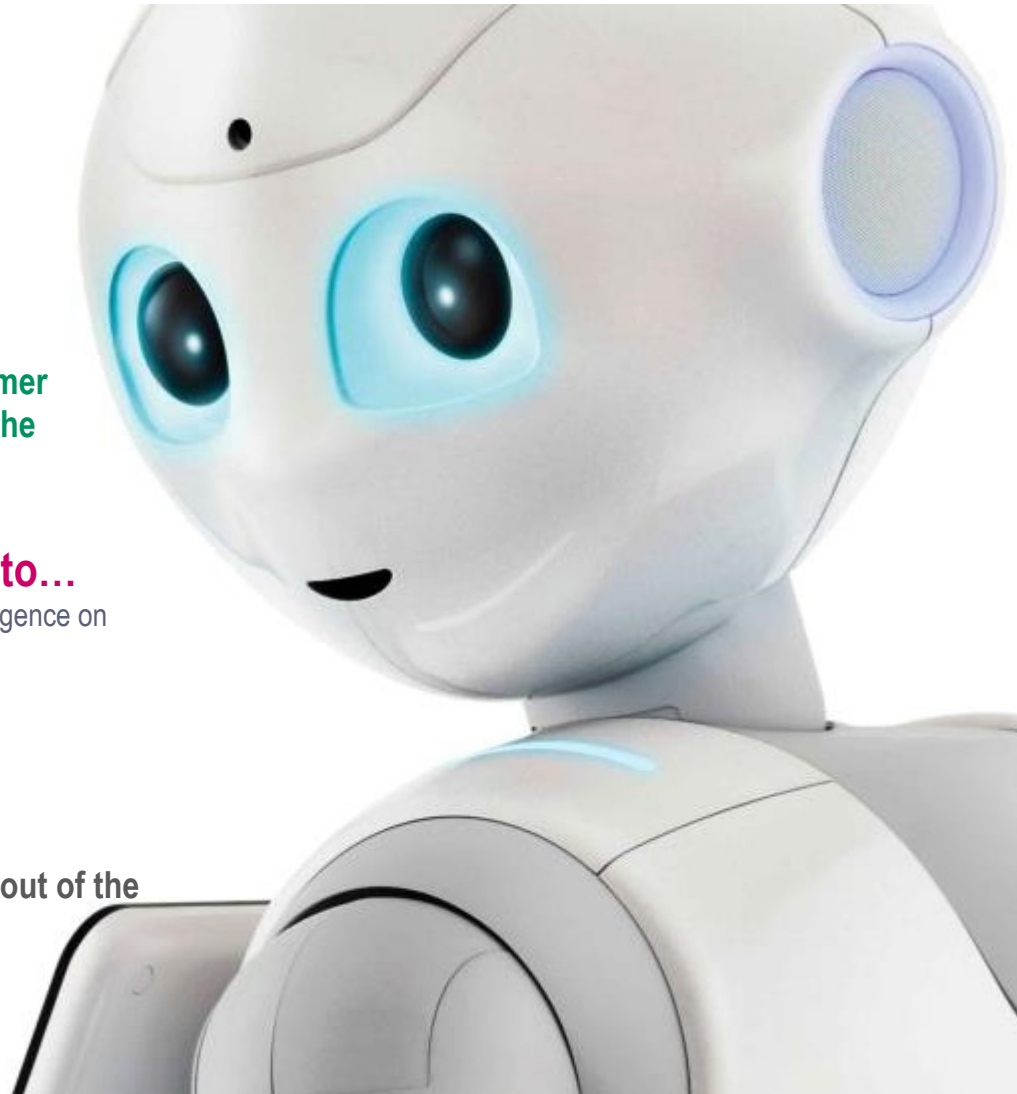
For 21 years, its experts have helped Retail to...

- understand **transformation in the market** thanks to continual intelligence on practices that are shaping the commerce of tomorrow
- better determine **Shopper expectations**
- **anticipate new tech** and **services** innovations
- apply these lessons to their **development strategy**

Acculturation & decoding :

Put attendees in an immersive innovation posture and **think out of the box** :

I observe, I analyze, I get inspired...



Our Claim.

Expanding knowledge of brands and retailers in
new technologies and innovative services

immersive support on
innovations in Retail,
within a unique alliance of
expertise and marketing
tools, data, new
technologies and
innovations for :

...DECYPHER NEW USAGES

We decipher the environment around shoppers and give you the keys to understanding your customers and their expectations

- New tech observatory
- Social and consuming observatory
- Lifestyle

...SHARE TRENDS

With the tools of tomorrow, we put you in the shoes of your customers

- Immersive journey
- Seminars & keynotes
- Study trip

...INNOVATE WISELY

Giving you the necessary impulse to initiate change in your company

- Benchmark
- Workshops
- Customer analysis

1

Intelligence platform :

- Newsletter
- Club subscription Platform
- Events

2

Dedicated empowerment :

- Seminars and keynotes
- Showroom guided tour
- Mobile Showroom
- Store Tours / Learning Trips
- Workshops

3

Access Panel :

- European Shopper studies

Beyond analyzes, Echangeur it is also...

- **+40 partnered start-ups** displayed in the showroom
- **+250 business cases** decrypted in our observatories
- **+120 séminars** and steering committees managed
- **+20 000 professionnals** supported

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A B2B reference in Retail since 20 years !



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Agenda – June 2018

09:00 | **New Tech Village** – Welcome coffee – Networking

09:45 | Opening by Deven Moodley (RCS)

10:00 | “**Commerce Reloaded**” keynote by Guillaume Rio (Echangeur)

10:45 | “**Innovations of Services**” Keynote by Matthieu Jolly (Echangeur)

11:30 | Questions - Answers - Wrap-up

11:45 | **New Tech Village** – Cocktail – Networking

13:00 | Close



Elisabeth MENANT
Technological and Services Trends
Expert



Matthieu JOLLY
Services & Innovation Manager



Guillaume RIO
Technology and Partnerships
Manager



Nicolas ROUSSEAU
Sales Director

Content 1 : Commerce Reloaded Conference



Anticipate
the movement !

Annual benchmark interpreting the impact of technological innovations to stay one step ahead on developments in business:

→ **1 hour of inspiring conference** with **1 expert on stage** decoding main Retail and innovation Trade Shows : CES, South by Southwest, Retail's Big Show, Shoptalk, WebSummit...

Many customer experiences being considered by retail chains open the door to the ubiquitous retail, where retail becomes ambient, frictionless regarding on-line and off-line ! Making payments, ordering a Uber or booking a table without interrupting a discussion with someone has even become possible (this year) thanks to suggestions of Facebook Messenger, which recognizes in the content of messages an address or a time and place for meeting someone. Artificial intelligence, robots, and virtual reality are invading our everyday life and modifying our relationship with retailers and brands! **Who owns the Future ?**



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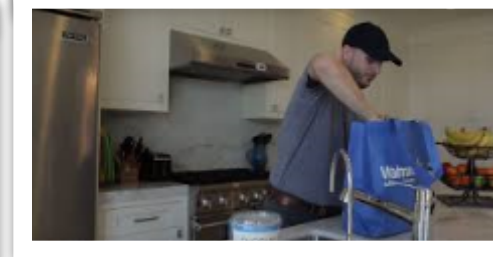
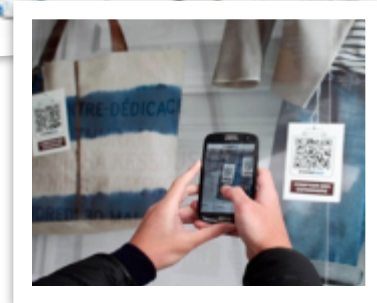
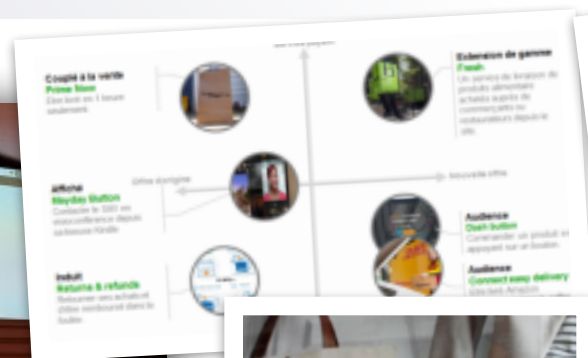
Content 2 : Innovate Service Centric Workshop

*Understand
and share to
innovate
wisely*

Benchmark of best innovation of Services practices to deliver a customer approach driven by Services with strategical keys

→ 1 hour of dynamic and participative conference on new consumer journey, to guide innovation in companies, sharing shopper new usages, selecting the best innovative services developed by different sectors of activity, to get inspired...

With changing consumer patterns and the impact of new technologies, retail continues its rapid transformation. The frontiers between Click and Mortar have disappeared, opening the door to ambient and continuous retail. The future of retailers lies in Services, which alone can create differentiation beyond price. They just need to find the keys to building an ambitious and loyalty-enhancing service offering. The service-centered economy forces companies to adapt through an innovative offering of services that will develop the loyalty of tomorrow. A look back at the year's best practices in matters of innovative services to meet shoppers expectations by optimizing their customer journey in and out the store. **And what if Services already made the difference?**



Content 3 : Digital Reports and Practical Handbooks

COMMERCE RELOADED



- **Commerce Reloaded” report 2018 :**
a consolidation of trends and best practices interpreted by experts, drawing on the high points covered by Echangeur: GAFA/BAT ecosystems, new meanings of payments, new concept stores that are revolutioning the Commerce and Customer Relationship.
- **Best of techno :** the book of early stage start-ups in Retail and Customer Relationship.

INNOVATE SERVICE CENTRIC



- **Innovate Service Centric Report 2017**
a wrap-up of the latest trends and innovations in services showing growth drivers.
- **A handbook** presenting the 12 strategic customer targets and the 7 drivers of consumer spending.

Content 4 : Mobile Showroom

Look & Feel
what's coming !

New Tech Booth **demonstrating some of the latest technologies** that will impact both Customer experience and Retail POS :

- **Mobile showroom** to enhance your international events and bring technology to you. Use and feel technologies to understand the Shopper experience ! (Access Panel datavizualisation possible if requested – Italian and French shoppers – European drivers)
- **User-centric demos** to enjoy an extraordinary experience in a booth as attractive as it is disruptive with **more than 10 selected new tech demos**
- (Will need 4 specific wide TV screens rentals enabeling airplay sharings + 1 if Access Shopper Dataviz + furniture for demos)

Artificial Intelligence

Which impact voice recognition will have on Commerce ? Test Amazon Alexa and Google Home...



Virtual Reality

live an immersive experience with HTC Vive helmet of the Samsung Gear glasses



Augmented Reality

What enormous benefits image recognition or space interaction can bring to your brand ? Lenovo Fab2Pro, Google Tango Tablet, Interactive Catalogue



Button Order

Click, order, be delivered... with Amazon Dash Button



Snapchat Spectacles

Create your own content in just a click and share on social medias



Screen interaction

with face or smartphone recognition to propose targeted content



Content 5 : Echangeur Le Club

Premium access
24/7 to the best of
innovation!

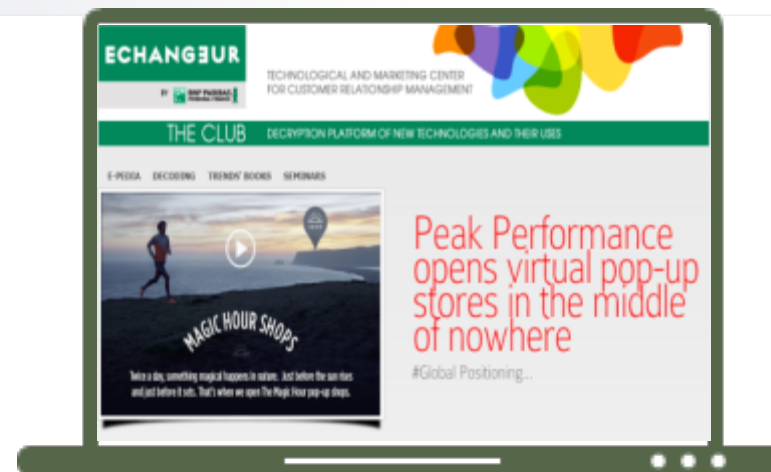
Stay in action after the seminar ! Continuously master the impact of **technological innovation** and new uses in business with a **complimentary access to Echangeur le Club to the 20 SANLAM attendees...**

- **Unlimited access to Echangeur's entire digital innovation documentation center :**
- **Continuous interpretation** of more than 300 business cases in Retail and Customer Relationship. NFC, virtual reality, PFM, digital wallet, Services, mobile payment, gamification, GAFA/BAT ecosystems, Artificial Intelligence, Chatbots...)... in home appliance and other sectors of activity, to get inspired with best practices !
 - **Practical framework**, glossary of technological innovation and analytical models of drivers of consumer spending
 - **Key reports** “**Commerce Reloaded**” and “**Innovate service-centric**” in digital version
 - **Weekly newsletter** decoding New Tech or Services innovation in Retail
 - **Startup ecosystem** dedicated to Retail and Customer Relationships

Your benefits :

Complete 5-star empowerment to:

- Acquire more expertise in interpreting new tech and its impact on one's business
- Rapidly access the best of innovation
- Innovate wisely with expert guidance and advice
- Share and mobilize one's company with a common framework
- Network with key players in innovation.



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