

## Are You Fit For The Future Of Customer Engagement?

In today's Age Of The Customer, retail organizations are struggling to engage their customers and stand out from the competition. To be successful, retail leaders must focus on creating an omnichannel strategy that harmonizes both physical and digital touchpoints to drive engagement. It's no longer just about tech-innovation, but how you adapt and maximize the potential of the tech you have at hand.

During this exclusive event, Forrester thought leaders will discuss:

- What the future holds for retail, and how retailers must re-orientate around the customer to successfully attract, serve, and retain them.
- How Italian consumers' rising expectations drive the need for innovation.
- Whether your enterprise is fit for the future, and what you need to do to get it there.

### Agenda

09:00 – 09:30	Welcome and Networking
09:30 – 10:15	<p>Keynote from <i>Michelle Beeson</i>, Analyst, Retail Industry:</p> <p><b>What Does The Future Hold For Retail?</b></p> <p>The blurring lines between digital and physical customer engagement makes it more challenging, but ever more necessary for retailers to pursue customer experience excellence. Digital technology is changing customer interactions and experiences, the role of the store, the role of the sales associates, and how digital and physical touchpoints connect throughout the customer lifecycle. Forrester's thought leadership and deep market knowledge will set the stage for how retailers must reorientate around the customer, over products and channels, to successfully attract serve and retain ever more empowered customers.</p>
10:15 – 10:45	<p>Picture of Italian market from <i>Reineke Reitsma</i>, VP and Research Director, Customer Insights Europe:</p> <p><b>Rising Customer Expectations Drive The Need For Innovation</b> Empowered consumers look like an unstoppable force: they latch onto new experiences faster than innovators can generate them. But without understanding why consumers are trying new brands, products, or channels, traditional brands' efforts often fall short. Consumers still consider convenience, quality, and trust in their purchase decision, but they also demand services and experiences — often technology-enabled — on top of product performance. And brand trust is based on experience, not size or history. In this session we're going to share how Italian consumers' needs and expectations are changing and what that means for how they research and buy products.</p>
10:45 – 11:15	Networking Break
11:15 – 11:45	<p>Interactive session with <i>Luiz de Oliveira</i>, VP and Executive Partner: <b>Is Your Enterprise Fit for the Future?</b></p> <p>The future of retail looks bright, but simply investing in technology will not be enough. The latest research from Forrester shows that productivity and CX scores have stayed stubbornly low, even as companies ramp up investments in technology. The solution lies on the adoption of an operating model that provides a solid platform and enables the delivery of differentiated tech-driven innovation (TDI). To get the most out of TDI, you need to increase the adaptiveness of your organization and leverage new ways of working, going beyond Agile practices and DevOps. In this session, we will explore how Adaptive Enterprises, such as Netflix and CVS, operate to outperform their competitors.</p>
11:45 – 12:15	Client Testimonial by <i>Chiara Fracassi</i> , Global Brand and Customer Experience Director, Amplifon Group
12:15 – 13:00	Q&A Closing Remarks

#### Date:

Thursday, June 20th, 2019

#### Time:

09:00 - 13:00 CEST

#### Venue:

Hotel Melia  
Via Masaccio 19  
Milano  
Tel +3902444061

#### To register:

[Registration Link](#)

If you have any questions, please contact us by email.

## Speakers



*Michelle Beeson* is an analyst serving digital business strategy professionals. Her research focuses on how digital technology and changing consumer behavior and expectations are impacting retail organizations and transforming business models. Her current research themes include omnichannel commerce, the future of the store, digital trends and forecasting, and digital commerce strategies for consumer-facing brands, including luxury. During her eight years at Forrester, as a consultant and an analyst, Michelle has worked with a wide range of clients to help develop their digital business strategies. Michelle is based in the UK and has global coverage. In addition to speaking at Forrester Forums and events, Michelle speaks regularly at national and international conferences. Her research has been quoted in general business media such as the Wall Street Journal and specialist publications such as Retail Week.



*Reineke Reitsma* serves Customer Insights Professionals and leads a team that helps these professionals understand how technology developments influence the market insight industry, and how to adapt research agendas, research methodologies, and team structure accordingly to stay successful and relevant. In addition, she leads a team responsible for data innovation at Forrester. This team tests and evaluates alternative data sources and research methodologies, and it looks at new ways of visualizing data. Reineke has spoken at numerous Forrester events, as well as market research and marketing conferences, such as Esomar Insights, Market Research in a Mobile World, The Dutch Marketing Association (NIMA) event, and IAB conferences. Her research has been cited in publications worldwide, including The New York Times, Washington Post, New Media Age, Stratégies, Research World, Research Magazine, and Vue.



*Luiz de Oliveira* has more than 25 years of professional experience in technology management. He was one of the pioneers launching Forrester's Leadership Boards in Europe and Latin America back in 2005. Luiz supports client initiatives in the following areas: artificial intelligence, robotics, and automation; data management strategies; employee experience and digital workplaces; articulating digital and IT transformation strategies; sustaining business innovation; leadership development; as well as organizational design and talent management. Before he joined Forrester, Luiz worked for companies like Accenture, Ernst & Young, and Det Norske Veritas in the US, Latin America, and Europe.

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