



**DAY ONE | 19 MARCH | WEDNESDAY**

Registration Opens  
07:00

Registration & Coffee  
Please be seated in the main plenary at 08:50!

**SESSION A**

Opening Presentation  
09:00

**More Than a Feeling - Why CX is the #1 Competitive Differentiator**

So much has been spoken about customer experience and its importance to building a customer centric business in the modern commercial space. But with so many hard elements pulling for resources why is it critical to place what seems like a soft discipline at the core of your business?

- *Chantel Botha, Founder, Brand Love*

*Customer Experience*

Keynote 1  
09:30

**Case Study: Increasing Efficiency and Reduce Costs Through Innovative Logistics Solutions**

With as much as 20% of total cost allocated to fulfilment, the global leaders in ecommerce are turning to technology and innovation to increase efficiency and reduce costs. This case study examines a best practice example that can be applied to just about any ecommerce business.

- *Reserved for DHL*

*Fulfilment & Logistics*

Keynote 2  
10:00

**CX 4.0 - Creating a Dynamic Shopping Experience**

From dynamic pricing to dynamic personalization more than 90% of online retailers believe a dynamic experience is essential as a competitive advantage. Netflix values is dynamic personalization algorithm at 1\$ billion... how do you create a dynamic online shopping experience that really works?

- *Charlene van Zyl, Head of Customer, Woolworths*

*Customer Experience*

Keynote 4  
10:30

**Using AI to Remove e-Commerce Roadblocks for Micro Trade**

This keynote will share insights on how honing in on the advancements in AI and machine learning we can now leverage the expensive lessons learnt through a maturing e-commerce culture, to empower emerging sectors.

- *Natasia van Rooyen, SEO OLM Expert, Kinesis*
- *Gavin Potgieter, TBC, Kinesis*

*Customer Experience*

Networking Break  
11:00

Explore the networking floor, engage with our speakers and freshen up with some tea and coffee

Keynote 5  
11:30

**Social Data Disruption: How Retailers Are Using a New Source of Customer Feedback to Improve the Customer Journey**

Every day millions of consumers take to social platforms to volunteer feedback on their shopping experiences, if properly structured this data provides new insights into consumer behaviour. Find out how online consumer conversation differs across eCommerce and traditional retail and see how this data is being applied to better understand buying behaviour and consumer preferences.

- *Nic Ray, CEO, Brands Eye*

*Research Feature*

Keynote 6  
12:00

**Deepening Customer Engagement Through Micro-Moments**

Solving for the singular customer in a singular moment is still a struggle - despite the millions businesses have spent on servicing technologies. To deepen customer engagement and stay ahead in a fiercely competitive ecommerce environment, businesses need to dig deeper and serve customers in each individual micro-moment.

- *Clemens Weitz, CEO, ROAM*

*User Experience*

Keynote 7  
12:30

**O2O Commerce – The Trillion Dollar Opportunity**

Even though consumers are used to buying things like books, fashion, and electronics online ... 82.5% of all retail sales will still happen inside physical stores as late as 2021. However, the vast majority of these sales will be influenced by digital touch points – this gap has become known as the “Trillion Dollar Opportunity”

- *Robyn Cook, Head of ecommerce, The Foschini Group*

*Digital Feature Presentation*

Lunch  
13:00

Lunch will be served in the exhibition hall.

Keynote 8  
14:00

### How to Unlock the True Potential of Mobile Commerce

In Africa's drive to reach a 15% penetration of retail trade through ecommerce, mobile purchases will be central to that effort in extending reach and immersion. But can a focus on a mobile penetration exist separately from a holistic approach to a quality online environment that works every time? Or will technical proficiency in mobile be where the battle is won or lost?

- *Yolande Steyn, Independent Consultant, ex Takealot & Vodacom*

Payments

Keynote 9  
14:30

### Creating a Multi-Layered Trust and Security Strategy in Africa

eCommerce companies are increasingly using multilayered security strategies that incorporate passive biometrics and behavioral analytics to secure their customers and protect trust in their brands. Balancing the need for security and trust with the customer experience is a high ranking challenge for African ecommerce as it seeks out rapid growth.

- *Dr Jabu Mtsweni, Research Group Lead, CSIR*

Payments Security Feature

Day 1  
Feature Panel  
15:00

### Creating an Omni-Channel Strategy that Connects Customers to Your Brand

Through the lens of customer experience and payments, a star filled panel of the continents leading ecommerce companies tackle the question of how to create an ecommerce strategy that connects customers to your brand. With questions from the delegates driving the conversation this is sure to one of the most insightful discussions of the conference.

- *Moderator: Tebogo Legodi, Digital Lead, Sanlam*
- *Nicolo Pudel, Co-Founder, Port2Port*
- *Maye Benjamin, Customer Experience Manager, Jumia Group*
- *Robyn Hazenkamp, Head of Design, Red & Yellow*
- *Roger Bezuidenhout, Head of Marketing, SnapnSave*
- *DHL Representative*

16:00 | Session Concludes | End of Day 1

Cocktail Function

16:15



## DAY TWO | 20 MARCH | THURSDAY | MODERATED BY: DYLAN PIATTI

Registration Opens  
07:30

Registration & Coffee  
Please be seated in the main plenary at 08:45!

### SESSION C

Keynote 10  
09:00

### The Next Era of Mobile Messaging for E-Commerce

Millions of businesses rely on SMS to communicate with mobile consumers. Credit card fraud alerts, flight status updates, and package delivery notifications are common examples of business-to-consumer SMS. Though SMS meets the consumers needs for instant notification, it lacks the interactivity and personalization consumers expect. Rich Business Messaging upgrades SMS with branding, rich media and analytics that lead to better consumer engagement. With RBM, businesses can bring branded, interactive mobile experiences, right to the default messaging app. By 2020, 86% of smartphones will be RBM-enabled. Join Johanna Kollar to learn about the future of messaging and how Overstock.com and Booking.com are already using this technology to reach their customers.

- *Johanna Kollar, Head of Communication Products Partnerships, Africa, Google*

Driving Demand

Keynote 11  
09:30

### Developing a Customer Centric Fulfillment Strategy

What does a fully customer-centric fulfillment strategy look like, and how do you balance elements like personalized distribution with efficiency and speed?

- *Reserved for DHL*

Fulfilment and Logistics

Keynote 12  
10:00

### Laying the Foundation for Marketing Automation

Automation, AI, and machine learning are being leveraged increasingly in advertising. When harnessed well, these tools enable humans to manage growing accounts with growing efficiency. However, when improperly utilized they can wreck accounts and prevent good marketing from being great marketing. In this session, learn downfalls and tips of managing automation at scale.

- *Evan Waters, Director of Growth & Performance Marketing, Naspers*

Driving Demand

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Keynote 13 10:30	<p><b>Payment Innovations That Drive Demand</b> VISA walk through the payment innovations across Africa that are set to drive demand and enhance the purchase experience for online shoppers in Africa. A not to be missed session for anyone who accepts cards within their payment strategies.</p> <ul style="list-style-type: none"> <li>• <i>Oracle Presentation</i></li> </ul>
Networking Break 11:00	Explore the networking floor, engage with our speakers and freshen up with some tea and coffee
<b>SESSION D</b>	
Keynote 13 11:30	<p><b>Why Your Story Matters</b> A Godfather in South African brand and marketing walks you through the virtues of storytelling, why it matters and sheds light on some of the greatest commercial stories ever told. .</p> <ul style="list-style-type: none"> <li>• <i>Mike Joubert, Founder, Billybo Group</i></li> </ul>
Keynote 14 12:00	<p><b>Ecommerce Architecture: Case Study</b> A case study featuring the practical steps to gain an upper hand on SEO, conversions, sales and customer satisfaction through ecommerce architecture. Not to be missed for anyone seriously competing in the digital space.</p> <ul style="list-style-type: none"> <li>• <i>Speaker To Be Confirmed</i></li> </ul>
Keynote 15 12:30	<p><b>Conversion Rate Optimization</b> As one of only a handful of true conversion optimization specialists, this keynote speaker will dive into the high level of skill required from the fields of mathematics, engineering and psychology when driving conversion rates.</p> <ul style="list-style-type: none"> <li>• <i>Johan van Tonder, COO, AWA</i></li> </ul>
Lunch 13:00	Lunch will be served in the exhibition hall.
Keynote 16 14:00	<p><b>Web vs native: Choosing the right approach for your digital journey in E-Commerce</b> Mobile web and native application technologies have evolved tremendously in recent years. In this session, we'll help you understand which approaches are right for your digital transformation efforts. You'll understand the tradeoffs for each technology, and we'll discuss best practices on which architectures fit the needs for projects in your organization</p> <ul style="list-style-type: none"> <li>• <i>Kelly Shannon, Android Enterprise Regional Manager, Google</i></li> </ul>
Keynote 16 14:30	<p><b>Online Retail in South Africa 2019</b> Online retail is growing in Southern Africa and Bradley Elliot breaks down the key learnings from the largest research study on digital commerce in Southern Africa. From payment technologies to retail attitudes, Jack Mae and South Africa's retailers of the year. An all-encompassing Keynote.</p> <ul style="list-style-type: none"> <li>• <i>Bradley Elliot, CEO, Platinum Seed</i></li> </ul>
Closing Panel Discussion 15:00	<p><b>Key drivers that will unlock rapid African growth</b> Join a panel of renowned experts from various industries as they share and debate the key factors that are most likely to inspire rapid growth in your online business</p> <ul style="list-style-type: none"> <li>• <i>Grant Brown, CEO, Zando</i></li> <li>• <i>Gary Hatfield, CEO, Loot</i></li> <li>• <i>Kenesis Speaker to Be Confirmed</i></li> <li>• <i>DHL Speaker to be Confirmed</i></li> <li>• <i>Payments Speaker to be Confirmed</i></li> </ul>

**End of Conference**  
16:00