

RETAIL SYMPOSIUM 2020

CUSTOMER LOYALTY MANAGEMENT IN RETAILING

Thursday 6th February

9.30am

Customer Segmentation : Implementation of a rewards program in the UAE (Carrefour MyClub)

Mr Jean-Luke Graziato, Country Manager Carrefour Egypt (Majid Al Futtain)

11.00am

Walmart-Building Loyalty through Delivery

Mr. David Ryan, Operations, Engineering, Dublin Site Director, Walmart Labs & eCommerce

12.00pm

The role of customer experience touchpoints in driving customer loyalty: implications for omni-channel retailing

Prof. Dr. Marco Ieva, PhD. University of Parma, Italy.

Lunch

2.30pm

Loyalty within the Credit Card Consumer Market
Conlath O'Reilly. Head of Transformation. Allied Irish Banks Plc

3.30pm

Retail Consumer Loyalty in Ireland 2020

Mr. Owen Mc Feely. Director, Price Waterhouse Cooper's Retail & Consumer Practice

4.30PM

Loyalty Systems within the Italian Grocery Market

Post Graduate Students from the University of Parma, Italy.

Laura Manghi , Lyubomir Ivanov Lazarov, Debora Serina, Claudia Fasano, Arianna Turrone