



EASYFAIRS' JOURNEY TO MORE CUSTOMER CENTRICITY

Stephan Forseilles - Group Head of Technology & Digital Transformation



DENTISTRY
PAINLESS

EXTRACTIONS

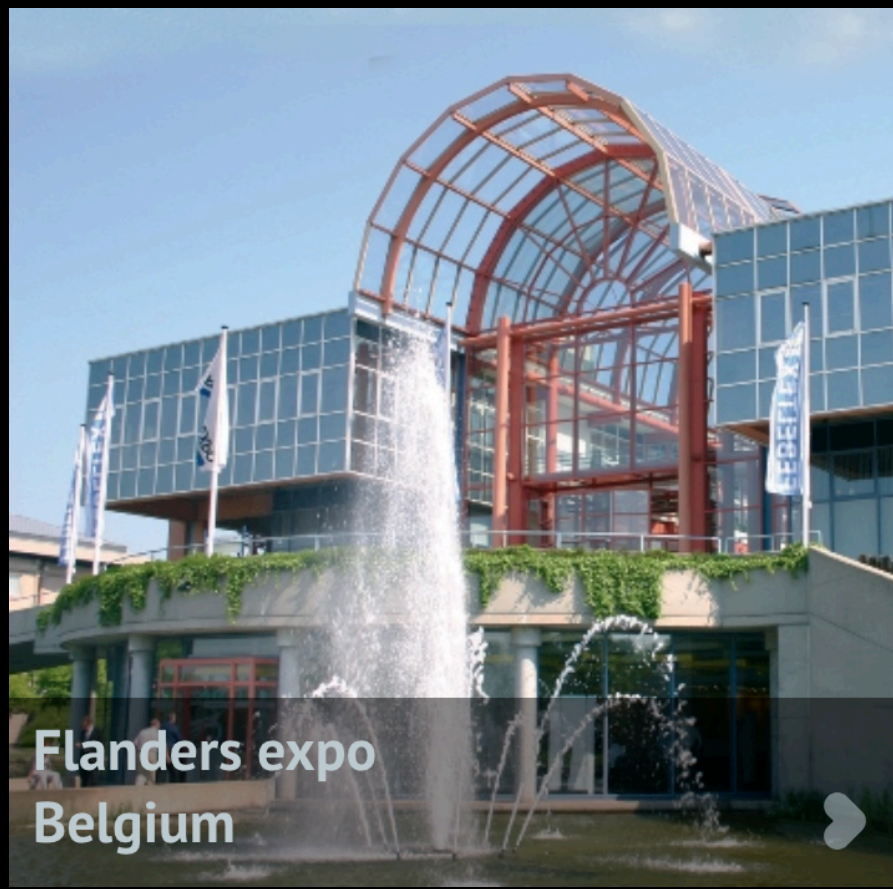
DENTURES



TRADESHOW ORGANISER

VENUE OPERATOR

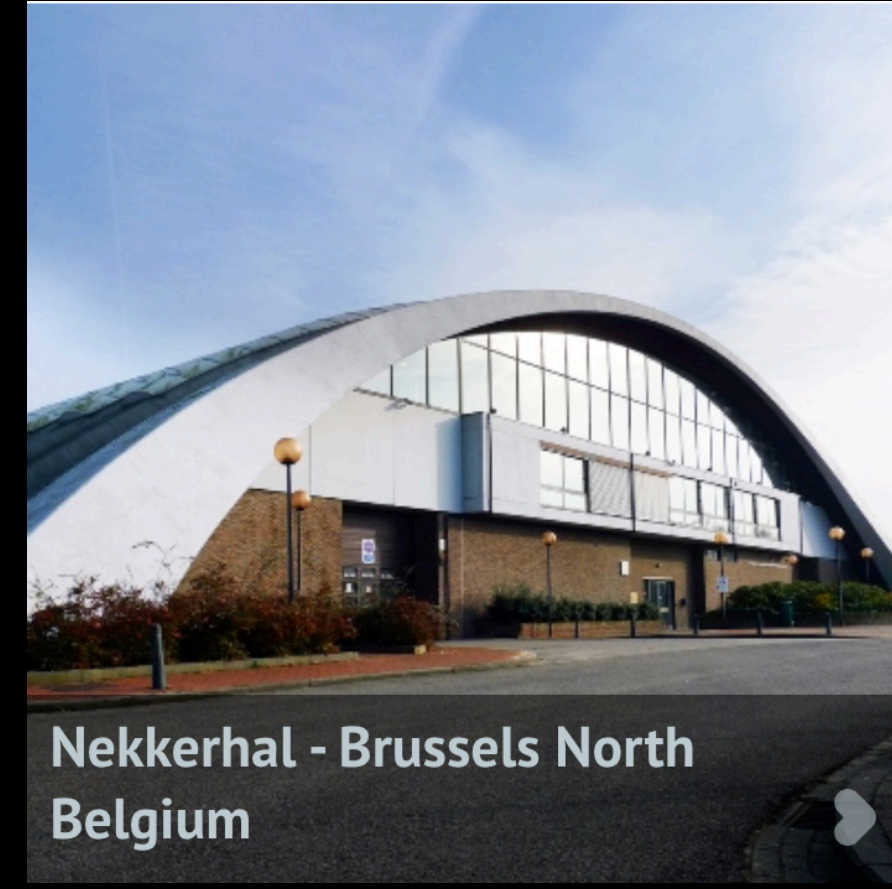




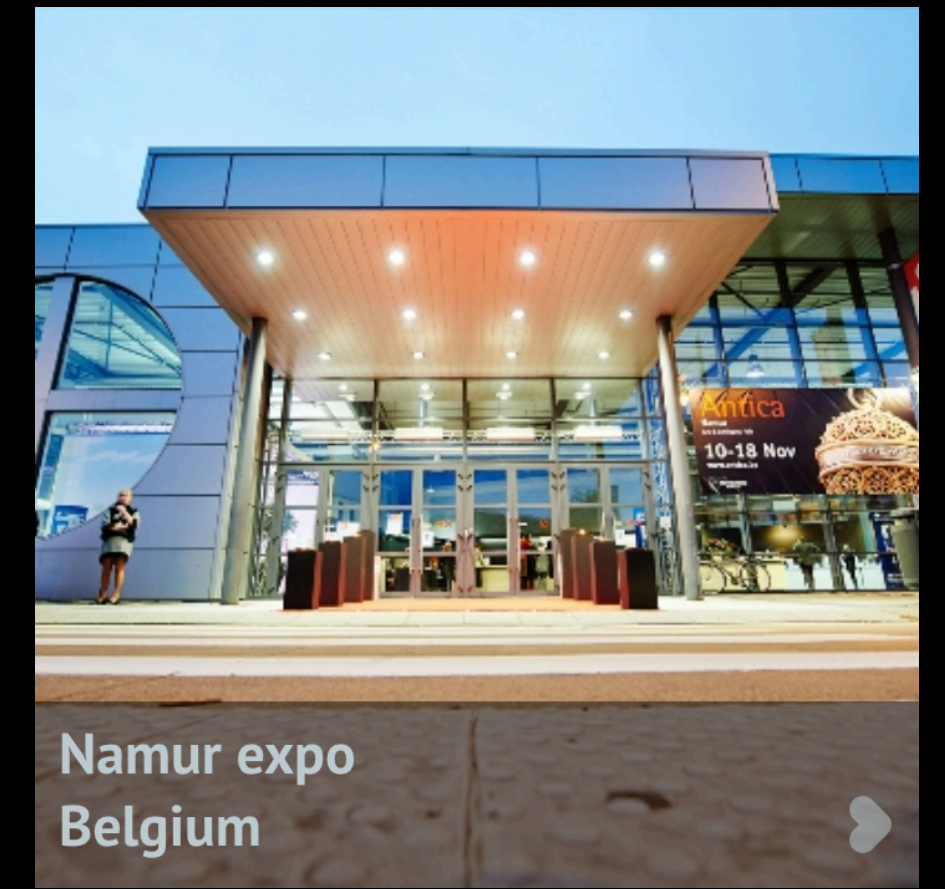
Flanders expo
Belgium



Antwerp expo
Belgium



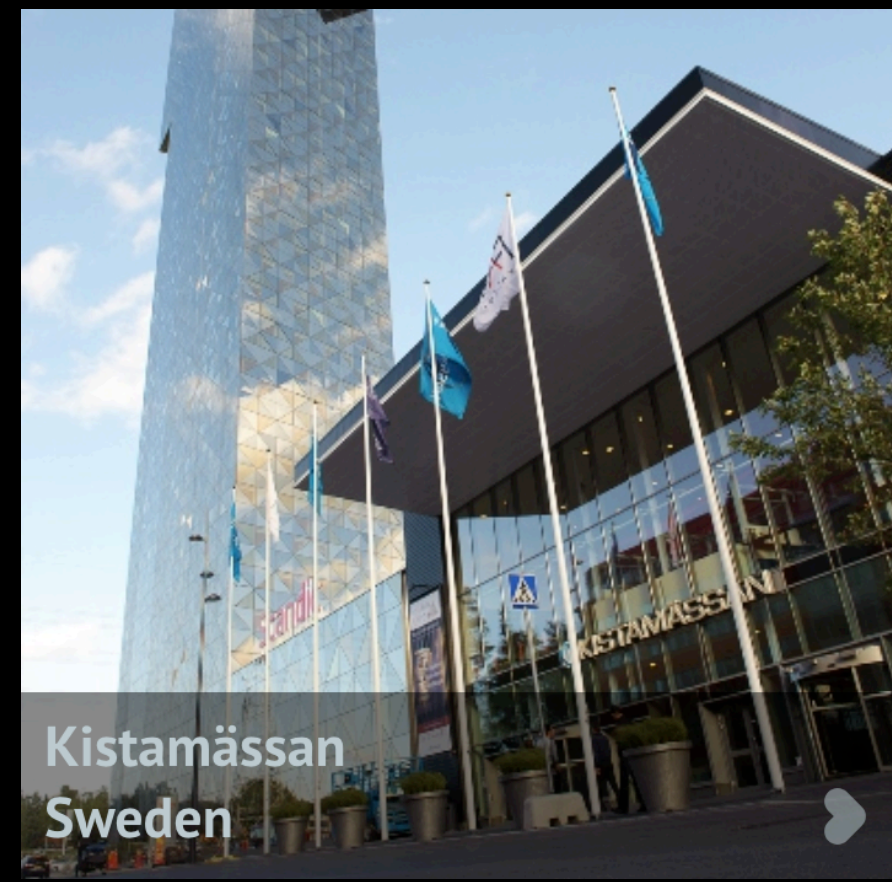
Nekkerhal - Brussels North
Belgium



Namur expo
Belgium



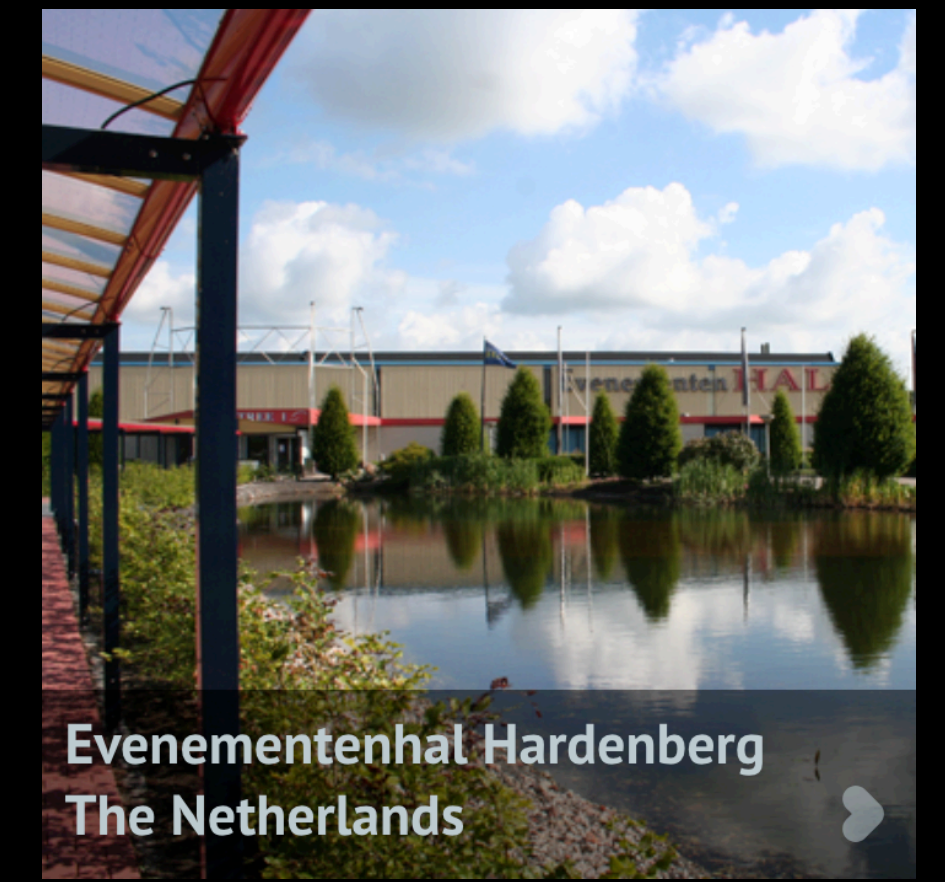
Abymässan
Sweden



Kistamässan
Sweden



Evenementenhal Venray
The Netherlands



Evenementenhal Hardenberg
The Netherlands



Evenementenhal Gorinchem
The Netherlands



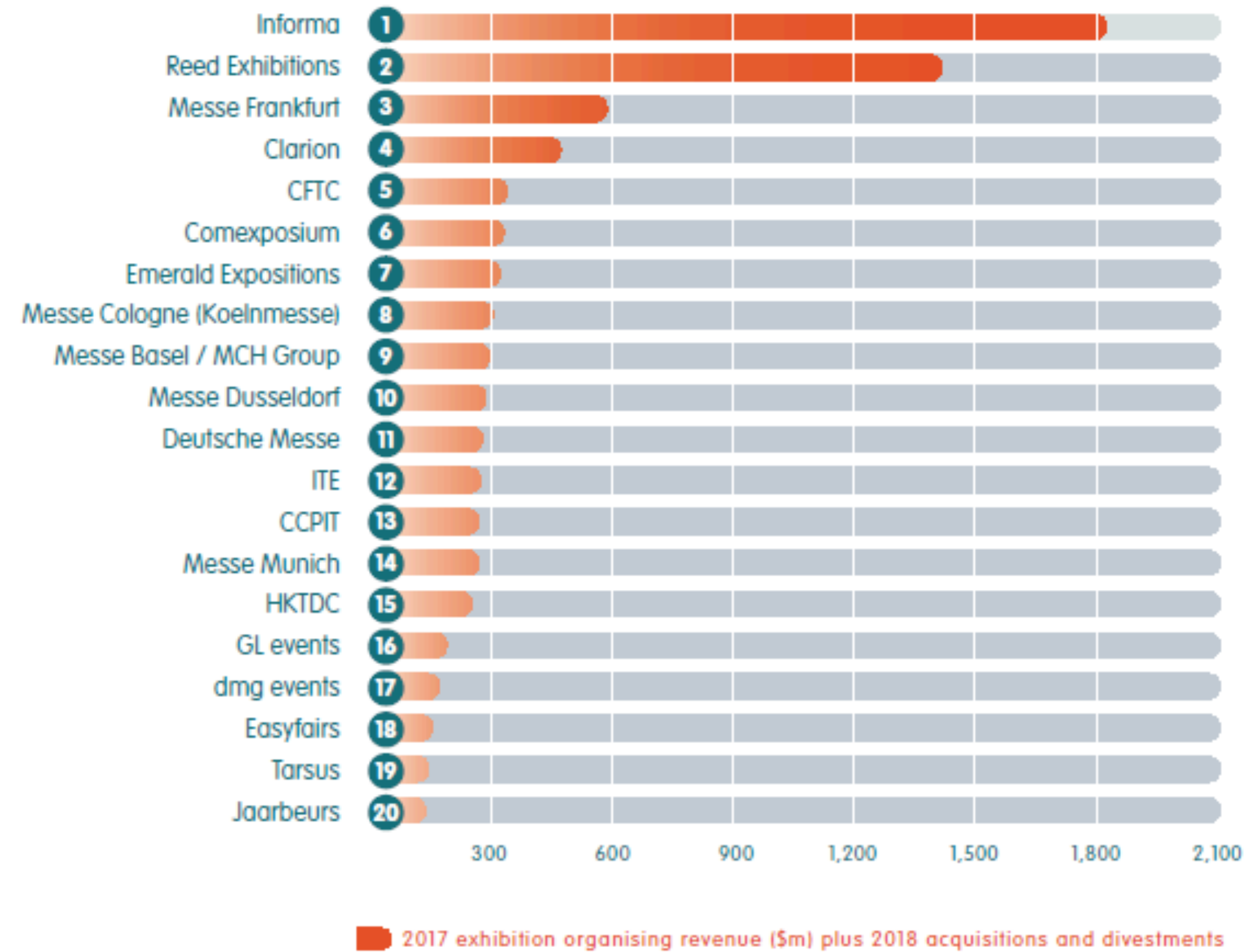
Malmömässan
Sweden



21 OFFICES

15 COUNTRIES

The AMR Top 20 exhibition organisers by revenue



Notes on methodology

- AMR estimates of pro-forma exhibition-organising revenues only, including AMR estimates of 2018 acquisitions and divestments.
- Excludes integrated revenue from venue rental to third party organisers, and all other non-core exhibition services.
- Converted at an average 2017 exchange rate.



MR et Ecolo toujours sous tension à Uccle



Trump va réduire l'aide au Guatemala, au Honduras et au Salvador



Les magasins Camaieu en PRJ



Le nouveau Code des sociétés et associations change la donne



Les options prolongation enterrées

[ACTU](#) > [DOSSIERS](#) > [ENTREPRISE DE L'ANNÉE 2018](#)

Easyfairs est l'Entreprise de l'Année 2018

16 octobre 2018 19:48



DENTISTRY
PAINLESS

EXTRACTIONS

DENTURES





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First name

Last name

Email

Password (6 or more characters)

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Join now



Create account

Your name

Email

Password

Re-enter password

Create your Amazon account

By creating an account, you agree to Amazon's [Conditions of Use](#) and [Privacy Notice](#).

Already have an account? [Sign in](#)



Name

Choose your username

Create a password

Confirm your password

Birthday

Gender

Mobile phone

Your current email address

Location

¿Tiene una invitación impresa?

- Sí
- No

Datos personales

Tratamiento:

Sexo *:
 Hombre Mujer

Nombre *:

Apellidos *:

Empresa *:

Departamento *:

Función / puesto *:

País *:

Datos personales

Código Postal *:

Calle *:

Nº inmueble *:

Nº inmueble suffix:

Datos personales

Dirección línea 1 *:

Dirección línea 2:

Dirección línea 3:

Código Postal *:

Ciudad *:

Comunidad Autónoma / Región:

Nº teléfono *:

Nº móvil:

Nº fax:

Página web:

Email *:

Email de confirmación *:

¿Es usted estudiante a tiempo completo?

- Sí
- No

Número de empleados:

- 1-10
- 11-25
- 26-50
- 51-100
- 101-250
- 251-500
- 501-1000

La principal área de negocio de su organización es:

- Operadores logísticos
- Almacenes
- Logística inversa
- Retail logistics
- Empresas y servicios de transporte
- Gran distribución
- Centrales de compra
- Alimentación
- Bebidas
- Cosmética
- Perfumería e Higiene
- Química
- Farmacéutica
- Textil y de Confección
- Automoción
- Componentes
- Siderurgia
- Agrícola
- Puertos, aeropuertos y operadores de tráfico

Su área de responsabilidad:

- Logística
- Supply Chain
- Producción
- Mantenición
- Organización y Métodos
- Almacén
- IT Business Development
- Automatización y control logístico
- Compras
- Otros

Su estatus profesional:

- Dirección General / Consejo de Administración
- Director de Departamento
- Responsable
- Técnico / Especialista

¿Cuál es su implicación en la toma de decisiones de compras de su empresa?

- Tomo decisiones
- Decido con otros
- Sugiero
- No intervengo

¿Cómo ha conocido easyFairs LOGISTICS Madrid?

- Página web easyFairs
- Otras webs en internet
- Invitación personal
- Invitación por fax
- Invitación de un expositor
- Contacto profesional
- Anuncio/artículo en prensa
- Search engine
- Email informativo
- Redes Sociales
- Otros

¿Cuáles son los objetivos de su visita en este salón?

- Encontrar a mis proveedores habituales
- Obtener información que me ayude a encontrar nuevos productos y servicios en el futuro
- Conseguir una visión general de la industria
- Adquirir productos y servicios de envase y embalaje

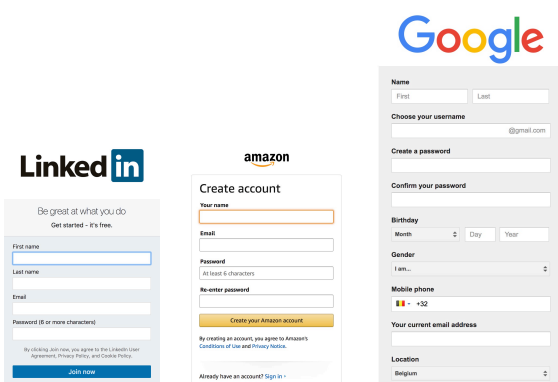
¿Desea visitar también easyFairs® EMPACK 2011?

- Sí
- No

Utilización de sus datos personales

Los datos personales facilitados serán tratados confidencialmente por easyFairs Iberia S.L.U. Por favor, consulte nuestra política de protección de datos antes de confirmar su registro (paso 6).
 ¿Da el consentimiento para que sus datos se compartan con terceras partes ligadas contractualmente a easyFairs Iberia S.L.?

- Sí
- No





EXIT

Thanks for shopping. You're good to go (really!)
THIS DOOR TO REMAIN UNLOCKED WHEN BUILDING IS OCCUPIED

amazon go



GOOD FOOD FAST

CANDY & COOKIES



EXIT

Thanks for shopping. You're good to go (really)!

THIS DOOR TO REMAIN UNLOCKED WHEN BUILDING IS OCCUPIED





Now
your
to s

Michelle

ella
nao, moda,



INSIDE-OUT THINKING

What do I want?



How can I achieve that?



Let's do it!



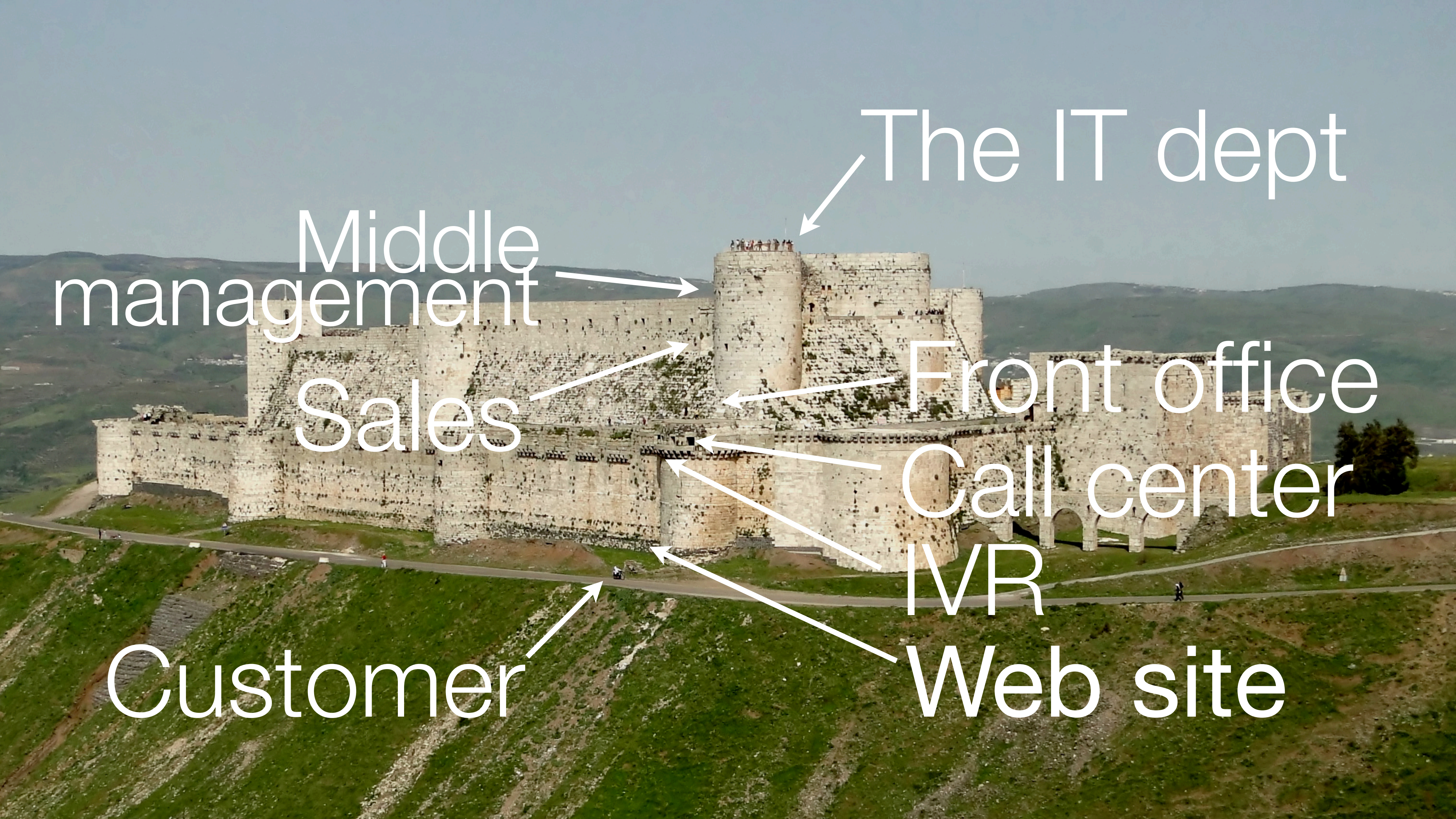
INSIDE-OUT THINKING



INSIDE-OUT THINKING

in organisation design





The IT dept

Middle management

Sales

Front office

Call center

IVR

Web site

Customer

THINKING

OUTSIDE-IN



WHY IS IT SO DIFFICULT?





EVERYBODY HAS HIS OWN AGENDA

...and customers
happiness might not be
the central item



CO-CREATING WITH OUR CUSTOMERS





ONE MAIN OUTCOME

SIMPLIFY!



“I don’t understand”

before...



“I must be stupid”

now...



*“**THEY** must be stupid”*



ONE MAIN OUTCOME

SIMPLIFY!





ONE MAIN OUTCOME

SIMPLIFY!

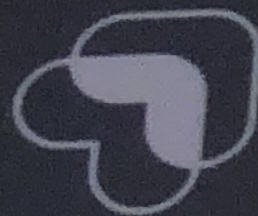





ONE MAIN OUTCOME

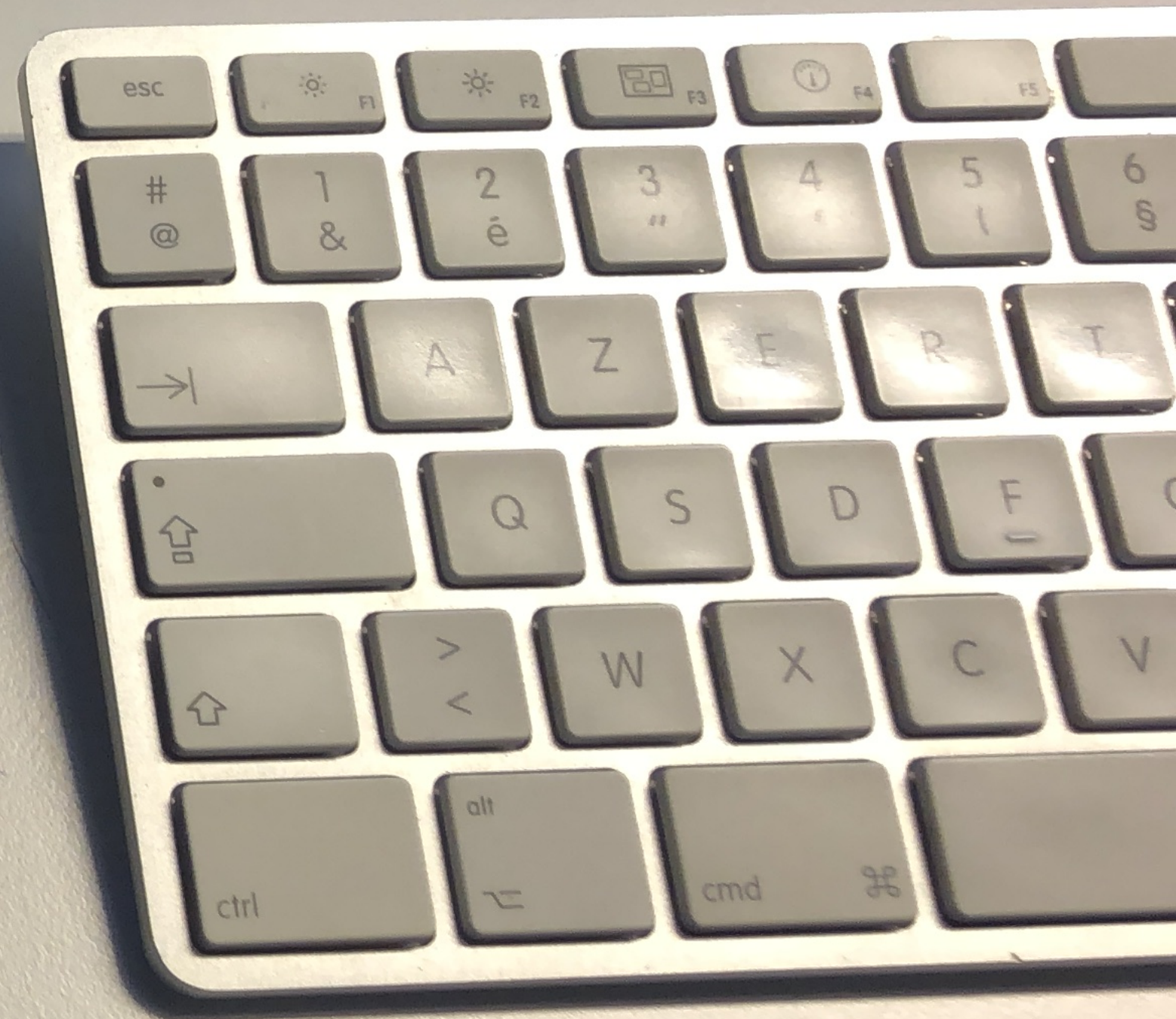
EASIFY!

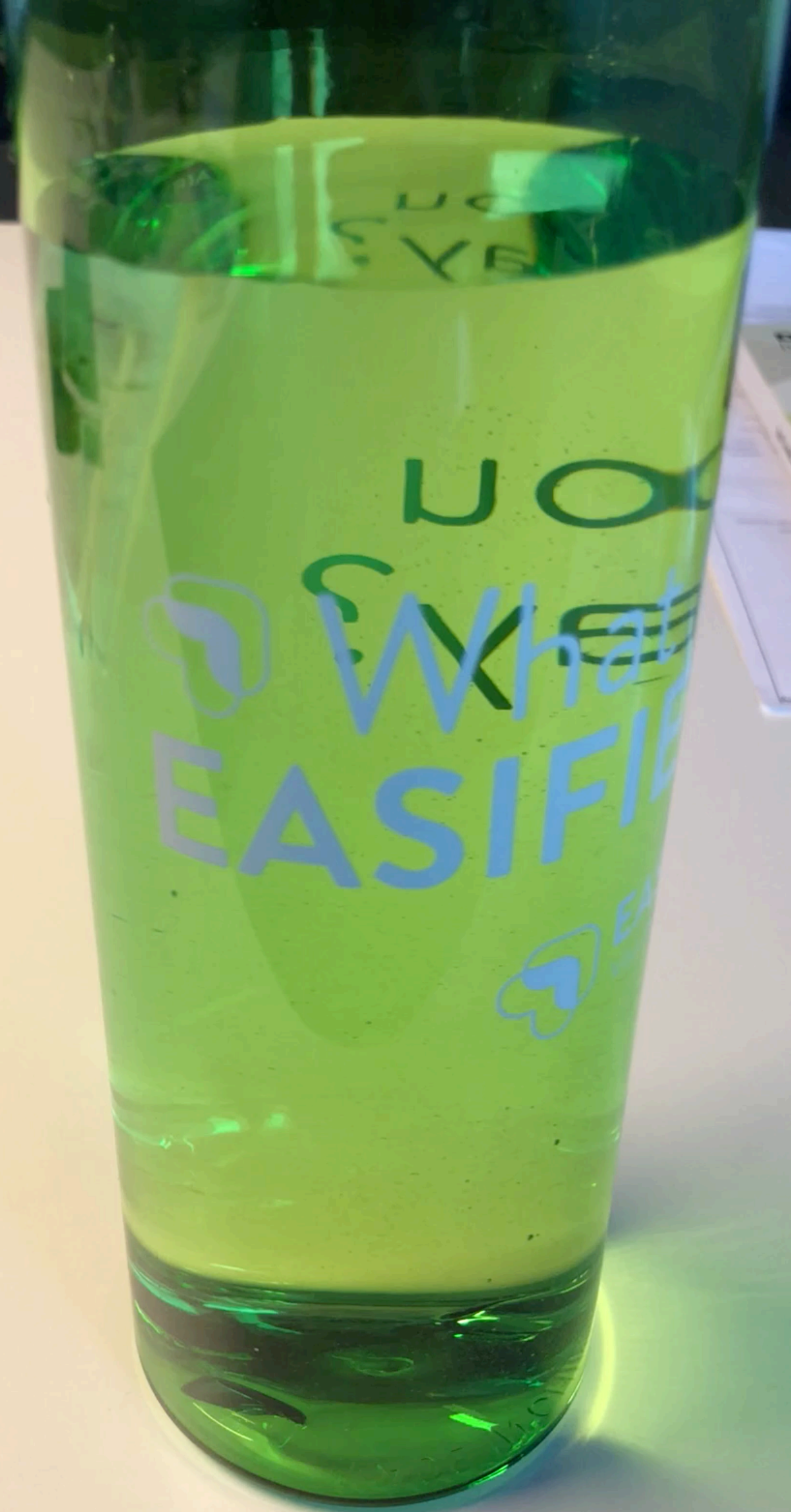


 What have you
EASYFIED today?



 **EASYFAIRS**
Visit the future





Does it

EASIFY

something?



WHY IS IT SO DIFFICULT



Customer
advice

VISIT THE FUTURE



Data



Surveys



“Experience”



“Culture”

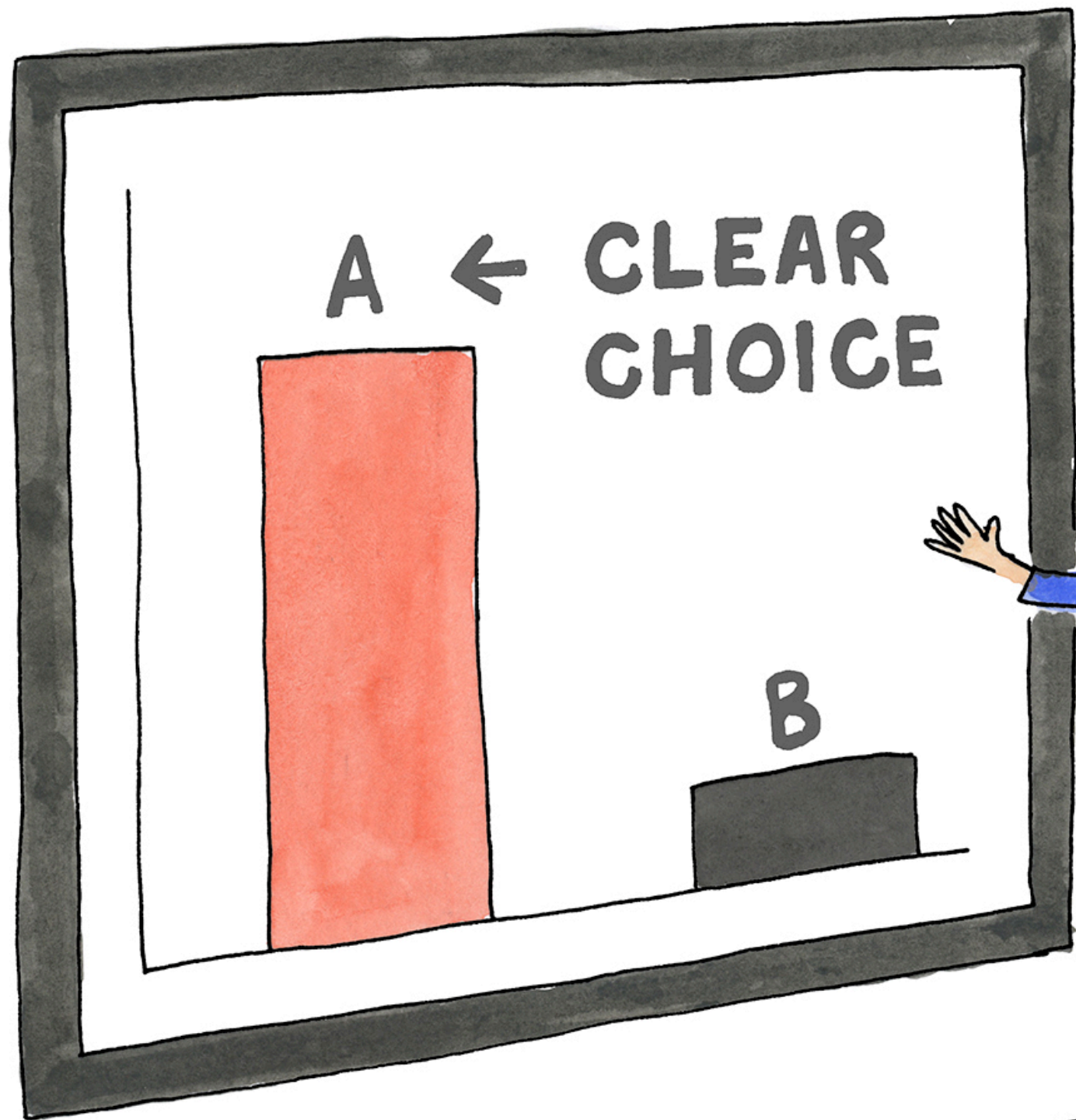


“Budget”

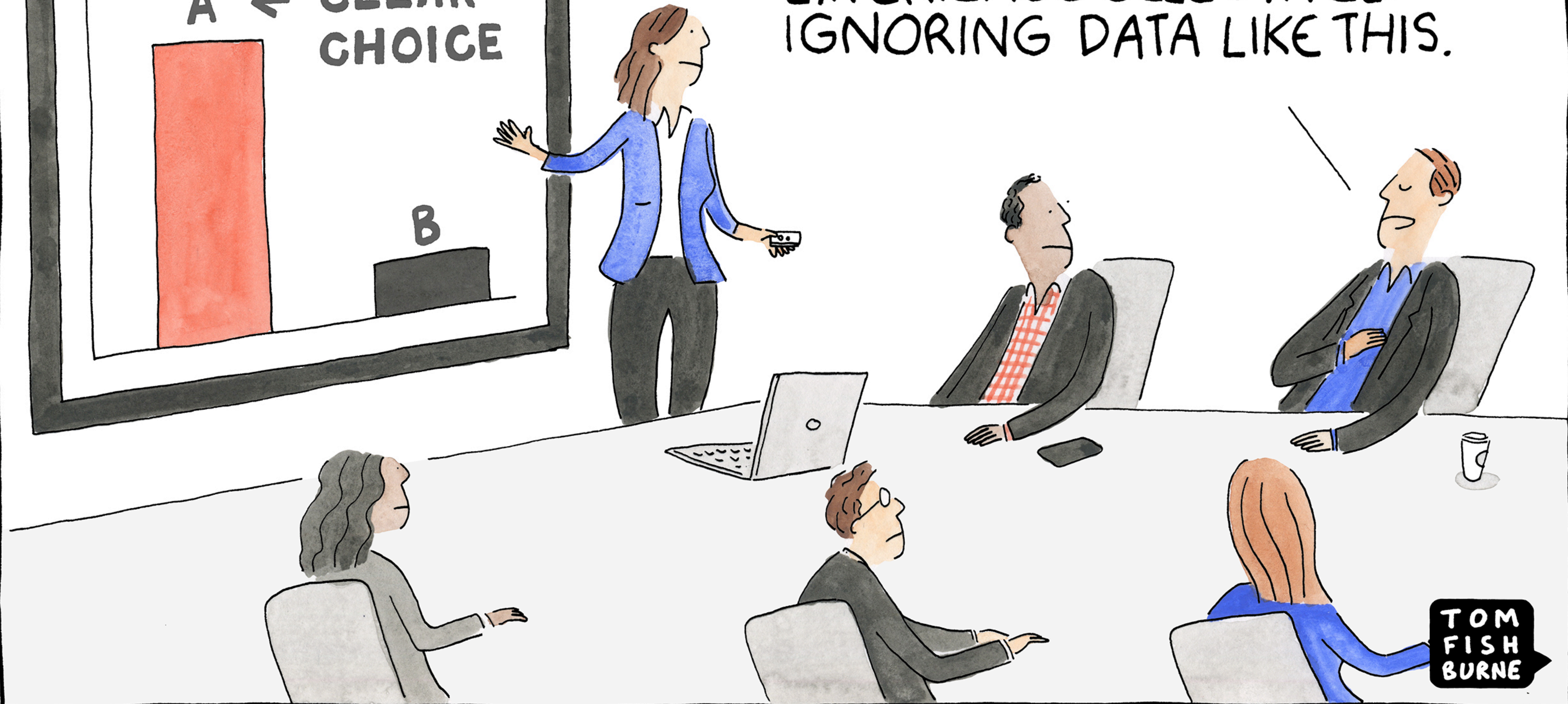


“Reporting”





NOT SO FAST. WE ALSO HAVE TO TAKE INTO ACCOUNT MY EXTENSIVE MARKETING EXPERIENCE SELECTIVELY IGNORING DATA LIKE THIS.



TOM
FISH
BURNE

EMPLOYEE CENTRICITY





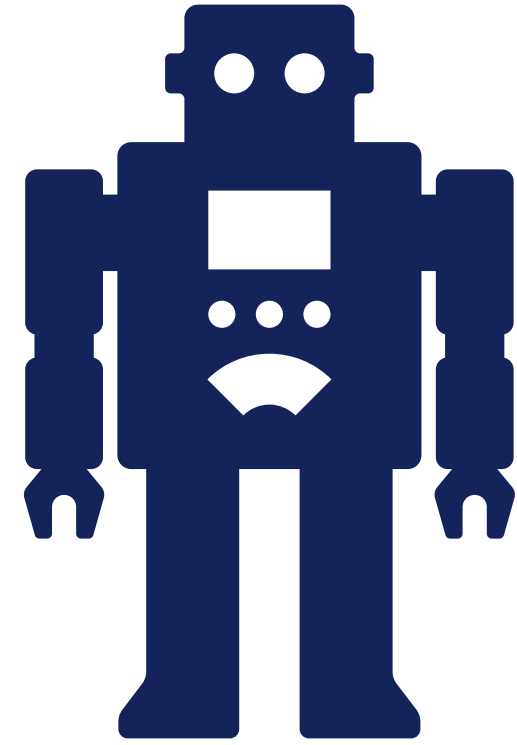
“Clients do not come first.

Employees come first. If you take care of your employees, they will take care of the clients.”

— ***Richard Branson***



WHY ARE TECH TALENTS IMPORTANT?



Technology

=

fastest/cheapest way to improve
customer experience

- Personalisation
- Speed
- Price
- Agility



Do you find it challenging to find and hire technical talent?

86% It is challenging to find and hire technical talent



14% It is not challenging



Source: Indeed Research



Survey of over one thousand tech hiring managers and recruiters

They love technology!
Let them have it.





amazon









*“ My customers are so much
happier,
now that I make my developers
fill in timesheets! ”*

— Nobody, ever



MY ROLE AS A CIO?







Clear the way for innovation!

~~Red tape~~

~~Meetings~~

~~Corporate habits~~

~~Blame~~

~~Lack of resources~~

~~'Social' obligations~~

~~Shifting priorities~~

~~Corporate walls~~

ALL EMPLOYEES ON THE FRONT LINE

Even the nerds



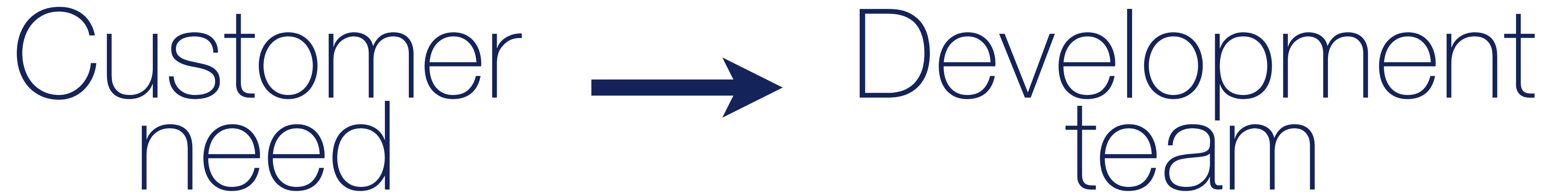
FEEDBACK SESSIONS WITH CUSTOMERS







WHEN DEVELOPERS AND CUSTOMERS GET TOGETHER



TEAR DOWN

THE

CORPORATE

WALLS

IN CONCLUSION



Customers want
SIMPLICITY





**TECHNOLOGY
IS
CHEAP!**



TECHNOLOGY is an EASY way to more CUSTOMER CENTRICITY



**IT people are incredible
ASSETS**



My job is just to

CLEAR

THE WAY FOR THEM

TO INNOVATE



EASYFAIRS' JOURNEY TO MORE CUSTOMER CENTRICITY

THANK YOU!

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<https://twitter.com/sfo2406>

