

# BSPK

## **Press Release: BSPK Splio Retail Party: Innovating in Omnichannel through Creativity**

*Paris, June 12, 2024* — The first edition of the Splio Retail Party saw retailers and retail experts sharing their innovative strategies for exploiting omnichannel through a rich and engaging round table discussion. The event, organized by Splio, a leader in Marketing Automation for Retail enhanced with artificial intelligence, was a showcase of the most creative ideas in the industry.

### **Highlighting Omnichannel through Creativity**

The Splio Retail Party aimed to emphasize the importance of creativity in omnichannel strategies. Held on June 12, 2024 in Paris, the event featured a round table moderated by Sandra Fernandes, CMO of Splio. The panel included prominent retail experts: Christelle Most (CRM and E-commerce Director, Wethenew), Caroline Capri (Digital Marketing and CRM Manager, Jovoy), Clara Gervais (General Director, Ysé), Paul Albou (Founder, Ubu), Meiling Fournier (VP Business Development, BSPK), and Laetitia Faure (Founder, Urban Sublime). Their objective was to explore how leveraging all existing channels can drive traffic and turn touchpoints into engaging customer interactions.

### **Reimagining Channels in a Differentiating Way**

Sandra Fernandes initiated the discussion by asking Caroline Capri about updating brand channels. Capri highlighted the resurgence of paper media in luxury branding. "Receiving a postcard and the emotion it generates is invaluable. Brands seek this emotional connection," Capri noted. Christelle Most shared Wethenew's experience with wild posting, using rented store windows in urban areas, which generated 60K Instagram DM conversations through QR codes.

### **“The Emotional Connection Passes through the Human and Therefore through the Store.”**

Paul Albou emphasized the importance of direct customer interaction via Instagram and WhatsApp, citing Glamnetic's use of “contact” CTAs on Instagram and Almé's phoning strategy for managing abandoned carts. Meiling Fournier stressed the critical role of physical stores, stating, "The customer expects an exceptional experience because they can already find everything online. We must promote sellers as brand ambassadors. The emotional connection passes through the human and therefore through the store."

Clara Gervais spoke on integrating digital and physical channels in Ysé's strategy, describing Instagram as an inspiring showcase, the e-shop for quick purchases, and stores for personalized experiences. Laetitia Faure highlighted underutilized click-and-collect systems, like Nike's QR codes in Tokyo, engaging customers during order collection.

### **Creating Events Online and In-Store**

The second part of the discussion focused on creating focal points for both online and in-store sales channels. Christelle Most shared Wethenew's strategy of organizing physical events for their online community, such as a photoshoot with an influencer photographer. Paul Albou discussed co-creating products with customers, while Clara Gervais detailed how Ysé redefines collection launches with distinct themes. Meiling Fournier showcased successful in-store initiatives, transforming stores into cultural meeting places. Laetitia Faure shared innovative concepts like Kith NYC's coffee and florist shop and Pemplab's community events.

### **New Forms of Customer Interaction**

The round table concluded with a discussion on new forms of brand-customer interaction. Christelle Most mentioned customer discussion groups on Facebook and Discord as powerful engagement tools. Caroline Capri highlighted the Calendly application for personalized in-store appointments. Meiling Fournier shared international initiatives like WhatsApp groups led by sales teams, fostering local communities. Laetitia Faure concluded with an innovative event at Le Deversoir, where a singer wrote personalized poems for customers, creating a magical experience.

The Splio Retail Party skillfully demonstrated that creativity in channel exploitation remains essential for engaging customers memorably. The event's success underscored the potential for innovation in omnichannel strategies to drive meaningful customer interactions.

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**About BSPK:** BSPK is a next-generation clienteling platform that empowers brands to personalize the shopping experience on a large scale through AI-powered insights and an easy-to-use interface. With BSPK, sales associates can enhance customer relationships, drive sales, and foster loyalty.

**About Splio:** Splio is a leader in Marketing Automation for Retail, leveraging artificial intelligence to boost engagement and drive sales. Splio's platform integrates seamlessly with various retail systems, providing quick and effective solutions for omnichannel marketing.

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