Dreamforce 2018 – Retail Industry Session

25 TUE — Shopper-First Retailing: What Shoppers Really Want
08:00 - 08:40
Palace Hotel | Twin Peaks

Description

Insights from half a billion shoppers? Check. Inspirational retail story? Check. Join us in this evidence-based and shopper-focused session, where we explore the true shopping trends that are transforming the act of retailing.

More Information

---

25 TUE — Craft Your Perfect Pitch to Win Hearts and Minds
08:00 - 09:00
City View at Metreon | Level 4 - Grand View Point

Description

Being able to craft and communicate your ideas in a compelling way is a critical skill for entrepreneurs, innovators, and Trailblazers. Reports, decks, and start-up pitches often miss the deep human need driving the idea.

More Information

---

25 TUE — How We Use AI to Run our Business
08:30 - 09:10
Moscone West | Room 2006

Description

At Salesforce, we're passionate about bringing innovative AI products to our customers to help them in turn sell, service, and market to their own customers more intelligently.

More Information

---

25 TUE — Enhance Your Content Marketing with Social Studio
10:00 - 10:40
Palace Hotel | Marina Room

Description

Join us to learn how to take social publishing and team collaboration to the next level with Social Studio.

More Information

---

26 WED — Build Trust & Transparency Around Your Data
08:00 - 08:40
Palace Hotel | Ralston Room

Description

As companies are increasingly using data intelligence to understand and serve customers better, it's critical that they are accountable to an individual's rights to privacy and security.

More Information

---

26 WED — Transform your Manufacturing Business with Communities
08:00 - 08:40
Palace Hotel | Twin Peaks

Description

Customers want an easy and seamless experience from service to commerce. In this session, learn how Ecolab modernizes the Self-Service experience by centralizing disparate systems into one branded and personalized portal.

More Information

---

26 WED — Shipping Intelligence in the Age of the Customer
11:00 - 11:40
InterContinental Hotel | Grand Ballroom C

Description

Transport and Logistics is the backbone of many industries - manufacturing, retail and eCommerce - however it's never been felt more strongly than in the age of the customer, where same-day shipping is quickly becoming the norm.

More Information

---

27 THU — Reach Your Small Business Customers with Self-Service B2B Commerce
08:00 - 08:20
Palace Hotel | West Theatre

Description

For many companies, reaching SMB customers is a challenge. Businesses often spend a lot of money to sell and service smaller accounts.

More Information

Dreamforce 2018 – Retail Industry Session

27 THU — Retail Keynote: Be the Brand Your Customers Love
09:00 - 09:50

Marriott Marquis | Yerba Buena Salon 9

Description

Technology has changed the world around us, including how we work, play, and shop. This disruption has left some retailers struggling to find new ways to connect with the modern shopper.

More Information

---

28 FRI — Effectively Engage with Your Clients On Social Media
09:00 - 09:20

City View at Metreon | Level 4 - Inspiration Peak Theatre

Description

Join us to learn how to coordinate your social media efforts across your organization, connect with your customers, and power your social program with Salesforce Solutions.

More Information

---

27 THU — Real-Life Examples of AI in Customer Support
11:15 - 11:35

Moscone South | Partner Theatre 4

Description

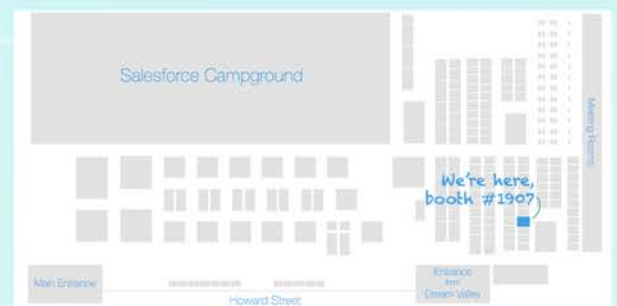Learn how three well-known companies implemented AI to optimize their support channels.

More Information

Join DBSync at Booth #1907

Moscone Centre | 747 Howard St, San Francisco

Description

DBSync is a single integration and replication platform, which allows to eliminate the need of huge manpower or specialized software to do manual data entry. The platform can be configured as per business needs and extended when business overgrows a certain tool or wants to change one in a midway.
DBSync platform offers the fastest way to integrate and replicate Salesforce with popular cloud apps.

More Information

---

27 THU — Dirty Data or Biased Data? What's the Difference?
13:30 - 13:50

Moscone South | Campground Theatre 1

Description

Implementing ethical and accurate Artificial Intelligence tools is key to maintaining trust and fairness with your customers.

More Information

---

28 FRI — Marketing Cloud Features You Might Be Missing Out On
08:15 - 08:35

City View at Metreon | Level 4 - Elevation Ridge Theatre

Description

Are you missing out on using a game-changing feature for your Marketing Cloud instance? In this session we'll highlight underutilized features and share how some of our biggest customers plan for, troubleshoot and deploy them quickly and efficiently.

More Information