Ecommerce Loss Innovation Summit

A two-day interactive workshop – 12th & 13th March, M&S, Marble Arch, London

Context

Busy lives, COVID, rapid deliveries, free returns and low prices are just some of the factors that have helped accelerate the growth of online sales. However, the high rate of returns, fraud and goods lost, or asserted to be lost in transit, to and from the shopper, all serve to dampen the profitability of this new retail sales channel.

In March, ECR Retail Loss will host an in-person working group meeting, with hosting from M&S. The meeting will bring together academia and online loss prevention experts from retailers and brand owners from around the world.

The focus of the meeting will be 'innovation' and over the two days, the attendees will have the opportunity, via a store visits, retailer case studies, speed dating, round table debates and brainstorming sessions, to imagine and walk away with new ways of thinking about tackling online losses in their business. There will also be plenty of time for informal catch ups, including an evening networking event.

Meeting Agenda

Wednesday March 12th	
From 11.00am	Arrivals & Coffee at M&S Marble Arch, Oxford Street, London
11.45am Start	**Introductions, Expectations & Agenda (includes light working lunch)** *To set the scene, and start conversations early, each participant will be expected to share their top two most recent online loss prevention 'successes' together with their top two ambitions for the next 12 months.*
12.45pm	**Coffee Break**
1.00pm	**M&S Ecommerce Loss Prevention Deep Dive** *In this session, M&S will share their approach to managing online losses, outlining first their strategy, the size of their prize, the capability they have built, leading to the clear choices they have taken on where to focus their efforts, and the strategies they have invested behind. They will then share their key results to date, and future priorities. The session will include a visit to the shop floor to explore four work processes, 1) In Store Fulfilment, 2) Click & Collect, 3) Returns Drop and 4) Accurate Refunds. Participants will be encouraged to use post it notes and brainstorm the "what can go wrong" opportunities and possible interventions.*
4.00pm	**Coffee & Store Visit Reviews** *Groups will return to the meeting room and in their groups, discuss what was new, what was different, what they could take away and what feedback they could give back to the M&S team as ideas to consider to improve process & controls.*
4.45pm	**Ecommerce Loss Food Innovators - Speed Dating -** *In small groups of 3-4, each group will get a chance for a "first date" with the top ten ecommerce innovators from our 2025 ecommerce loss innovation challenge.*
6.00pm	**Informal Networking Evening** *A chance to relax, enjoying drinks and pizza with peers in an informal setting, aka, the upstairs of a pub!*
9.00pm	**Close**

Thursday March 13th	
8.30am	**Coffee, Light Breakfast and Day 1 Review, and Start Up Next Steps**
9.00am	**Launch: Returns Fraud Research – Professor Michael Townsley** *Our academic partners will travel to London from Australia to launch the research report on returns fraud, with insights from the dark web, shopper studies and new interventions that can be inspired from insights on how frauds happen. The group will then on round tables discuss the findings and imagine how they can operationalise the research findings.*
10.30am	**Break & Coffee**
10.45am	**"Live" Benchmarking Session – Professor Michael Townsley** *In a continuation of our journey to create benchmarks for the industry, we will walk through the customer journey from order placement through to returns, and explore the key metrics along this journey, who in the business is accountable and then, using a live "polling" system, collect some benchmark numbers.*
11.30am	**Retailer Case Study – Nick Kirby, River Island** *In this session, we will hear from Nick, and his capability building journey and value creation for his business*
12.00pm	**Hot Topics – Group Discussions.** *In this session, the group will dedicate time to identify and discuss the hottest most relevant topics in managing losses online, including chargebacks, payment fraud, social engineering, crypto currency, marketplaces, quick commerce, etc.*
12.45pm	**Reflections, Benefits, Concerns and Next Steps** *Participants will be given the opportunity to reflect upon their original expectations for the meeting and their own ambitions for online loss prevention for the next 12 months. .*
1.00pm	**Close**

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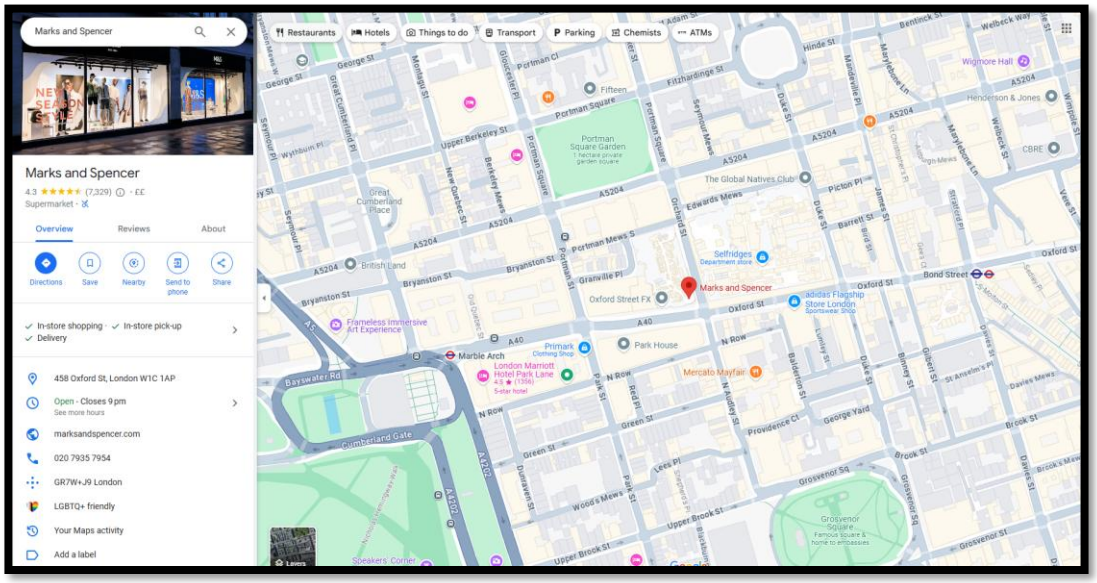
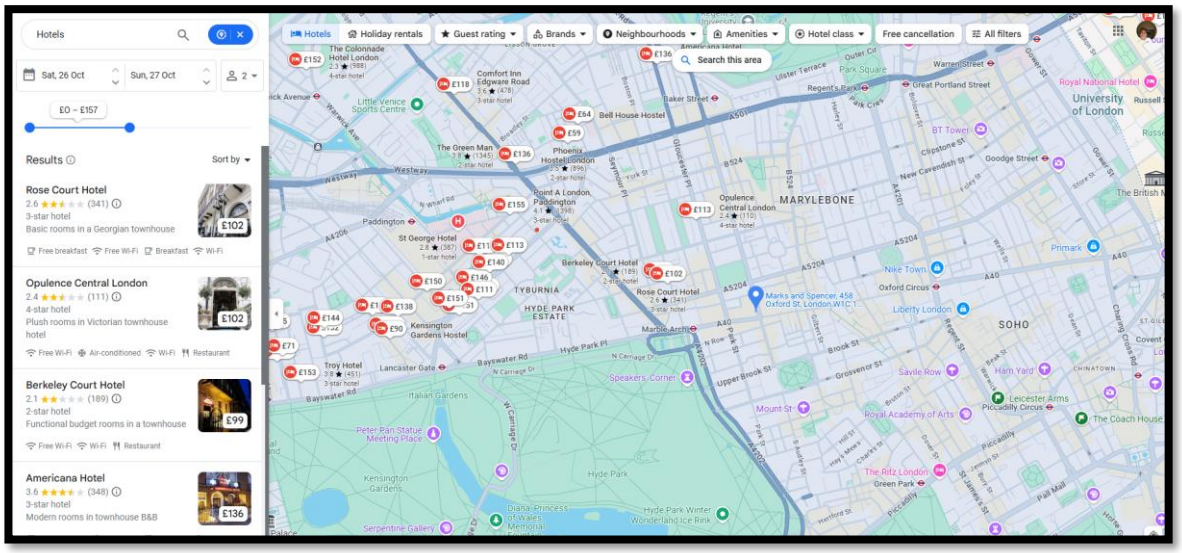
Meeting Location

The meeting will be hosted by M&S in the offices at their Marble Arch Store, on Oxford Street London.



Hotels.

No shortage of nearby, walkable hotels.



Costs

There is no cost to participate and attend, other than the participants' own travel and accommodation costs.

Next Steps

If your business is interested in sending participants, please send confirmation to colin@ecrloss.com

Invited Participants

Invited retailers will include those but not be limited to those from our working group including Asda, Adidas, ASOS, Boots, THG, Frasers Group, JD Sports, John Lewis, Next, Wayfair, River Island, Bol, TJX, Desigual, M&S, Foot Locker, Best Buy, Gap Inc, Pets at Home, Halfords and more.