

# Commerce Spotlight

**AS** ARVATO  
SYSTEMS



Dear Ladies and Gentlemen,

Good customer service and a highly personalized customer loyalty program that encourages customer activity depend on the right business processes and IT systems, as well as complementary technologies such as Artificial Intelligence. Watch our new Masterclass “The Customer Loyalty Playbook” to see how you can use AI to create highly individualized loyalty programs.

Also in the December issue of Commerce Spotlight, learn more about the successful completion of the "GAIA-X 4 ROMS" research project and how to impress customers with a good omnichannel experience on all channels.

Thanks for your interest in our newsletter. We wish you and your family a peaceful Holiday Season and a happy New Year.

Kind regards,

Your Commerce Spotlight Team

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## TOP NEWS

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**Masterclass “The Customer Loyalty Playbook”**. Find out how modern technologies such as AI optimize the customer experience at various service touchpoints and how you can turn customers into loyal fans in the after-sales area (German-language).

[WATCH NOW](#)

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## NEWS & TRENDS

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### Successful Completion

As the consortium leader of the “GAIA-X 4 ROMS” research project, Arvato Systems has been driving a new mobility platform for an autonomous parcel station.

[READ MORE](#)

## Convincing on All Channels

Reaching customers where they are: This is possible with omnichannel experiences, the right tools and a suitable strategy. Read more about the successful implementation at our customer Global Blue. (German-language)

[READ MORE](#)



New article on  
**OMZ REVIEWS**  
about the  
implementation of a  
**seamless  
omnichannel  
experience**  
at our customer  
**Global Blue**

Read now!

# SAVE-THE-DATE

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November 7 - February 27

## **Standard Software vs. Customized Software: The Ideal Solution for IT Decision-Makers**

In our German-speaking webinar series, we show you how to take full advantage of customized software – without compromising on security or efficiency. Discover the ideal solution that will help you out of this dilemma!

[READ MORE](#)



January 14

## **Chat with Your Data: GenAI in Operational Use in the Example of Logistics**

In this webinar of the “Engineer Your Business” series, we will show how you can revolutionize your logistics processes with Generative AI. Learn how you can combine your documents and information into a searchable knowledge base and access your data in real time using our innovative “Chat with your Data” feature. Register now! (German-language)

[READ MORE](#)



February 18 - 20

### **Save the Date: EuroCIS 2025**

Visit us in Düsseldorf at the booth of Zucchetti Germany and discover pioneering solutions that combine e-commerce and stationary retail, as well as fresh ideas for your customer retention and loyalty programmes at the point of sale.

[READ MORE](#)

[FIND ALL OUR EVENTS HERE](#)



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[HOW TO CONTACT US](#)

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**Do you have any questions, ideas or suggestions?**

**We are looking forward to your feedback!**

**Write to us!**

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