



MECCA

Beyond the big launch:
Rethinking digital transformation

Elena Little

MECCA



AUSTRALIAN
OWNED



110+
STORES



200+
BRANDS



7000+
TEAM

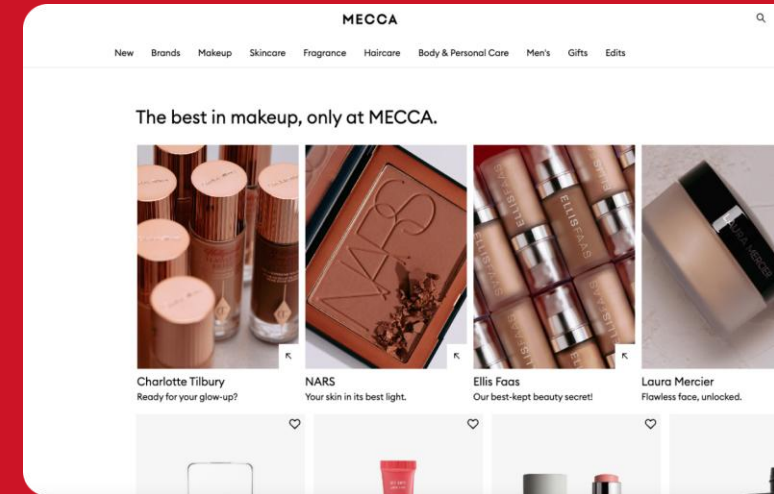
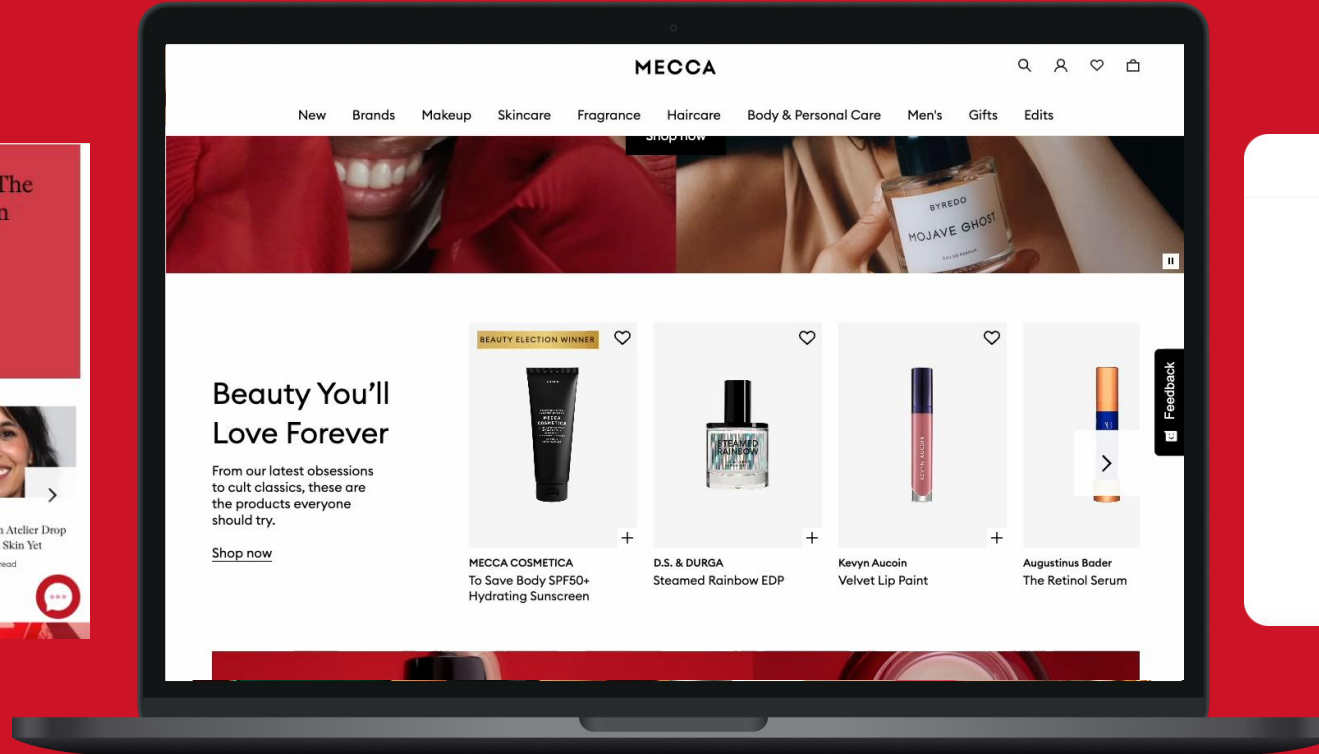
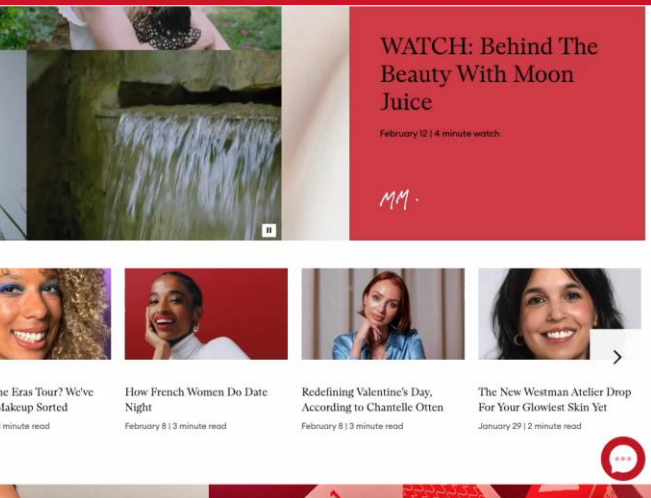


5M CUSTOMERS



OUR
PURPOSE

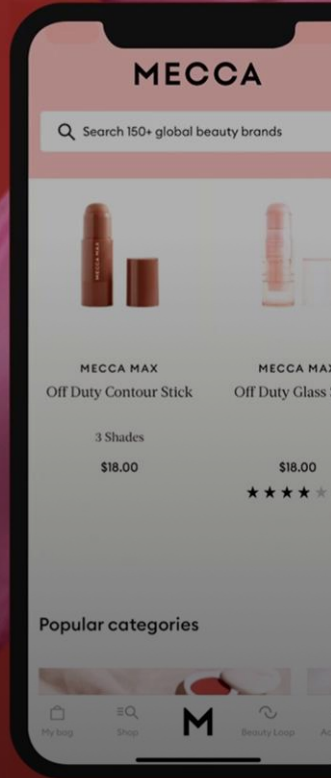
Digital transformation





01

CONNECTED CUSTOMER SERVICE



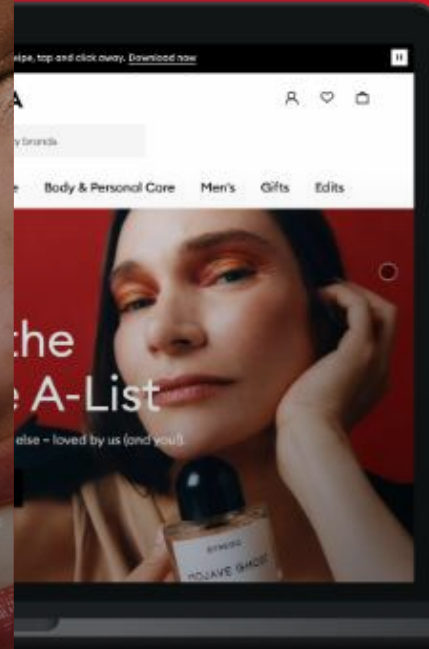
02

MECCA APP



03

PERSONALISATION AT SCALE



04

DIGITAL DESTINATIONS



05

OSTARA LOYALTY

CONFRONT

THE BRUTAL

FACTS

The truth hurts, but sometimes big and tough decisions have to be made to stay ahead of the market. An example: MECCA's second concept, ckr, which launched before its time in 2006. The world was not ready, which is a difficult concept with a department store, so we've revised it. First concept, MECCA MAXIMA - a retailer within two years, so make the decision to close the two standalone ckr stores and flip the remaining ones department store locations into MECCA MAXIMA stores - taking the opportunity to reposition all lines while she was still. Sometimes tough decisions pay off, big time.

Transformation is cultural
before it's technical.



Do I know



11



Team Oracle Podcast



3+E Mia



11

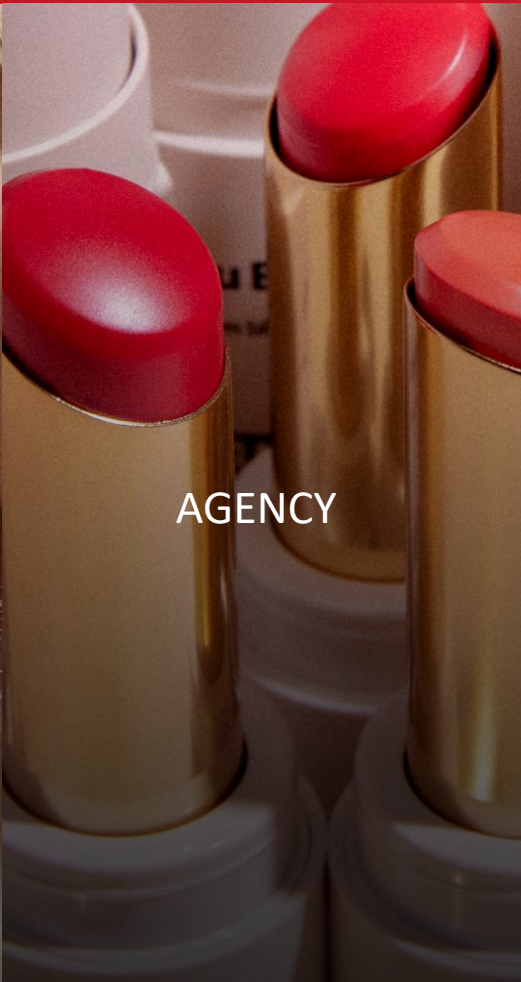


Peace + Power

From Project to Product



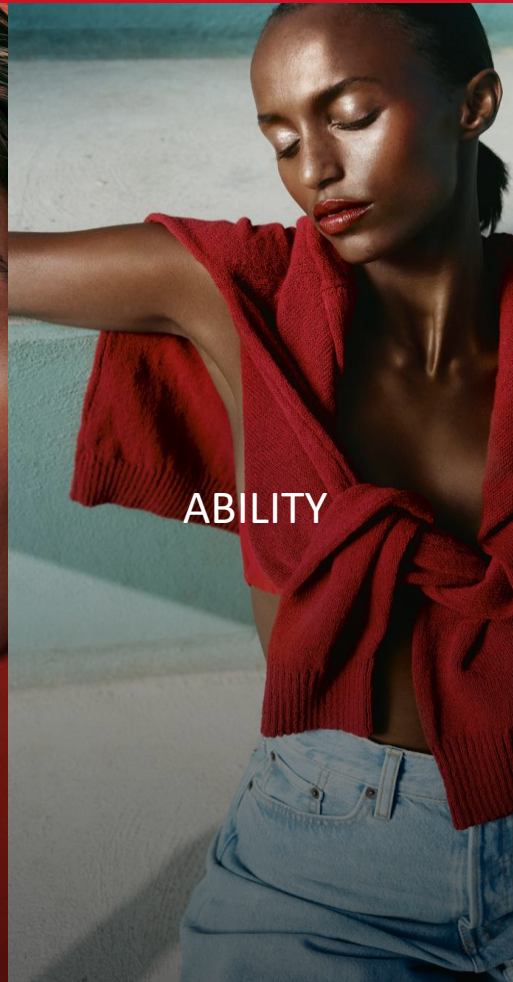
ALIGNMENT



AGENCY



AGILITY



ABILITY



ADAPTABILITY

And in one year the impact has been tangible..



My leadership lesson

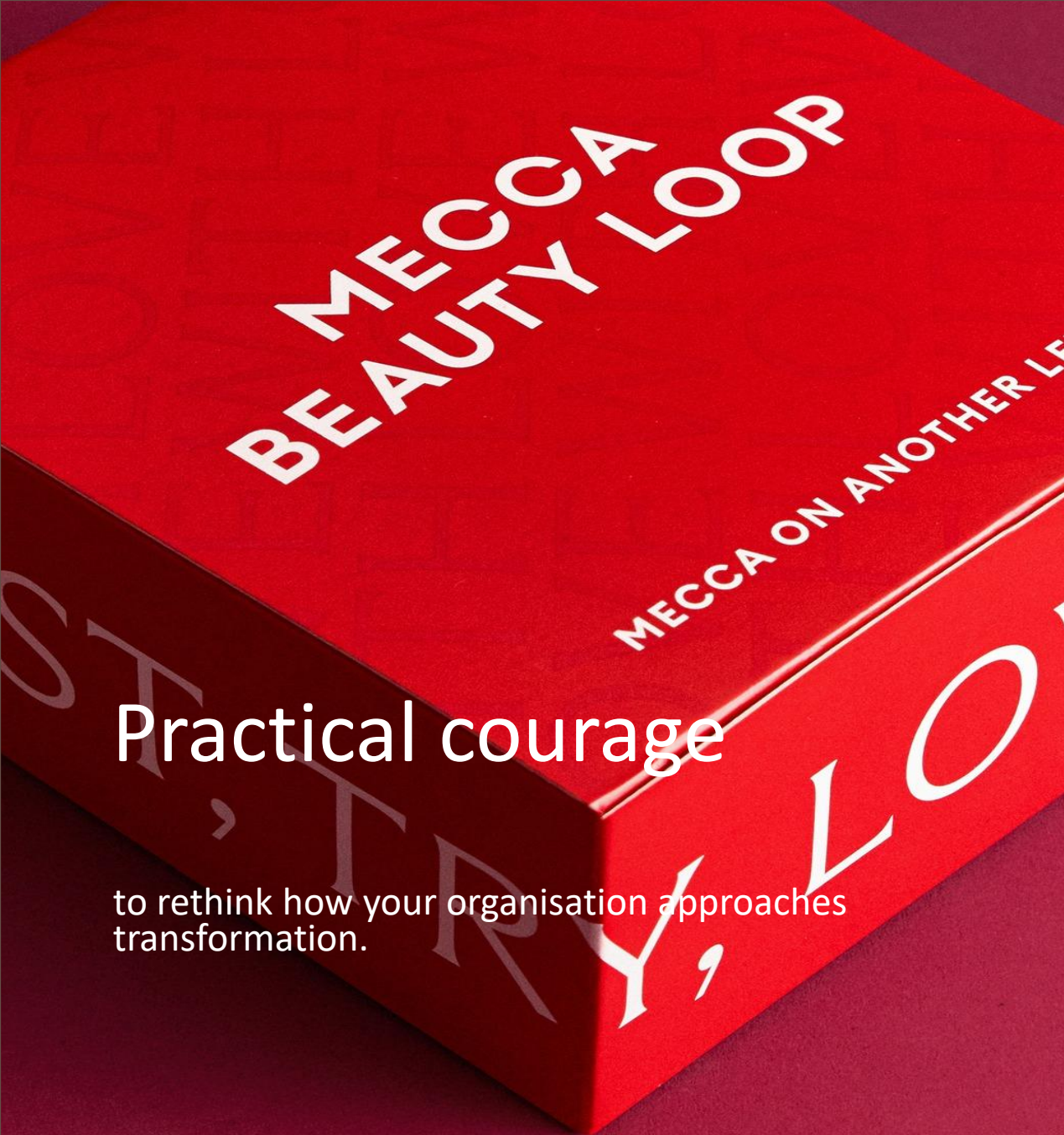


Looking forward: Balancing perform with transform



Where boldness lives





Practical courage

to rethink how your organisation approaches transformation.

Personal confidence

that you, as women in tech, are exactly the kind of leaders this era demands.



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