

Westfield Derby – Becoming an ACE Award Winning Centre



Background – Westfield Derby

- Westfield Shoppingtowns Limited – UK division with an Australian parent company
- £26bn of assets – 119 shopping centres – 23,000 retailers
- Westfield Derby is a redeveloped centre which launched in 2007
 - £340 million development
 - 105,800 sq m retail space
 - 25 million footfall annually
- Proud winners of the ACE +80,000sq m category in 2009 and 2010, and also the top award in 2010
- Also current holders of the Sceptre Award for Customer Service and the Westfield Achievers UK Award

It's All About the Team...

- Leading from the top
 - Westfield Achievers
 - Centre Management
- Empowerment
- Working together
- Communication
 - Marketing – Concierge – Marketing
 - Cleaning – Concierge – Security
- Celebrating success



Getting the Basics Right

- Self auditing & mall checks
- Customer comments
- Environment
- Services
- Constant review



Business Benefits

- Customer loyalty

'Parent rooms are very well thought out and a great idea. It is a great help when I come shopping in the centre.'

'Parent room facilities are excellent, all mums that I know like it and I wish more centres had them'

'The room is a godsend'

'Thank you for putting radar keys on toilets throughout the centre'

'We love it, the kids love it and the kids are safe' (comment on Playworld)

- Dwell time & spend – improved every year since opening
- Staff retention
- Retailer relations

The Final Word....

- Karen – Concierge Assistant
 - Team interaction and communication
 - Willingness to go the extra mile
 - Family friendly facilities and teams working together to ensure that these are kept clean and safe

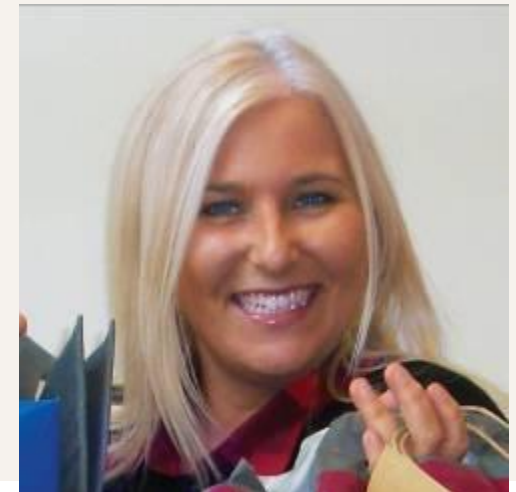
- Paul Wesson – Security Supervisor
 - Attention to detail, viewing the centre as a customer
 - Making visitors feel safe and welcome
 - Work as a team – service with a smile and ‘over and above attitude’



The Final Word....

- Gina Williamson – Cleaning Assistant
 - Attention to details
 - Reliable staff
 - Love for the job

- Alison Burdis – Senior Concierge Team Leader
 - Staff who really care about giving great customer service
 - Motivated team to achieve key KPI's
 - Excellent services for the customers experience



The Final Word....

- Janine Bone – Centre Manager
 - Passion about service and standards
 - Excellent communication of expectations to the whole team
 - Celebrating successes

- Gurinder Singh, Security Guard
 - Team work
 - Well organised
 - Knowing your place of work, ie. location of shops



The Final Word....

- Simon Flatt – Security Control
 - An ‘above & beyond’ attitude
 - Service with a smile
 - Great knowledge of surroundings so all queries can be answered promptly

- David England – Cleaning Assistant
 - Got best customer service
 - Always keep the shopping centre clean
 - Got good security team



The Final Word....

- Lee Hudson – Cleaning Assistant
 - Good customer service, kind, polite and helpful staff
 - Attention to detail
 - Good communication between staff

- Kerry Martin – Concierge Assistant
 - Mall standards - keeping to the highest standards possible making sure that we liaise with the cleaning team at all times
 - Being available to the customer at all times
 - And SMILE , SMILE , SMILE!

