



How to be an ACE!



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ACE- Achieving Customer Excellence

What is customer excellence? The state, quality, or condition of excelling your customers needs; providing superiority over your competitors

Q. Who are your customers?

Q. What are their needs?

Q. How can you exceed these needs?

Group exercise- Wake everybody up on a Wednesday morning



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Merry Hill wins ACE

At the 2008 BCSC conference, Merry Hill won ACE awards in two categories:

Centre over 80,000 sq m - Westfield Merry Hill

TOP ACE - Westfield Merry Hill

So, here's how we did it!



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Its all about the people

One team. One vision. To make our shoppers happy!

- Starts when recruiting- Potentials 'do the job' first and the team help choose who is successful
- Customer service focus in induction
- Westfield Achievers is Westfield's internal auditing programme to measure our service monthly & strive to deliver high standards every step of the way
- Communications Committee
- Reward & Recognition programme- recognising when individuals go the extra mile
- Language matters- even sign language
- Team nights out



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The Customer Journey

- The telephone call- 3 rings, friendly greeting, go the extra mile and a fond farewell
- Is the website up-to-date and easy to navigate (Opening hours, store contact details, how to get there, telephone number for the centre)
- Could I park easily and safely?
- How was the welcome? (mall maps, interactive screen, a person, lobby pride)



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The Customer Journey

- Navigation- how was the signage?
- Retail experience counts but difficult to control!
- Customer Service is everyone's job- Back to the Shopfloor
- Check out the facilities- little things make all the difference!
- Was my visit memorable- for all the right reasons?
- Taking customer comments seriously



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Master the basics & the rest will follow

- Immaculate cleaning standards
- Spotless toilets
- Way finding- spot on signage, mall maps and up-to-date guides
- Welcoming, clean family/parent and child rooms
- Seating- every shopper needs to rest
- A relaxing environment- planting, music- mall ambience to make shoppers stay longer
- Ease of parking- plenty of spaces for parent & child/less abled shoppers

Audit your own facilities- daily mall walks/checks



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A Family Focus

Think about your customer and over indulge their needs!

Our family focus includes the provision of the following services to make mums life easier;

- **Free kiddy cars and kids balloons**
- **Play world indoor soft play zone**
- **Free face painting every Sunday**
- **Westfield Kids Club**
- **Adventureland**
- **Mummy Mornings- new for 08**
- **Parents room**
- **Sallywags- Children's play zone**



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Big events, big ideas

Host innovative and regular events to keep Merry Hill fresh and make the centre synonymous as a venue where there is **'always something going on'**

- Commission new Westfield exclusive children's shows- Roary the racing car this Summer
- Live fashion events on budget! Fashion Fusion 08
- New store openings- celebrate each and everyone
- Celebrity retailer signings
- Reach for the stars- Children in Need



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Banish the bland

Thinking a little differently!

- Events- the Disney way! Wristbands (fast passes) for kids shows
- Most Wanted club launched to communicate the hottest shopping news to our hottest group of spending shoppers-
www.merryhillsmostwanted.co.uk
- Mummy Mornings- Free shopper community programme which supports retailer sales
- Westfield Kids 'out & about' programme- targeting children's play zones and regional events throughout the kids holidays



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Only in America!

Will it catch on here!

- Concierge on the move at the Mile long mall- Las Vegas
- I pod vending machines
- Paws on the row- an event held every month at Santana Row- San Jose. Bring your pooch in pushchair for doggy educational activities in the square!



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