

CUSTOMER EXPERIENCE AS THE KEY TO THE FUTURE OF SHOPPING CENTERS

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TODAY'S CONSUMER BUYS INTO EXPERIENCES

“Treasure hunts”

It's all about interacting with customers!

Treasure hunt game to persuade visitors to walk around a shopping mall.

A list of items to be found and photos to be taken.

“Find the lucky hanger...”



TODAY'S CONSUMER BUYS INTO EXPERIENCES

Product-building

Enabling your customers to “build” their products can be a fascinating experience. People love the concept of personalizing an item and making it their own, so if it makes sense for your business, consider letting them do just that.



TODAY'S CONSUMER BUYS INTO EXPERIENCES

Community

As culture and commerce continue to transform, it's critical that developers maintain an ever-evolving mindset to ensure their shopping center experiences lead in the marketplace and resonate with visitors i.e. a family park



TODAY'S CONSUMER BUYS INTO EXPERIENCES

Tech-powered

- This ranges from basic customer convenience like Wi-Fi and Mobile charging spaces to tech that helps with discovery or ties in with the center's ecommerce offering
- Mall owners are working to empower their tenants with better tech capabilities as well



SHOPPING CENTRES WILL TRANSITION FROM ANCHORS TO ATTRACTIONS

- **Public Spaces:** interactive, entertaining and all about fun
- **Fun Parks:** children's amusement & play areas
- **Escape Rooms:** latest trend in leisure activities

A study conducted by MIT and Path Intelligence quantified that for every 1 percent increase in consumer length of stay, sales increase by 1.3 percent.



RETHINKING THE OUTLET SPACES

- One major trend is the rise of temporary retail spaces such as pop-up stores
- Equally, concept-stores are rising because they offer products meticulously chosen and showcased by the retailer
- A lot of main line retailers that are coming in that aren't a single brand

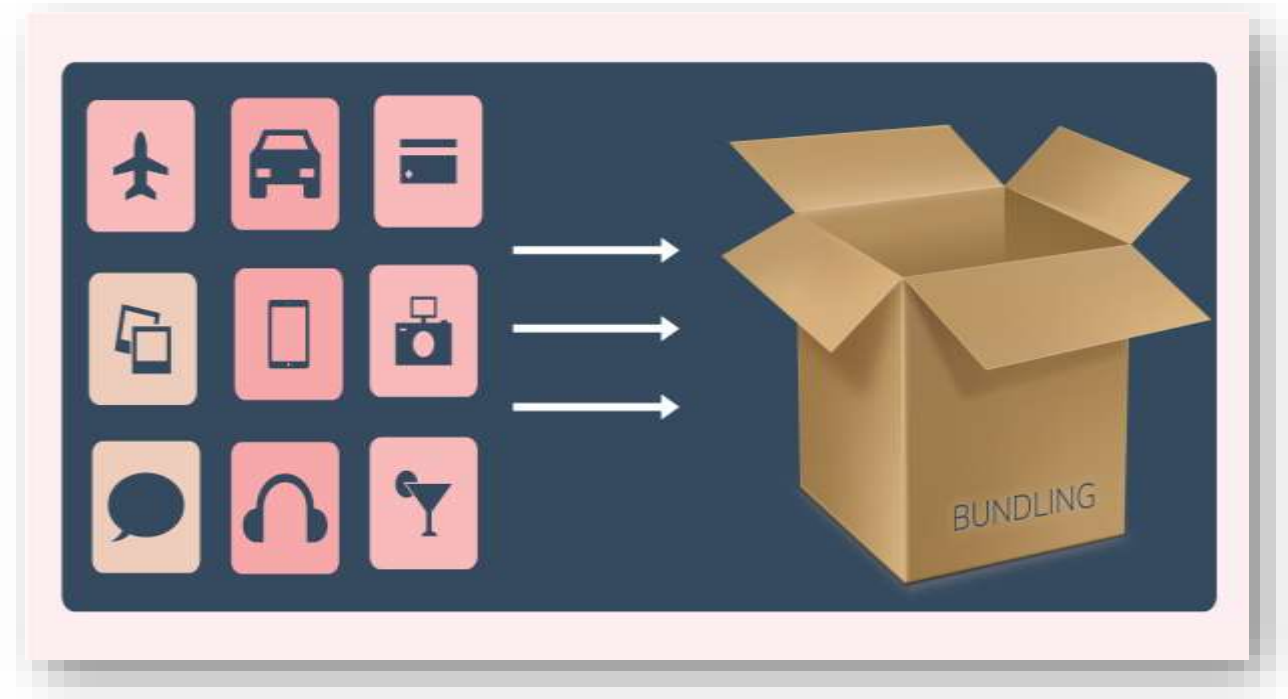


BUNDLING PRODUCTS AND SERVICES

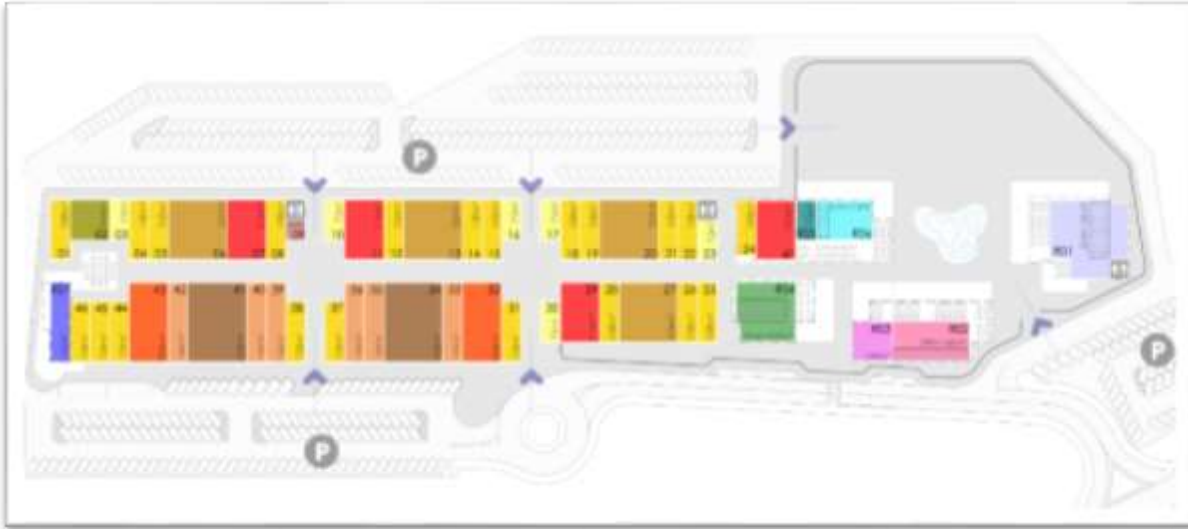
Ask yourself...

Can you make your **customers' lives easier** by offering a related **service**?

If so, would you be able to provide that service **in-house**, or do you need to team up with **a third party**?



BEST PRACTICES - NEO PLAZA



- R01 Playground - Concept of a family Park
- R Units F&B
- R07 Open Space Cafe combined with Retail Brands
- Central Square with a pop up cafe kiosk
- Unit 24 + 47 : Free space for pop up stores + museum
- Water Dancing Area
- Information Desk – Free Wi-Fi – FF
Technology – Loyalty Card Point System

THANK YOU!

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