


Creating Impactful Customer Experiences in Shopping Centers:

# The strategies and results behind better customer journeys

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Patriot PLACE

# Agenda

1. Introduction
2. Development of Customer journeys
3. Patriot Place - Case story
4. Q & A session with the speakers

# Speakers



**Diana Griffin**
Director of marketing
Patriot Place



**Simon Staack**
Managing Director
Emplate

# Introduction

# .. I made a mistake. Sorry.



# Customer Journey & experiences

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# The buying behavior retailers are looking at today

**7%**

Of customers were **only-online shoppers**

**20%**

Of customers were **store-only shoppers**

**73%**

Used **multiple channels** throughout their journey

# Development in the way retailers are present for consumers

## Single channel

The good, old-fashioned brick and mortar store



## Multichannel

Various disconnected channels for customers to use independently



## Omnichannel

An integrated and seamless experience across multiple touchpoints and devices



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# What we need to recognize as shopping centers

**91%**

Of consumers are more likely to shop with brands that can recognize them and provide relevant information

**71%**

Of customers expect personalisation and 76% of those get frustrated when they don't find it.

**250%**

Higher purchase and engagement rate when using three or more channels in campaigns

**63%**

Of consumers prefer to engage with brand loyalty programs while shopping in physical stores.

**90%**

Consider customer experience a key factor when deciding whether or not to spend with a brand.

**72%**

Say they would be more likely to use loyalty cards if they could access cards and rewards from their phone.

*Data from Harvard Business Review, Forrester, PWC, MIT and 46.000 customer interviews to understand customers' shopping behavior.
Sources: Sitecore, 2023, McKinsey, MasterCard, Omnisend, 2022, eMarketer, 2022 Codebroker.

# What do we need to know about our customers to live up to their expectations?

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### Customer ID & Demographics

Name:
Age:
Gender:
Zip code:
Phone:
Email:

### Physical behavior

Last visit:
Reward redemptions:
Frequency:

### Digital behavior

Last seen:
App days/month:
Member since:

### Shop preferences

- ▫ Apple
- ▫ Nike
- ▫ H&M
- ▫ Zara
- ▫ The Body Shop
- ▫ Saint Laurent
- ▫ McDonalds
- ▫ Starbucks
- ▫ Cafe Nero
- ▫ FitnessWorld
- ▫ Kids Fashion
- ▫ Bestseller

### Purchase behavior

Total number of purchases:
Total amount spend:
Purchases/month:
Amount/month:
Last purchase:

### Loyalty status

Loyalty level:
Point status:
Points spend:

### Other insights

Car: ▫
Kids: ▫
Pets: ▫

# What do we need to know about our customers to live up to their expectations?

## Let's meet Julie

### Customer ID & Demographics

Name: Julie Johnson
Age: 31-35
Gender: Female
Zip code: 861032
Phone: +45 2868 5705
Email: julie-johnson1988@mail.com



### Physical behavior

Last visit: 3. Nov. 2023
Reward redemptions: 4/month
Frequency: 3 visits/month

### Digital behavior

Last seen: Tuesday
App days/month: 4
Member since: 21. Feb. 2023

### Shop preferences

| | | |
|---|---|---|
| ✅ Apple | ✅ The Body Shop | ✅ Cafe Nero |
| ❌ H&M | ✅ Saint Laurent | ✅ FitnessWorld |
| ✅ Nike | ❌ McDonalds | ❌ Intimissimi |
| ❌ Zara | ❌ Starbucks | ✅ Bestseller |

### Purchase behavior

Total number of purchases: 47
Total amount spend: € 1.337,50
Purchases/month: 5,8
Amount/month: € 167,18
Last purchase: € 42,00

### Loyalty status

Loyalty level: 3/5
Point status: 180
Points spend: 120

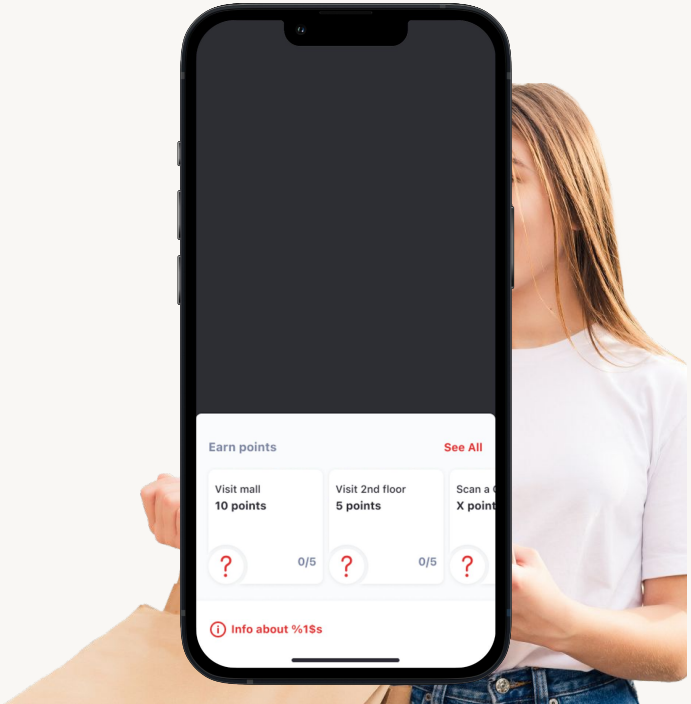
### Other insights

Car: ❌
Kids: ✅
Pets: ✅

# A great customer experience for Julie

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## But how did we learn these things about Julie?




## Customer profile

**Customer ID & Demographics**

Name: Julie Johnson
Age: 31-35
Gender: Female
Zip code: 861032
Phone: +45 2868 5705
Email: julie-johnson1988@mail.com



**Shop preferences**

| | | |
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**Other insights**

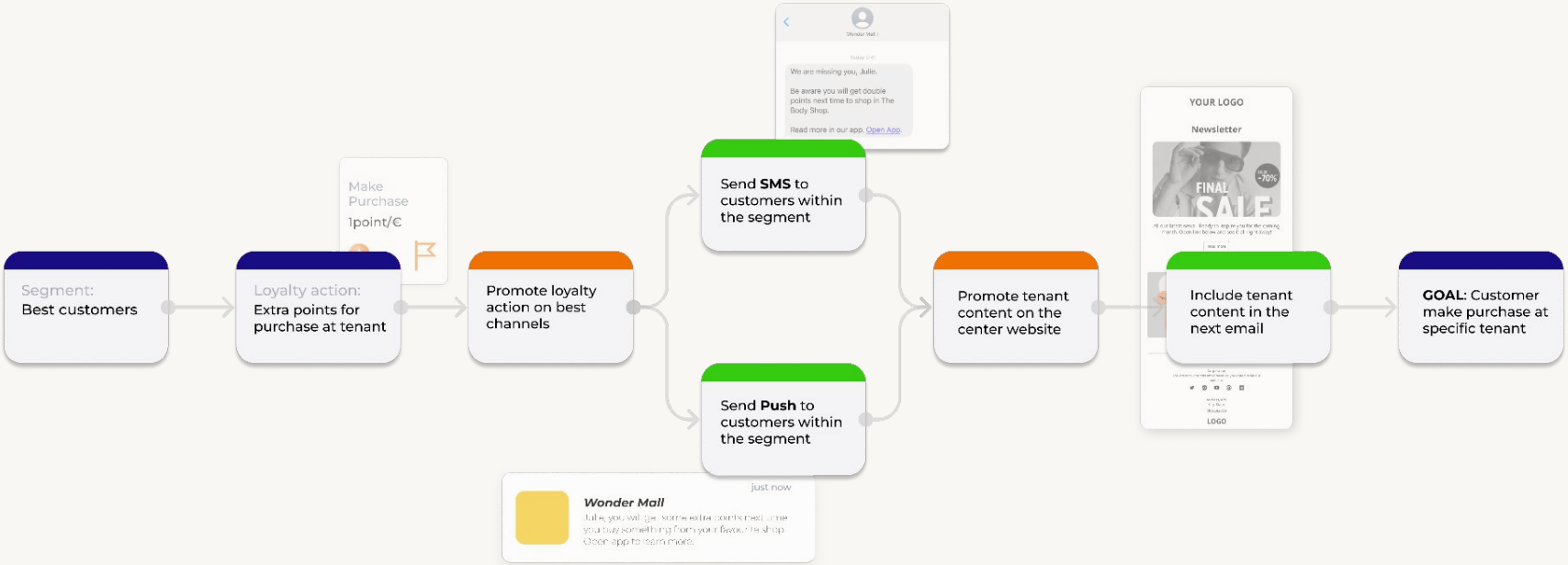
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Kids: ✅
Pets: ✅

## EXPERIENCED VALUE

- 👉 Personalized Rewards and Offers
- 👉 Seamless User Experience
- 👉 Exclusive access to deals and events
- 👉 Instant Gratification
- 👉 Feeling Valued by the brands
- 👉 Tangible Financial Benefits
- 👉 Gamification and Fun Elements
- 👉 Transparency and Trust

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# [Drive sales] to a specific tenant of yours



# Other experiences we can now create for Julie

- Automated event reminders
- Personalized emails
- Share offers from Julie’s shops
- Birthday rewards
- Post-purchase follow-ups
- Real-time reactions to check-ins
- SMS/push with every new reward
- Exclusive offers for VIP customers
- Milestone rewards

# Understand what works well for other types of shopping places

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| Key figures | 2014 | 2016 | 2017 | 2023 |
|---|---|---|---|---|
| Site visits (millions) | 1.363,8 | 1991,6 | 2663 | N/A |
| **Mobile share %** | **42,3%** | **65,6%** | **70,7%** | **N/A** |
| **Marketing ratio** | **13,2%** | **10,3%** | **7,9%** | **7,4%** |
| Revenue (million EUR) | 2214,0 | 3639,0 | 4489,0 | 1.4631,6 |

***Sources**: Zalando Annual reports, 2014-2023*

- Focusing on a personalized customer relationship they control (Mobile app)
- Increasing the Customer Lifetime value without increasing the marketing ratio

Yet we will have the physical environment to create experiences that goes beyond what is possible online. Use it as your competitive advantage.

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