

Westfield Shopping Centre

Retail CX Success Story

Scentre Group own and operate the Westfield brand in Australia & New Zealand, managing 42 Westfield shopping centres across the two countries.



Need

- Achieve full visibility and analysis of the Voice of the Customer across all channels (525m customer visits per year)
- Achieve the ability to track, respond to, and act upon all customer feedback regardless of source or channel
- Generate feedback-led insights to inform decision-making for their 42 centres, and also their tenant partner brands within each centre

Decision

- One platform provides all capabilities; no need to custom-build a solution or utilise multiple solutions from various providers
- Scentre Group have partnered with Reputation since 2017
- Today they utilise the Reviews, Social, Insights, Surveys, Actions, and Business Listings solutions to manage their online estate and ensure a 360-degree, real-time overview of feedback

Results

By implementing Reputation to drive their new customer-focused strategy, Westfield Shopping Centres:

- Improved customer experience with 98% of all raised issues from all sources being closed
- Achieved a significant increase in listing views. Increasing from 72.5m in the first two years, 2017-18, to 231.1m in 2023-24
- Established greater visibility into the broader feedback themes impacting the business
- Became a more strategic partner to help their tenants within their centres to grow

The RXM Effect

With Reputation, Scentre Group – Westfield were able to listen to customer comments from review sites and social platforms helped uncover common problem areas, such as Parking and Staff Friendliness. Using Actions tickets to assign tasks and make strategic changes helped realise significant improvements in these areas over time.

“Reputation doesn’t so much enhance our customer listening, it IS our solution to customer listening. It is our comprehensive method of listening to, replying, and monitoring customer reviews. We really needed to understand our customers better, so we sought a solution whereby we could listen and respond to all customers to generate insights to inform our decision making.”

Michael Scarfe
Head of Research & Measurement
Scentre Group

Learn more, contact us at reputation.com →