

Feature: The Point

Our first The Point was opened in Shopping Nivelles in Belgium and proved very successful. From here The Point evolved from an information kiosk to a central unit with a large storage for parcel pick-up and delivery and several ancillary services. After the success in the Belgium centers, we opened in November our first The Point in the Netherlands, at Cityplaza Nieuwegein.

Shoppers can buy gift cards and tickets to the cinema or theater. They can borrow a phone charger, wheelchair or stroller – or they can recharge their public transport cards. Last year, we signed a partnership with the Dutch group Parcls to provide a new pick-up and return service, allowing shoppers to buy online and collect their orders at our centers, no matter what delivery company they use. And if they are not happy, they can also return their purchases, using The Point. At Cityplaza, we have even installed a fitting room, and we are planning to introduce a tailoring service so shoppers can try on clothes, or have them adjusted if necessary.

The Point is a perfect fit with our LifeCentral strategy, and proof of the increasing integration between online shopping and traditional bricks-and-mortar retail. For Wereldhave, it is not about competing with e-commerce – it is about providing additional services to shoppers. The Point will also help tenants by giving visitors an additional reason to come into our centers. Ultimately, The Point is about convenience for shoppers, it removes the frustration and the delays involved in returning online purchases. In 2021, we will continue to develop our ideas about The Point and, if successful in Nieuwegein, we will extend the concept to other centers in the Netherlands.



“The Point is about convenience for our customers. It’s about understanding their frictions, always starting from a customers’ perspective – and asking ourselves ‘what do they want and how do we deliver on that?’”

Katja Stello, Wereldhave Head of Marketing and Customer Experience.