

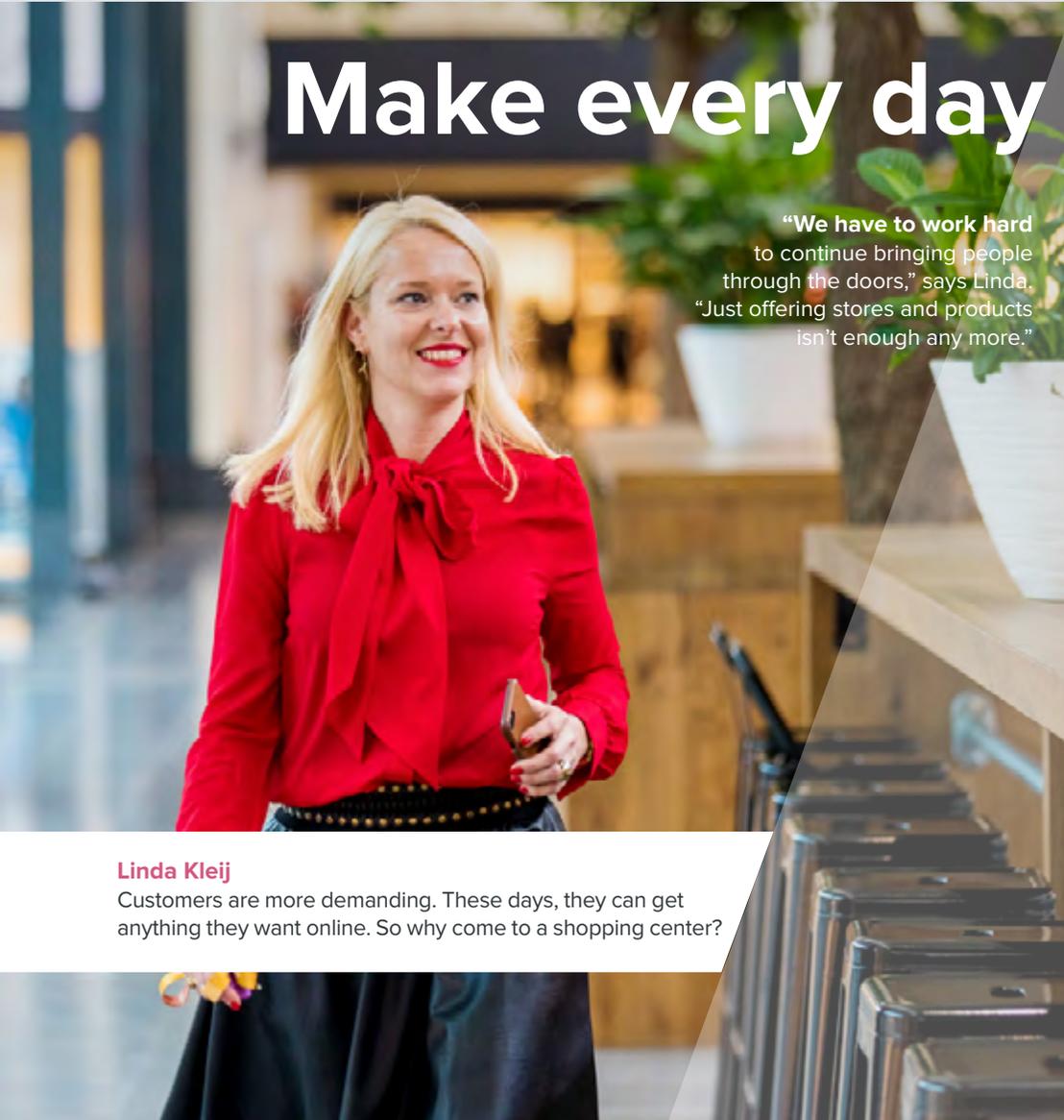
Make every day successful

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Linda Kleij

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Linda Kleij joined Wereldhave straight out of school. In the twenty years since then, she has seen a lot of change. “Customers are more demanding. These days, they can get anything they want online. So why come to a shopping center?”



For Linda – manager of two centers in southern Netherlands – it’s about offering services and ‘experiences’. She notes that young people, for example, are spending more on food & beverage, on socializing with their friends.

“We have to work hard to continue bringing people through the doors,” says Linda. “Just offering stores and products isn’t enough anymore. People go to other cities and compare. Things also come in from other countries. Look at Black Friday. It used to be something that happened only in America. Now, it’s one of our busiest days of the year.

“We have to keep our centers relevant. To do that, we ask a lot of questions. What do our customers need? What do they miss? What do they expect when they come to the center.”

Customer experience

Linda has seen a lot of change, but now she’s also part of the change. Last year, she introduced Business Booster at her center in Etten-Leur. Business Booster, she explains, is about working with tenants to improve the customer experience.



children. But Business Booster goes a step further.

“It’s about sharing knowledge, really,” says Linda. “Our customers’ experience doesn’t stop at the front door – it continues inside the stores. I know, from my own experience, if you walk into a shop and immediately you feel welcome, that makes a real difference.” Together, Linda’s two centers – at Etten-Leur and Roosendaal – bring in 8.5 million visitors a year.

Mystery shoppers

As part of Business Booster, Wereldhave provides its tenants with regular feedback from a mystery shopper. Linda also organizes quarterly meetings for her tenants – to share data and other information. The meetings encourage a “community spirit,” she says. “People get to know each other, they work together. As a result, they cooperate better.”

Wereldhave now plans to expand the Business Booster concept to create a package of add-on services for tenants – these could include, for example, help with recruitment, or administration, as well as access to data and feedback from mystery shoppers. Recently, Linda joined Wereldhave’s project team, looking at new value propositions for tenants and visitors.

Business Booster is very much in line with Wereldhave’s new LifeCentral strategy, which puts tenants and customers at the heart of the Company’s business.

“Tenants have to change as well,” says Linda. “We say our business has changed, but so has theirs. Look at some of the retail bankruptcies in the past few years. The fact is, we can have all the plans in the world, but we need to show tenants the value of what we’re doing with our centers. We need to bring them along with us.”