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Malls wooing shoppers with offers left, right and centre



PETALING JAYA: It's good news for shopaholics and those looking for good deals, since every other mall is rolling out promotions to attract customers.

For example, Suria KLCC unveiled its "Biggest Campaign This Year" by rewarding shoppers through its Golden Ticket campaign that is premised upon a minimum spend of RM150.

By spending this amount, 100 shoppers will be in the running, every single day, from now until July 12 for vouchers that can add up to RM5,000 in value.

Suria KLCC Sdn Bhd CEO Andrew Brien said: "We are inspired every day to seek new ways to enrich the shopping experience for our customers. This time, we want to raise the winnings.

"We believe that with this Golden Ticket campaign, we are able to make a difference to our shoppers in continuing our efforts to reward them."

The Star reported yesterday that a number of malls in the Klang Valley saw good levels of footfall over the weekend.

As one of the largest malls in the world, 1 Utama had also upped its game by offering contactless cashless payment options, on top of delivering a personalised shopping experience for customers through an app.

According to the mall, it will be injecting another RM1mil until July 26, on top of its ongoing RM1mil Retail Stimulus Package introduced before the MCO started on March 18.

“This will be in the form of Smart E-Cash Vouchers personalised to each qualified shopper’s shopping preferences, through the use of intelligent data and digital shopping insights. The virtual cash vouchers are fully-funded by 1 Utama, ” said the mall in a recent statement.

1 Utama director Tan Sri Teo Chiang Kok said: “Understanding that it is a truly challenging period for Malaysian consumers and retailers, 1 Utama has further increased its Retail Stimulus Package budget to reward shoppers and tenants.

“This reward scheme is over and above the rental rebates we have given to all our eligible tenants. We believe that it is more effective and sustainable to complement rental relief with more promotional and incentive schemes benefiting our loyal patrons.

“We hope that both our holistic marketing and operational safety initiatives will help our tenants’ journey together with us on the path of business recovery while our shoppers confidently shop, dine and partake in a multitude of entertainment and leisure activities.”

1 Utama will be utilising Big Data to match shoppers with their favourite stores and purchases.

“Highly personalised vouchers from RM5 to RM50 will be rewarded to shoppers to deliver the ultimate customer experience. 1 Utama is the first Malaysian mall to develop its own e-wallet and e-commerce platform to drive the nation’s digital economy and cashless shopping.”

Kuala Lumpur’s MyTown Shopping Centre is also in the fray, by putting RM1.5mil worth of resources behind its stimulation plan that includes partnering with digital platforms for shoppers e-vouchers giveaway.

Other efforts include the mobilisation of efficient delivery services for its F&B tenants, offering a personalised shopping experience via personal shopper and delivery service, as well as promoting a drive-through shopping platform.

“Additionally, MyTown also partnered with the world’s #1 most downloaded application, TikTok, to engage and entertain our shoppers creatively. All these initiatives have led to an improvement of MyTown’s weekly visitation, which is back to 85% of normality, ” said the mall in a statement Monday.

Other than promotions, there is also the need for the execution of Covid-19-related standard operating procedure so that customers are not unduly stressed or disturbed.

Both Suria and 1 Utama have installed thermal scanners at major entrances, bypassing the need for each customer to be stopped and scanned.

Wang Pau Chin, who visited Suria last Saturday with her family, was impressed with the seamless experience there.

“This is quite unlike the other malls I have been to, where guards still stop and take the temperatures of each shopper individually, ” she said.

(Source: <https://www.thestar.com.my/news/nation/2020/07/08/malls-wooing-shoppers-with-offers-left-right-and-centre>)