

Westfield to offer shoppers Uber ride vouchers as incentives and rewards

Voucher program builds on national partnership establishing designated Uber stations at all Westfield centers in the U.S.

Vertical: Retail

Primary uses: Loyalty & Rewards, Customer acquisition

The business need

In today's evolving retail landscape, high-end shopping center operators know the importance of providing a stellar experience to their guests and visitors – and Westfield shopping centers increasingly encompass not just traditional fashion apparel retail, but also award-winning restaurants, health and wellness offerings, live events and entertainment, office and co-working spaces, and even modern residential towers.

In focusing on urban densification and diversifying its properties with offerings far beyond the traditional, URW is also looking to transportation as a key element of its customer service strategy. The company is removing friction points and making the process of getting to and from the shopping center seamless and hassle-free. In addition to leveraging the full potential of ridesharing services, Westfield centers are also aligning with broader municipal infrastructure projects, public transportation systems, and even looking to a number of future technologies including driverless cars. At some Westfield centers, customers can also take advantage of “Smart Parking” and “Reserved Parking” services available through the company's digital App.



Unibail-Rodamco-Westfield (URW) is the premier global developer and operator of flagship shopping destinations. The company owns and operates 92 shopping centers in Europe and the United States, welcoming 1.2 billion customer visits per year.

Westfield

“Being able to surprise and delight our customers with a complimentary ride with Uber is a great way to build upon our broader national partnership with Uber and make it more convenient than ever to travel to and from our shopping centers.”

Lili Fakhari
Senior Regional Marketing Director
Unibail-Rodamco-Westfield

URW added Uber Vouchers to its overall transportation strategy as a way to cover the cost of ridesharing for select segments of shoppers, in order to:

- Design promotions around complimentary rides for guests and visitors
- Drive foot traffic to centers – especially during key events and seasonal promotions
- Reward key customers with a free ride home
- Entice current Uber riders to visit Westfield centers
- Analyze which promotions resonate most with visitors adjust programming accordingly

“URW actively seeks partnerships with technology companies to help us blur boundaries between physical and digital experiences,” said Randall McKillop, Senior Vice President of Digital Products, Unibail-Rodamco-Westfield. “Our partnership with Uber very much aligns with that strategy, as we view ridesharing as a perfect example of the convergence of technology and transportation to deliver ultimate customer convenience.”

The launch of Uber Vouchers expands on the partnership between the two companies and helps deliver a holistic approach to transportation for visitors to Westfield shopping centers in the United States. In 2017, Westfield chose Uber as its national ridesharing partner, installing dedicated Uber stations at all of its US shopping centers – including a permanent Uber lounge at Westfield Century City in Los Angeles featuring ultra-modern design, sleek seating, and unexpected customer amenities allowing customers to wait for their Uber in style.

The benefits

“Our partnership with Uber has been fantastic, allowing us to focus on the ultimate goal of removing barriers for our customers, make the physical shopping journey as intuitive and convenient as possible, and offering great experiences unavailable in a purely online environment,” said Ghadi Hobeika, URW’s U.S. Chief Marketing Officer and Global Director, Digital and Data.



For more information
about Uber Vouchers, visit:

uber.com/vouchers