



Westfield London first retail operator to implement innovative lost and found software

Westfield

Westfield London is the largest shopping centre in Europe with over 470 stores, services spanning 5 floors and 31.2 million visitors every year.

The challenges

Between 20-30 items of lost property were found in a typical week, with this number doubling over the busy holiday periods. The whole process was hugely time-consuming for Guest Services staff.

- Each item was logged in a book, with an additional form written out and attached to the lost item
- At the end of the day, items were taken to storage and logged for a 3rd time onto a spreadsheet
- Guest enquiries were handled in person and over the phone. Each enquiry was then relayed to the 4 guest service desks across the complex
- If the item was not found, another paper form had to be filled in by the guest

Slow response times and instances of lost paperwork also resulted in complaints from guests. Plus, the process of auditing, managing and disposing of unclaimed items was manual and time-consuming.

Their ambition was to improve their antiquated lost property process and deliver a customer experience reflective of their position as a sector leader.

The results

Westfield staff now use the NotLost platform on electronic tablets to handle the entire lost property process.

Staff no longer need to register items multiple times and can search in real-time across all Guest Service points when responding to enquiries. If items cannot be located, staff can take lost item reports face-to-face using the tablets.

Automated emails keep guests informed and the use of images to support validation makes for a modern and seamless experience for guests. The team have received no customer complaints regarding lost property since the implementation of the platform.

The implementation of an intuitive digital system has also enabled an efficient process for cataloguing, auditing, returning and disposing of items.

The team are saving between 14-18 hours of staff time in a typical week, as a result of implementing the platform and the process improvements that this has allowed.

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All you have to do is take a picture and the software recognises the items. It's a very straightforward process; no more paperwork or manually writing everything. It's all stored on the platform so there is no case where you lose the data.

Guest Services Team Leader, Westfield London

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NotLost offers us a modern and mobile system to register lost property and to handle customer enquiries. It is easy to use and saves significant time and hassle for our staff. The software has really improved the customer experience and provides our management team with the visibility we need.

Operations Manager, Westfield London