

Background

Westfield London is the largest shopping centre in Europe with 450 stores and services spanning 5 floors. Their ambition was to improve their antiquated lost property process and deliver a customer experience reflective of their position as a sector-leader.

Challenge

Between 20-30 items are found in a typical week, with this number doubling over the busy holiday periods:

- 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 an Excel spreadsheet
- Guest enquiries were handled in person and over the phone. Each enquiry then had to be 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
- The whole process was hugely time-consuming for Guest Services staff
- Slow response times and instances of lost paperwork also resulted in complaints from guests
- The process of auditing, managing and disposing of unclaimed items was manual and time-consuming

Solution

Westfield staff now use the NotLost platform on electronic tablets to handle the entire lost property process. They 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 implementation of an intuitive digital system has also enabled an efficient process for cataloguing, auditing, returning and disposing of items.

Results

As a result of implementing the platform and the process improvements that this has allowed, the team are saving between 14-18 hours of staff time in a typical week, with Jayanti alone saving 10 hours a week. This time saving is expected to double during the busier holiday periods. In addition, the team has received no customer complaints regarding lost property since the implementation of the platform.



What did the team think?

Much quicker to register items

Dante: Guest Services Team Leader - "All you have to do is take a picture and the software recognises the items. 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."

Handling guest enquiries in a prompt and responsive manner

George: Guest Services Team Leader - "Now all locations can view what's been handed into each desk through the iPads. Lost property is not an easy thing to deal with, someone is upset, someone is angry and you have to deal with it. Being able to handle it accurately using images creates a great guest experience."

Simple returns and disposal

Jayanti: Business Support Administrator - "With the item expiry feature I no longer have to manually check through how long items have been there. A simple search makes it easy to identify and dispose of unclaimed items. Having all the guest information straight away on the iPad makes it easy for me to identify the guest and organise a method to get their missing item back to them."

"This is probably one of the best processes I've ever seen with regards to lost property"

Guest of Westfield London

"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 is also really improving the customer experience of looking for their property and provides visibility for management" - Business Support Manager, Westfield London