



Value Retail

The luxury shopping experience

A case study powered by



The Customer

Value Retail is an international REIT dedicated to providing a high-end experience to every visitor. Specializing in luxury outlet properties located across Europe and China, Value Retail operates venues that served 45 million visitors in 2019, with an emphasis on being a tourist and leading luxury shopping destination.

VALUE RETAIL

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The Opportunity

With properties across the world, Value Retail's primary goal was to enhance their customer experience from every angle. Their visitors expect a high-end experience, and Value Retail were looking for technology investments to complement and enhance that experience across their portfolio.



This included a full website rebrand and launch to increase engagement and showcase a beautiful digital experience that would reshape the way people thought about retail properties. With a prioritization on aesthetic and clean brand design, Mappedin's indoor mapping solution was a perfect fit. We had the opportunity to take static maps across 9 specified venues of the Value Retail portfolio to digital assets that could be used for a variety of experiences.

The Solution

With venues spread across Europe, Value Retail was challenged to continue catering to their local markets and to the large volume of tourists coming to their properties on any given day. There were critical components that Mappedin had to provide to help solve this challenge.

Language Support: To fully support their international audience, Mappedin placed an emphasis on language support and translation for all implementations and product features at Value Retail properties. A number of language options were ported in or foundationally supported; then customized to each venue for the most used languages at each property.

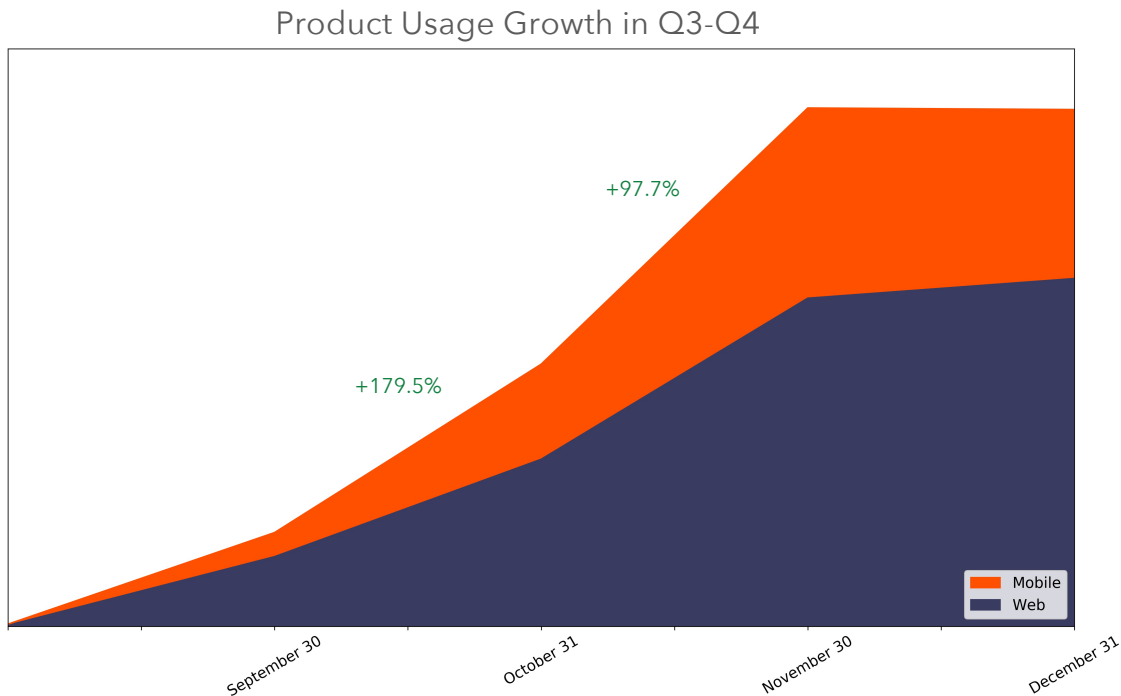
Responsive Web App: With the addition of Mappedin's responsive web app to their new website, Value Retail were able to continue their brand relaunch throughout. The newly created 3D digital maps allowed customers to navigate using their mobile devices from anywhere in the portfolio. This interface included custom features requested by the client, including logos to indicate well-known bear statues that are scattered across their flagship property.

Mobile SDK: Value Retail utilized the Mappedin Mobile SDK to natively host their 3D digital map on their venue apps, which are individual for each property. The client also utilized the mobile experience for their Roving Concierge app, which continues their focus on customer service by allowing employees to walk around the properties and provide information as well as directing visitors to the specific store they are looking for.



The Results

Not only were Value Retail able to increase engagement through the usage of Mappedin's products, but they were able to fully augment their new customer service experience focus with a personal touch through the Concierge and property apps.



Unique sessions over time - All Mappedin products deployed at across Value Retail portfolio in the first four months

Looking Forward

Mappedin continues to work on expanding our products to new industries, compiling data through proof-of-concepts, and creating products that address core needs in the market.

Interested in learning more? Visit <https://info.mappedin.com/web-wayfinding> to learn about Mappedin Web, or reach out to us at contact@mappedin.com.