

Motivational Marketing Techniques Improve Customer Service at Manauara Shopping

Challenge

A lack of team spirit and staff engagement in our shopping centres can damage our reputation and adversely impact upon tenant sales, with consequences for our overall profitability. On the other hand, we believe that every interaction between a shopping centre employee and a visitor provides us with an opportunity to differentiate our centre by proving that we offer consistently excellent customer service. To achieve this, though, we need to invest in effective training for all shopping centre staff.

Solution

With a focus on engaging tenants, shopping centre management and service supplier teams to improve the image of Manauara Shopping, increase tenants' sales and ensure a swift and appropriate response in the event of an emergency, we brought in a well-known motivational marketing expert and best-selling author on change management, Rogério Caldas, to inspire Manauara Shopping staff.

Results

In total, 1,805 employees attended dynamic talks given by Rogério Caldas on personal transformation, helping them to become more informed and motivated when engaging with visitors in Manauara Shopping.