



## **P R E S S   R E L E A S E**

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**For immediate release**

### **BLUEWATER WINS SMG WORLDWIDE AWARD**

Landsec has announced that Service Management Group (SMG), who measure and analyse guest satisfaction across Landsec's retail portfolio, has presented Bluewater with their 'Top Partnership Insight' award at their annual conference in Las Vegas.

The guest feedback initiative was acknowledged from SMG's worldwide client base of 500 leading businesses, with only seven awards given in recognition of excellence in the delivery of a transformational guest experience.

Bluewater was recognised and praised for the following areas:

- The level of the insight gained from the data
- The quality of the actions taken on the back of the insight
- The guest feedback results following the delivery of the changes that showed significant increases in guest satisfaction levels

Following a successful trial in 2013, SMG was appointed to provide Bluewater with tools and analysis to better understand guest feedback on events and the wider retailer experience. In January last year, SMG's remit was extended to a selection of the Landsec retail portfolio. The data is collected via an opt-in online survey.

David Wilkinson, Head of Marketing at Bluewater, said: "We are delighted to have received this award, which highlights the achievements of the team in ensuring our guest experience is truly world-class."

Jeremy Michael, Managing Director from SMG also commented: "Bluewater's focus on guest experience is a very innovative approach for a retail and leisure destination. Analysing experiences is paramount to the success of Bluewater and the level of insight the team has gained, and the actions they have taken as a result to enhance the guest experience, has set the industry bar, making Bluewater a true market leader."

SMG is one of a series of technology-based innovations introduced by Landsec. In October, Landsec launched an online shopping portal trial for Bluewater. Featuring over one million items from Bluewater's retailers, the portal ([www.bluewater.co.uk/shopping](http://www.bluewater.co.uk/shopping)) provides guests with the opportunity to conduct research on particular products or product categories, seek alternatives and, ultimately, to purchase for delivery or collection at Bluewater.

### **Ends**

For further information, please contact Nick Thornton or Amanda McNally at Aver via [nickthornton@aver.uk.com](mailto:nickthornton@aver.uk.com) or [amandamcnally@aver.uk.com](mailto:amandamcnally@aver.uk.com).

### **Notes to Editors**

At Landsec, we believe great places are for people to experience and are made with the experience of great people. As the UK's largest listed commercial property company, with 23.7 million sq ft of real estate and a portfolio valued at £14.2 billion, we own and manage some of the most successful and recognisable assets in the country.

In London, our portfolio totals more than £7.8 billion, and consists of 6.5 million sq ft of real estate. From the world-famous Piccadilly Lights to the transformation of Victoria, SW1, we deliver exceptional experiences for the businesses and people that live and work in, and visit, the capital.

In Retail, across our 17.2 million sq ft of assets, we create outstanding experiences for customers and guests alike. Combined with the strength and resilience of our portfolio, this means we regularly outperform industry benchmarks for footfall and sales. We offer more than convenience and choice, recognising that memorable destinations are key to attracting the shoppers and retailers of today, and tomorrow.

We also aim to lead our industry in critical long-term issues – from diversity and community employment, to carbon and climate resilience. Everything we do is grounded in experience and begins with people. We deliver value for our shareholders, great experiences for our customers and positive change for our communities. At Landsec, everything is experience.

Find out more at [landsec.com](http://landsec.com)

## **About Service Management Group**

Service Management Group (SMG) partners with more than 500 brands around the globe to create better customer and employee experiences, which drive loyalty and performance. SMG uniquely combines technology and insights to help clients listen better, act faster, and outperform competitors. Strategic solutions include omniCX™, Brand Research, and Employee Engagement. SMG evaluates 200 million surveys annually, across 130 countries. To learn more about SMG, visit [www.smg.com](http://www.smg.com) or call 020 3463 0700.