



Westcor Benefits from DD&F's Ability to Craft Efficient, Highly Visible Spaces

With more than 18 million square feet of retail space and a reputation for forward-thinking development, Westcor is unquestionably a leader in its industry here in Arizona.

When the company needed the customer service areas at some of its largest malls revamped, DD&F devised a plan to help them optimize these spaces while adding visibility.

At the Chandler Mall the biggest challenge was limited space. DD&F masterfully designed a solution to make the most out of the tight space. Taking pictures of the existing customer service booth, the team overlaid their proposed schematic of a new “efficiency” design.

At Paradise Valley Mall a similar project entailed additional challenges and considerations. First, the customer service kiosk was now to also house security. As an effort to enhance security at the mall, this new home base for security officers was intended to help guests and retailers more quickly and easily enlist the help of an officer when needed.

While clearly beneficial, the challenge of this move was decreased space for customer service functions. DD&F tackled this concern, as well as others pertaining to this space, and the results not only represented a solution, they were truly innovative.

DD&F enhanced kiosk signage to meet both the demands of design and function while making these spaces more highly visible. The new, more intuitive design directs customers to the front of the desk where they can ask questions or purchase mall gift cards. This solved the issue of traffic flow, improving the customer experience and decreasing stress on customer service representatives. With the increased popularity of gift cards, more room is also dedicated to registers for check out.

Enhanced storage solutions were also integrated to reduce clutter and create greater ease in storing everything from gift cards and paperwork to strollers and wheel chairs. Shelving on the outside of the booth provides visibility for and easy access to brochures, maps and visitor guides.



Mall General Manager Jacob Garcia was thrilled. “We have struggled with how to best set up our customer service area for some time. DD&F brought fresh ideas and knew exactly how to deliver the best solution, from design to implementation. I can now say with confidence we make the most out of the space and better serve the needs of our guests.”

A departure from the customer service realm, but also improving the customer experience, is a new “sampling” kiosk now located in one of the mall’s main thoroughfares. Also created by DD&F, the kiosk allows food and beverage vendors from the mall food court to attract guests by offering them a taste of what’s just down the corridor.