

MEDIA ADVISORY

ENHANCED CUSTOMER SERVICE FOR SHOPPERS AT ION ORCHARD



SINGAPORE, 23 SEPTEMBER 2015 – With consumers spoilt for choice with a plethora of city and suburban malls, niche stores and online portals, the spotlight falls once again on giving shoppers the best in-mall experience to keep them coming back. ION Orchard puts a premium on customer care when it opened its doors six years ago and is raising the bar again with a slew of new services. This coincides with the mall's refresh, which will see long-standing brands open flagship and larger premises as well as superbrand tenants moving in by year's end.

To start, its main concierge facilities will be given a boost as it shifts to a new location at the Atrium on Level 1. This will complement existing customer service counters on Basement 3, Level 2 and Level 4, as well as 40 digital interactive directories located in strategic and high-traffic areas in the mall. To serve the needs of local shoppers and tourists, the concierge team, made up of representatives from over eight countries, speak no less than 10 different languages including Chinese, Korean and Bahasa Indonesia.

“As the go-to luxury retail destination for visitors to Singapore, we have been mindful to cater to their needs,” said Mr Chris Chong, CEO of Orchard Turn Developments. “The concierge is one of our most important assets as it is the first touch point for our shoppers and where we gain insights from them. This helps us with creating better shopping experience to serve and engage them in the mall.”

Shoppers will be able to enjoy an enhanced and streamlined rewards programme at the main concierge's redemption counter, with UnionPay continuing its year-long collaboration with ION Orchard. To maximise the value of the rewards, instead of exchanging rewards for a selection of gifts, UnionPay cardholders



can redeem ION Orchard vouchers for greater spending flexibility. ION Orchard has also joined hands with Bank of China to offer tourists attractive instant cashback rebates. This is ION Orchard's first partnership with the bank.

The main concierge counter at Level 1 will double as the Singapore Tourism Board's Singapore Visitor Centre and will continue to be manned by ION Orchard's concierge staff who will be on hand to offer the latest tourist information for overseas guests.

The location of the new counter also means that the mall's atrium will be expanded, allowing for more exciting events in the upcoming months.

"Our team of concierge staff undergoes comprehensive training to equip themselves with ION Orchard's service DNA," said Mr Chong. "They are passionate about honing their craft to become excellent customer service providers. We may be an iconic mall for our brand mix and architecture, but it is the people that make the mall world class and stand out from the rest."

The new concierge counter at the Level 1 Atrium will start operations today, 23 September 2015.

For more information, please visit the ION Orchard website at <http://www.ionorchard.com/>

###

About Orchard Turn Developments Pte Ltd

Orchard Turn Developments Pte Ltd is the manager of ION Orchard, a prime retail landmark project located at the gateway of Orchard Road in Singapore. Jointly owned by CapitalLand Mall Asia and Sun Hung Kai Properties, the iconic development is strategically situated above the Orchard Mass Rapid Transit (MRT) station and enjoys underground connectivity to nearby buildings. Over 640,000 square feet of nett lettable retail space with some 300 shops spread across eight floors, ION Orchard features a collection of global flagship and concept stores of both established and new-to-market brands, covering the spectrum of fashion, lifestyle, entertainment and F&B (www.ionorchard.com).

MEDIA CONTACTS

Genevieve Yeo

Senior Consultant, Weber Shandwick Singapore

T: +65 6825 8075

E: GYeo@webershandwick.com



Lim Shien Yau

AVP, Marketing Communications
Orchard Turn Developments Pte Ltd

T: +65 6485 5245

Email: lim.shienyau@orchardturn.com.sg