Westfield Corporation, one of the world’s largest operators of flagship retail and entertainment destinations, needed a new and innovative way to elevate the shopping experience for their guests. That’s why they chose to partner with SoftBank Robotics, a pioneer in Customer Experience technology with their robot named Pepper. Pepper would assist concierge services, drive foot traffic, entertain shoppers, and gather valuable customer data. Armed with this critical information, Westfield could better serve customers in order to keep them coming back.
By engaging shoppers in a friendly way and providing them with directions to stores, restrooms, and restaurants, Pepper allowed Westfield’s concierge team to focus on more important tasks. Pepper also collected invaluable customer feedback, entertained the customers with games, and dances, and charmed the guests day in and day out.

The Solution
The Result

Pepper delivered on Westfield’s need to elevate the shopping experience for their guests by attracting and guiding over 10,000 customers to their destination. Ninety-five percent of those customers responded that they found Pepper helpful. Most importantly, Pepper delivered on Westfield’s desire for valuable customer feedback by collecting over 100 surveys each week, helping Westfield enhance their customer experience and increase customer retention.

WESTFIELD - SAN FRANCISCO CENTRE & SAN JOSE VALLEY FAIR

95% CUSTOMER SATISFACTION

10K+ CUSTOMERS DIRECTED TO STORES

100+ SURVEYS RUN EACH WEEK
The Buzz - Media

Major news publications from all over the country took notice of Pepper’s new job and couldn’t get enough of this exciting revolution in Customer Experience.

“I Had a Conversation with a Robot, and It Taught Me Something About Humanity”

“These Tiny Robots Are Here to Take over the World, but First They’ll Help You Shop”

“Pepper the Robot Will Be Helping out Shoppers at Two Bay Area Shopping Centers This Holiday”

“Robots Greet Westfield Mall Shoppers in San Francisco, San Jose”
The Buzz - Social

1MM SOCIAL MEDIA IMPRESSIONS

WESTFIELD - SAN FRANCISCO CENTRE & SAN JOSE VALLEY FAIR

- "Almost selfie with Pepper #westfieldpepper
sometimes Pretty nice"

- "Pepper the robot! 😊
#westfieldpepper"

- "Op eek verdien van het shoppingcenter staat er een #pepper robot om je te enterainen of je te helpen in het shopping #loosingsaline
#robot #westfield #selfie #bottle"

- "THFUTURE IS HERE !!!!
#westfieldpepper #pepper #westfield #ai
#robot #shorthand #machine
#westfield #loosingsaline #robot #future
#technology
#westfieldpepper
#meetpepper"
Pepper Works for Retail

FOR US, IT'S ALL ABOUT CUSTOMER EXPERIENCE AND CUSTOMER ENGAGEMENT. PEPPER IS SOMETHING THEY'LL REMEMBER AND WILL GET THEM COMING BACK AGAIN AND AGAIN.

Rebecca Weill
Sr. Director of Marketing, Westfield SF Center

WE COME ONCE OR TWICE A WEEK, JUST FOR PEPPER.

Roxanne F.
Shopper, San Jose CA

THE FUTURE OF RETAIL FROM WESTFIELD’S PERSPECTIVE IS THE MERGING OF THE PHYSICAL AND THE DIGITAL. WHAT PEPPER PROVIDES IS THAT CHARMING, INNOVATIVE, ENGAGING EXPERIENCE.

Caran Fisher
Sr. Director of Marketing, Westfield Valley Fair