



The  
Guest  
Services  
Playbook  
October 2014

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1.0

# Thank You for Joining GGP – You've Made a Great Decision!

## 1.1 Guest Services Introduction

Welcome,

The GGP Brand is about connecting with each of our Guests, however they choose to connect with us, and offering them not only world-class retail and restaurants, but also unexpected services, amenities, and conveniences in addition to truly exhilarating events and activities.

The GGP Brand is at the very core of our organizational DNA. It's what we live and breathe every day. It's what distinguishes us from every other retail property group. It's what makes a GGP mall not just a physical location, but an emotional experience.

But who exactly are our Guests?

Of course, they are our Guests – the individuals who visit our mall and shop there. At the same time, our Guests are also retailers and restaurateurs. They are our investors, business partners, and shareholders. They are the civic organizations, schools, and local businesses that transform our neighborhoods into communities. Finally, they are our fellow GGP employees and team members.

Each of these groups deserves our total commitment and respect. Each deserves a helping hand whenever we can extend one. Each deserves our kindness, our support and our empathy. When we talk about surprising and delighting our Guests, we mean all of them as defined above. This means that you are the very face of the GGP Brand. You are its expression and its fulfillment.

For all these reasons, you are most important to our entire organization. By creating personal rapport with our Guests and retailers – you can make all the difference in the world.

That is why I offer my personal commitment to you and pledge that you will be given the opportunity to maximize your potential to learn, grow and gain invaluable experience in this exciting business of ours. I wish you every possible success!

Best Wishes,

*Erin Armendinger*

Erin Armendinger  
VP Guest Experience



## 1.2 Our Mission

A Mission defines what we do and who we do it for. At a GGP Mall our Mission is clear.

Our Mission is to own and operate best-in-class retail properties that provide an outstanding environment and experience for our communities, retailers, employees, consumers, and shareholders.

## 1.3 Our Vision

A Vision defines what we want to be known for with our Guests. At a GGP Mall we want to be known for;

"An outstanding experience that was delightful, easy, and exceeded my expectations. I loved it!"

## 1.4 Our Values

Our Values are what we believe in with regards to our actions and interactions with others. It is important that every Host embraces the Values that define our GGP Culture. Our Values are founded in the acronym H.A.D.T.O. or "had to"

1.0

Thank You for Joining GGP  
– You've Made a Great Decision!

1.5

## A WINNING CULTURE – “HAD TO”

### ATTITUDE

- o Positive spirit
- o Personal growth
- o Respect
- o **Authentic is in. Love what you do.**

### DO THE RIGHT THING

- o Integrity
- o Open communication
- o Keep commitments – My word is my bond
- o **Show the Guests how much you care.**

### TOGETHER

- o Support team decisions publicly and privately
- o Unselfish in making decisions with GGP in mind first
- o Accepting of others' ideas
- o Collaboration
- o **Be active. Interact with everyone.**

### HIGH PERFORMANCE

- o Prioritize activities to yield the best results.
- o Solution driven
- o Willingness to take appropriate risk
- o Exceed expectations
- o **Know it or know how to get it by using technology.**

### OWN IT

- o Accept responsibility for his/her actions
- o Take Initiative to get things done
- o Respect others' responsibility to Own It
- o Empower others
- o **Make the first move. Initiate relationships.**

GGP

1.0

# Thank You for Joining GGP – You've Made a Great Decision!

## 1.6 The Power of the GGP Brand

### The GGP Pillars:

As a GGP team member, we encourage you to support our Guests and retailers by providing them with the exceptional service they have come to expect from GGP. We believe Guests will be likely to look to the brands in which they have the most trust. GGP is one of those brands. Therefore, we have a great opportunity to set ourselves apart from the competition. Individually, we can all make a difference to make our malls the most welcoming and most engaging retail destinations possible. In order to achieve this, we need everyone's help and commitment.

Guest Services are critical to our success! Remember that it is equally important that GGP provide excellent service to both our retailers as well as to our Guests. Even more, Guest Services is everyone's job, not just the frontline Guest Services teams.

Each team member, whether we are corporate employees, members of the Mall Teams, or our security and housekeeping partners – greet Guests with a smile and a friendly hello. Assist a Guest in need of help finding a certain store, offer a pair of hands to help someone struggling with too many bags, stop to pick up a piece of trash, make an effort to get to know our retailers and build personal relationships with them, and make sure retail concerns are addressed in a timely manner.



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"Do what you do so well that they will want to see it again  
and bring their friends."  
– Walt Disney

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2.0

# The Guest Experience

## 2.1 Our Guests

We want every Guest who interacts with us to enjoy an outstanding experience that is a surprise and delight, easy, and exceeds their expectations. We want every Guest to say "I loved it" when referring to their GGP Mall experience.

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"I've learned that people will forget what you said, people will forget what you did, but people will never forget how you made them feel."  
– Maya Angelou, American Poet

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By adhering to our Values, we will make our Guests feel great and fulfill our Mission of delivering an outstanding experience. Guests will then emotionally choose GGP, stay longer, spend more time (and money), return more often and tell friends and family about their outstanding experience.

In addition to our Values, we must also follow our five core Service Habits with every Guest interaction.







2.0

# The Guest Experience

## 2.2 Our Service Habits

*"Things we always do!"*

1. I practice the 10-5 Rule with everyone, every time.
  - At 10 feet, smile and make eye contact.
  - At 5 feet, greet them and provide a warm welcome
2. I ensure a great attitude, polished grooming, warm smiles and a friendly tone.
3. I use meaningful conversation and empathetic listening to connect with every Guest.
4. I make recommendations and share my insights enthusiastically.
5. I speak positively and passionately about my Mall, our retailers and our services.



### 2.3 Keep it Clean

*"Help us look great!"*

Every GGP team member is responsible for helping to keep our mall clean, neat and tidy.

It is a top priority to ensure our Guest Services is always well organized and free from any clutter. Dispose of empty cups or cans, paper or trash left behind.

As you walk the mall every day, be aware and on the lookout for trash and spills. As you see a piece of trash, pick it up and dispose of it. Go out of your way to walk over and pick something up. This is a brand standard for GGP.

Contact housekeeping for spills or help with disposing larger trash items or unsanitary items that cannot be picked up.

Important: Remain in the area of the spill until housekeeping arrives to ensure Guests avoid the area and do not slip and fall.

### Slip and Falls

Speaking of slip and falls, if you see a Guest slip, fall or sustain another type of injury in our mall, contact Security immediately. The same applies if a Guest reports an injury you did not see. Show you care, express concern and do what you can to keep them comfortable. Ask them to have a seat until Security arrives to help. If it is a serious injury, do not move them. Remain with the Guest until Security arrives.

*"Check in on the Guest, make sure they are okay."*



## 2.4 Telephone Procedures

*"Thank you for calling... How may I help you?"*

Guest Services Hosts always represent GGP, whether in person or via telephone. Always project a positive and professional image on the telephone. Smile! Your Guests can "hear" you smiling. Guest interactions on the telephone are just as important as face to face, and we want to make a positive first impression and leave a lasting one as well.

### Telephone Etiquette

Answer within 3 rings and a smile.

Answer the telephone in a polite and professional manner.

Identify the mall and your name. Examples:

- "Thank you for calling \_\_\_\_\_ mall. This is \_\_\_\_\_, How may I help you?"
- "It's a great day at \_\_\_\_\_ mall. This is \_\_\_\_\_, How may I help you today?"

If you are currently with a Guest, excuse yourself, answer the phone and ask the person on the phone, "Are you able to hold for a moment?" Then finish assisting the Guest as quickly as possible. When returning to the phone, immediately thank the Guest for their patience."

- Use voicemail only as a last resort.
- Ask a Guest if you may place them on hold. Thank the Guest upon returning.
- Provide a fond farewell and end each Guest interaction with a positive and lasting impression.

Examples of fond farewell:

- "Thank you for calling \_\_\_ mall."
- "It's my pleasure."
- "Have a wonderful day."
- "Enjoy your shopping."

Guests and store employees are not permitted to use the phone at Guest Services unless a specific phone is being provided for this use. Always remember that this is a business phone and for this reason personal calls are not permitted except in the event of an emergency.

If a GSH calls in sick or cannot come into work, it is not appropriate to take a message. Politely inform the Host that they must contact the GSM or Team Lead.

## 2.5 Telephone Contact List

Ensure a telephone contact list is current and available at Guest Services. *(Update local mall contacts. Examples of names and phone numbers to have on hand.)*

### Management Office

- Main Number
- Fax Number
- General Manager
- Receptionist
- Administrative Assistant
- Marketing Manager
- Common Area Coordinator
- Operations Manager

### Engineering / Maintenance

- Engineers
- Maintenance

### Leasing

- Leasing Assistant
- Business Development

### Strategic Partnerships

- Strategic Partnerships Representative

### Guest Services

- Guest Services Manager
- Regional Customer Experience Manager

### Housekeeping

- Housekeeping Main Line
- Housekeeping Director
- Regional Manager

### Security

- Security Main Line
- Security Director
- After-Hours Number

### Others (if applicable)

- Valet Main Line
- Valet Manager

### Community

- Banks
- Post Office

### Transportation

- Taxi
- Bus
- Hotel Shuttle



*"It's my pleasure."*

## The Shopping Line

The Shopping Line is a product of CD Communications. Most GGP properties provide this service that allows Guests to hear current information (gift cards, events, mall hours, etc.) about your mall, be directed to stores, or to be transferred to Guest Services or the Mall Team. The Shopping Line also allows the Mall Team to broadcast emergency messages such as snow closings or hurricanes. If your center has the Shopping Line, each Guest Services Host should listen to the information provided on that line at least once a month as it does change frequently. Please note that most Guests will be directed through the Shopping Line menu first, then will choose Guest Services as an option. By the time a caller reaches Guest Services, they will expect immediate service.

## 2.6 Vehicle Jump-starts

*"I am sorry your car is not starting..."*

Security provides vehicle jump-starts for Guests when their car will not start. These services are provided only if a Security Officer is available and if the weather permits. This service is to be performed by Security only. There are no exceptions to this procedure. Additionally, the only services of this nature that Security is allowed to perform are vehicle jump-starts, escorts, and locating vehicles.

If the Guest's vehicle problem goes beyond the parameters above, they will need to contact an outside company. Please use the following procedures:

- Advise the Guest we have exhausted our efforts to assist them.
- Offer them unlock/jump-start vendor list from Security.
- Make sure the Guest knows where their vehicle is located so the person responding can locate them.
- Advise the Guest that if they need any additional assistance to return to Guest Services.
  - Offer water/waiting area.
  - Leave a hand written note on the car of the Guest. "Sorry your car would not charge! Hope to see you again soon."

## 2.7 Vehicle Lock-Outs

Mall Security does not provide this service. Please provide the Guest with local contact options for AAA, tow trucks or other local options. Help to make the Guest comfortable while they wait.

# The Guest Experience

## 2.8 Stamps/Postal Drop Box

Know where Guests can purchase stamps and where the nearest postal drop box is located. As with all inquiries, answers can be found on your iPad or computer.



## 2.9 Maintenance Calls

*"Could you please help me fix this?"*

The GGP maintenance department is responsible for maintaining the interior mall common areas and the exterior of the building. They are not responsible for maintenance in any of the retail shops or department stores. Common calls by retailers involve problems regarding burned out lights, plumbing, broken gates or back doors, etc. Again, our maintenance is not responsible for these types of problems. However, when such a call is received, politely inform the caller that our maintenance department is not responsible but as a courtesy you will notify maintenance of their situation. Put the caller on hold and contact maintenance regarding the problem. If maintenance is not available or they say they cannot respond to the problem inform the caller they should call the appropriate vendor to resolve the problem.

## 2.10 Mall Closings and Delays

*"Our Mall is closing early today, but we look forward to seeing you here tomorrow."*

The General Manager will authorize all early mall closings or late openings due to power outages, storms, snow/ice, or other reasons. Work with the Mall Team to understand procedures for these types of situations.



# The Guest Experience

## 2.11 Media Inquiries

No one, except the General Manager or a Marketing Manager is authorized to speak to the media. This includes newspapers, radio, and television reporters. If both of these individuals are unavailable, you may transfer a call to their voice mail or forward a message on to the appropriate person.

If you are approached by a reporter, refer them to the Mall Team immediately. Your response to any questions regarding the mall, security issues, traffic or any other subject should be: "The General Manager or the Marketing Manager will be glad to answer any questions you may have." Never comment on anything while on duty or acting as a representative of the mall. Refer all calls regarding taking photographs or filming in the mall to the General Manager or Marketing Manager.

## 2.12 Positive Words

*"It would be my pleasure."*

Communicate with positive language. Always tell a Guest what you CAN do for them vs. what you cannot; or what we DO have vs. what we do not.

For example, when a Guest inquires about a store that is not in our mall, offer them similar store options. Try to avoid the words, "No..." "I/we can't..." "We don't have..."

Example: Guest inquires if we have an H&M store in our mall (and we do not). "We actually have a great store, Forever 21, which is very similar to H&M that you may like. Let me show you how to get there."

Consider re-framing common language into a more polished communication. For example, instead of responding with "No problem," say, "It's my pleasure." Use other positive words and phrases such as "Certainly," "I would be happy to help."

Avoid slang and casual language, e.g. nope, yep, you betcha.

Always read your Guest and mirror their choice of words, style and language (the positive ones). Our communication should be one step up in formality than that of the Guests.

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"Perhaps you will forget tomorrow the kind words you say today, but the recipient may cherish them over a lifetime."

- Dale Carnegie

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## 2.13 Escorting Our Guests

*"I will show you the way."*

Guest Services Hosts take every opportunity to surprise and delight our Guests. This could be as simple as escorting a Guest to a store they have inquired about instead of pointing or opening a door for the Guest and greeting them as they enter.

Guest Services Hosts who are on roaming duty have a greater opportunity to escort Guests than those who may be working alone at the Guest Services.

Escorting a Guest is especially important when you identify someone in special need of help. Be on the lookout for a Guest who is on their own and is:

- An elderly Guest
- Someone who looks very disoriented or confused
- Someone who is clearly frustrated

This is our opportunity to make their day and shopping experience a little easier and more pleasurable.

If it is not operationally possible to escort the Guest, remember...

- Clearly explain the location and point it out on the directory (print or on iPad) so they see a visual.
- Point out one or two visual queues along the way, e.g. "past the water fountain and it is right between X and Y store."
- Walk the Guest a few steps in the right direction.
- Use an open hand when pointing instead of one finger, which can be perceived as rude in many cultures.
- Give them a fond farewell.

Guests may approach Guest Services at any time to report a problem in the mall. It may be a dissatisfying experience or other situation.





## 2.14 Caring for Upset Guests

*"I'm so sorry that happened. Let me see what I can do."*

Regardless of the reason or nature of the issue, Guest Services Hosts OWN IT. They listen, respond and act. They do everything possible to show the Guest we care and will do everything in our power to help resolve (or report) it immediately.

## Guest Services Reminders

- **Own It.** Take responsibility on behalf of Guest Services and mall management team.
- **Listen** with care and show empathy.
- **Apologize.**
- **Take action.** Contact GM if unable to resolve issue immediately for the Guest.
- **Assure resolution** and/or follow up.
- Ensure Host **takes ownership** of filling out the complaint form on behalf of the Guest.

## Empathic Listening Tips

- Be interested in the Guest.
- Maintain good eye contact and body language (lean in).

Minimize distractions and focus on the Guest.

- Invite the Guest to expand on his or her thoughts and tell their story without interrupting.

Respond in a tone that is appropriate for the situation.

Empathic listening is about the speaker, not the listener. Listen carefully to the Guest's messages, both verbal and nonverbal.

- Display an open, caring posture and tone
- Consider the Guest's emotional state
- Calmly reflect back what you perceive the Guest's feelings and meaning to be
- Take notes to ensure you have complete and accurate information for proper follow up,



## Behaviors to Avoid

- Questions or Probing
- Judging
- Criticizing
- Lecturing
- Advising
- Interrupting
- Giving autobiographical responses (e.g. "when I was on that team...")
- "There is no need to yell or be loud to get my attention; I promise to give you that"
- "I really want to help you, but your foul language is getting in the way. Please allow me to help"

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"So when you are listening to somebody, completely, attentively, then you are listening not only to the words, but also to the feeling of what is being conveyed, to the whole of it, not part of it."

– Jiddu Krishnamurti

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## Psychology of Anger

- Anger precludes rationality
- Angry Guests don't want the chain of communication to be broken
- Anger must be acknowledged
  - "Clearly you're upset, and resolving this issue is just as important to us as it is to you"
- Problem-solving cannot occur until the emotions have stabilized

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"Seek first to understand, then be understood."  
– Stephen Covey

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## Tips

- First defuse anger before resolving
- Create calm before resolution phase
- The Guest needs to be in a state of mind to rationalize.
- The way the issue is handled is the "real issue."
- A complaining Guest who is satisfied becomes 8% more loyal than if they had no problem at all (TARP study).

## Allow Guests to vent without interruption.

Stay Neutral and Express Desire to Help

- Don't take the bait
- Speak generally without emotion

*"Nothing is more distressing than feeling like you're being passed around when all you want is help"*



### *Focus on Feelings First*

- “Clearly, we’ve upset you, and I want you to know that getting to the bottom of this is just as important to me as it is to you.”
- “I didn’t mean to get you upset; I’m sure we can resolve this.”
- “Sorry, I didn’t mean to upset you. Here’s what I meant.”
- “Please allow me to help, and we’ll figure this out together.”
- Acknowledge their feelings with statements like, “I understand” and “I can see that this has been frustrating to you.”

### **Work Toward Resolution**

Empathize with the Guest by asking open-ended questions such as “How can we resolve this for you?” Keep a calm voice and tone. Avoid being defensive and never raise your voice. In fact, studies have shown that in a heated situation, lowering your voice can calm the situation.

### *Thank the Guest*

Thank the Guest for bringing the situation to your attention. Let the Guest know we are grateful for the opportunity to improve their shopping experience and could not do so without their help.

### **Procedures**

Log complete information in the Daily briefing with a time stamp so the Guest Services Manager and other Guest Services Hosts are aware of what occurred. Be sure to include:

- Guest’s Name
- Date and Time of Complaint
- Detailed description of Complaint, including applicable information, e.g. RMU, retailer, employee names, etc.
- Steps Taken to Resolve
- Follow Up as Needed
- Your Name

GSM will ensure proper follow up with Mall Management and Guest.



### 2.15 Comment/Complaint Cards

*"Thank you for letting us know."*

Complaint cards - we've eliminated the physical card but rather ask Guest Services to listen attentively, try to resolve the problem immediately and if it can't be resolved contact the appropriate person on the Mall Team.

Do take notes if needed so you have the information correct as you work toward a resolution.

### 2.16 Be Smart

*Be in the know!*

Be knowledgeable of our GGP mall, products and services. Provide expertise and anticipate needs of our Guests.

#### *Stay Connected*

- Download the Club app and be familiar with services and information available.
- Take time to visit [www.GGP.com](http://www.GGP.com) and your mall specific website.



## 2.17

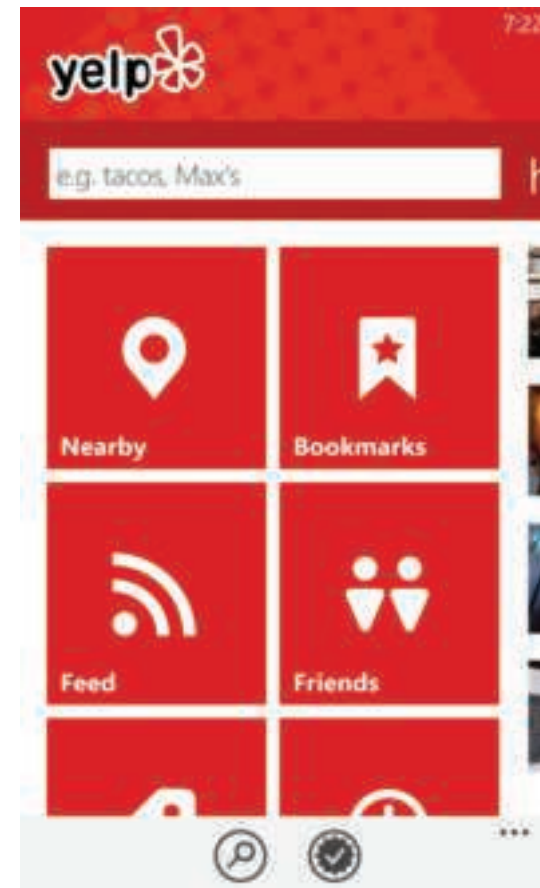
## Be Proactive

*"Know Retailers. Be their Best Resource."*

Guest Services Hosts take initiative to get to know everything about our mall! Learn and become an expert on every retailer in the mall. Yes, expert! This is more than just being "familiar." New Guest Services Hosts will of course have to start with the basics, learn and become familiar, at first. The ultimate goal is to become the mall expert and "go-to" resource for our Guests and retailers. Know every store location! As you walk the mall every day, study and take notes until you have committed them to memory.

- Know about retailers. Be knowledgeable of the store type (e.g. children's clothing, teen accessories, novelty, jewelry, women's fashion, etc.) and key products they sell or services they provide. You will need this information in order to be effective in WOWing our Guests with quick, helpful answers or recommendations.
- Know our restaurants. Be knowledgeable of the food type (e.g. Italian, BBQ, Japanese, Thai, etc.), price point, level of formality, if they are good for groups, families, dates, special occasions and more.

*See : "Yelp" app loaded on Guest Services iPad for detailed information about price point \$, Guest ratings, signature dishes, and more.*



# The Guest Experience

Develop and maintain retailer relationships. As you walk the mall every day, take a few brief moments to stop and visit retailers. Introduce yourself and get to know them. We want to establish Guest Services Hosts as experts and liaisons for retailers to rely upon and view as a great resource. Educate them on some of our Guest Services. Put a name and personality to Guest Services. You are the face of our brand!

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“Doing the best at this moment puts you in the best place for the next moment.”  
– Oprah Winfrey

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- Be professional and respectful of retailer employees’ time and responsibilities to focus on Guests. Only approach them when they are not attending to Guests. Mornings when the mall is not as busy are great opportunities for developing retailer relations.
- Be sure to ask retailers if they have any specials, promotions or upcoming even that we should know about in order to promote to our Guests as the opportunity arises. Share this information with the rest of the Guest Services team.
- Remember, our retailers are our Guests as well. The same courteous and professional behavior we show to our Guests should also be extended to our retailers.

## 2.18 50 Questions Guests May Ask *“Of course I know the answer to that...”*

Below are some FAQs from Guests. Be prepared and knowledgeable of responses. Remember to communicate with confidence, professionalism and use positive word choices. Speak clearly and concisely, matching the Guest’s rate of speech and sense of urgency, or conversely, a casual demeanor. This Guest Services Playbook will help Guest Services Hosts address every one of these questions or requests from Guests.

1. Where are the closest restrooms?
2. Where is XXX shop/tenant/retailer/restaurant?
3. What kids stores do you have here that sell XX?
4. Where is your children’s play area?
5. What types of children’s events do you have at the mall?
6. What is the phone number to XXX shop/tenant/retailer/restaurant?
7. Where can I buy a great gift for my husband/wife/teacher/child/mother/father?
8. Where can I purchase a gift card?
9. Can you help me find out what my gift card balance is?
10. Can you help me with my lost or stolen gift card?
11. Where are the pay phones?
12. Is there a cell phone charging station available?

## 50 Questions cont'd

13. Where are the cash machines/ATM's?
14. Where is the bus stop?
15. How can I get a taxi cab?
16. How can I get a ride to my hotel?
17. Where is the mailbox? What time is mail pick up for the mall?
18. Where can I buy a postage stamp?
19. Where is the closest post office?
20. Does the mall have a movie theatre? Where can I find movie listings and times?
21. Where is the food court? What options are there?
22. Where is the Mall Team (the Guests may ask for the Mall office or simply ask for the mall manager)?
23. Where can I make a complaint?
24. How can I make a suggestion to improve the mall/the Guest experience?
25. Directions to restaurants, hotels, and gas stations outside the mall.
26. What stores are hiring?
27. Where can I get a gift wrapped?
28. Where can I buy a gift bag?
29. Where can I buy a birthday card?
30. Where are the storage lockers located?
31. Where can I find Lost & Found items?
32. How can I get in touch with Security?
33. Where might I find strollers? How much do they cost to rent?



*"Where can I get a matching dress?"*

2.0

## The Guest Experience

*"I feel so smart!"*

### 50 Questions cont'd

34. Where can I rent a wheelchair? How much is it?
35. What type of mall events or coming up?
36. Where is Santa/Easter Bunny located in the mall?  
Days/hours of operation? How much?
37. What retailers have sales?
38. How do I access the mall WiFi?
39. Is there a mall walker program?
40. How do I receive a reimbursement for the stroller rental? Or Pepsi machine? Or other vending machine?
41. What do I do if I have a complaint about an aggressive or rude employee at one of your specialty leasing carts or Lounges?
42. What do I do if I have a problem getting a refund or return from a specialty leasing cart?
43. Who can help me if I lost my purse/phone/XX?
44. I'd like to report a problem with an unattended pet left in a car in the parking lot.
45. I'd like to report an urgent situation with a child left alone in a car!
46. Where is the mall located? (directions/land marks)
47. What time does the mall open or close tonight/this weekend/etc?
48. How can I report a spill on the floor near XX?
49. How can I report that the restroom is filthy or needs something fixed or restocked?
50. Do you know what the weather is going to be like later today?





### 3.0 Guest Services Staffing

Guest Services will be staffed with Hosts, depending on high Guest traffic periods. In addition, Guest Services Hosts will also be positioned at key areas of the mall with high Guest traffic, e.g. directories and main mall entrances. The work schedules and location assignments will be determined and communicated by the Guest Services Manager and Team Lead.

*“Would you like me to stow your bags, or take them home for you?”*

All Guest Services Hosts will also be required to serve as “PACKAGE RUNNERS”- some properties have Same Day and some just have stowage of bags.

### 3.1 Roaming Guest Services Hosts

#### Duties and Focus

Guest Services Hosts assigned to designated zones or areas of the mall are focused on being proactive with Guest needs. Look for opportunities to help Guests and answer questions.

- Be proactive and alert.
  - “What can I help you find today?”
  - “What brings you to the mall today?”
  - “What are you shopping for today?”
  - “Can I help you with any recommendations for shopping or dining today?”
- As appropriate, introduce yourself to the Guest.
  - “Hi, I’m Lorie from Guest Services. What can I help you find today?”

Be sure your name tag/lanyard is clearly visible so you can be easily identified as an official representative of the mall.

- Respect personal space and do not be aggressive.
- Watch Guests for body language and match their sense of urgency.
  - Be prepared to provide a very quick 10-20 second answer to allow a Guest who is clearly in a rush to be on their way.
  - For Guests who are casually shopping and do not appear to be in a rush, engage with them and ask more questions about what they are looking for at the mall. Be prepared with recommendations for stores.



### Roaming Guest Services Hosts also:

- Contact housekeeping to report spills or overflowing trash receptacles. Be sure to remain at spill location until housekeeping arrives to ensure Guests do not slip and fall.
- Keep an eye on Children's Play area and ensure children meet the 42" height requirement.
- Contact maintenance if something is out of order.

### 3.2 Professional Conduct

All GGP properties are designated as non-smoking facilities. Smoking is not permitted while on duty or anywhere in the public areas of the mall.

Accessing Guest Services computers or iPads for personal use or to surf the Internet is never permitted. Likewise, the use of personal technological products such as cell phones, iPods, iPads, etc. should be limited to break times unless it is a work-related task. While all food should be eaten away from Guest Services, a drink may be available if it is kept out of sight of our Guests. Reading books/magazines or playing games and other non-work related activities are not permitted.

Speech should be clear and polite. All Guests are to be addressed in a professional, courteous manner, both over the phone and in person. Guest Services Hosts are required to stand and smile as each Guest approaches the desk. This immediate acknowledgment lets them know you are ready to assist.

Socializing with mall employees or friends should be done while away from Guest Services during break times only. Guests are always your first priority and should never feel like they are disturbing you.

Work with the Mall Team to ensure they are aware of any repairs needed at Guest Services and surrounding area. Keep the Guest Services area clean by dusting or wiping down the counters, computer systems and signage on a daily basis. Keep items on the counter to a minimum.

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"Every day do something that will inch you closer to a better tomorrow."  
 – Doug Firebaugh

---

### 3.3 Personal Readiness

- **Smile** – we are always on stage.
- **Make eye contact** with every Guest you come in contact with.
- **Speak in a positive and professional manner.**
- Use **courteous** phrases such as “my pleasure”, “Certainly”, “I’ll be happy to”.
- **Dress to impress** and follow Guest Services Host’s uniform guidelines.

Look the part. as a Guest Services Host, you are always representing the GGP brand. Your appearance, dress, body language and demeanor all speak volumes about you and Guest Services. In addition to smiling and making eye contact with Guests and speaking in a friendly manner, be mindful of the other ways you communicate.

---

“If you look good, you feel good, and if you feel good, you do good.”  
– Georges St. Pierre

---

- Display a professional and polished appearance
  - Uniforms are neat, clean, pressed and in good condition
  - Approved GGP name badges/lanyards are required to be worn at all times. We want our Guests to know and trust us. Name badges help us to be easily identified as representatives of the mall and Guest Services.
  - Take pride in your personal appearance. Be well groomed from head to toe. Practice good hygiene.
  - Keep makeup, jewelry and hair accessories elegant while understated.
  - Pierced ears and jewelry are acceptable; visible body piercings and tattoos are not.



### 3.4 Work Schedule

After receiving direction from the Customer Experience Team, the schedule will be completed by the Guest Services Manager and Team Lead. Although break times will be dictated by state laws, all efforts should be made not to take a break during a busy time of the day.

Please follow the procedures your company has outlined regarding requesting time off, vacations, absences, etc. All scheduling requests should be routed to the CX Team. They will report all scheduling changes to the Mall Team and provide a hard copy of updated schedules within 24 hours of the change.

### 3.5 Timekeeping

Follow the timekeeping procedures established by your company. Each employee is required to be at Guest Services ready to work at their scheduled starting time. It is of the utmost importance that Guest Services open and close on time every day of the week without exception. You are setting an example for all the mall stores because of your visibility. No one will be approved for overtime unless a written request is made and approved in writing by the General Manager.

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“Better three hours too soon than a minute too late.”  
– William Shakespeare

---



## 4.1 Getting Ready

- Guest Services should be fully operational when the mall opens.
- Guest Services Hosts should be scheduled with enough time to set up Guest Services and be prepared to welcome first Guests.
- Report to work promptly. Clock in once you are ready and dressed in proper uniform attire.

### Guest Readiness

- SMILE!
- Turn on Guest iPads.
- Ensure Guest seating are properly set and ready.
- Ensure all areas of Guests Services are tidy and organized.
- Place or restock Guest information tools, e.g. Mall Directories in appropriate areas of Lounge.
- Check your Guest Emergency Toolkit and ensure it is well stocked with supplies and "WOW Tools."

### Guest Emergency Toolkit

- Guest Services Hosts are encouraged to be proactive and look for opportunities to "rescue" a Guest or to simply make their day. This applies to the Guest Services Hosts who are on "roaming" duty throughout the mall.

Here are some ideas for the toolkit that will vary by location:

- Children\* – stickers, coloring books/activities, ball, bubbles, toy car, etc.)
  - Children\* - Snack packs (e.g. goldfish, pretzels, fruit snacks)
- \*Always ask parent's permission to offer their child a toy or candy. Avoid offering it directly to the child as they may have an allergy and parent's personal preference not to partake.

- Babies – diapers (varied sizes/ages 6mos-2yrs), wet wipes
- Hand wipes, hand sanitizer, tissue, lotion
- Sewing kit, safety pins, bobby pins, toothpicks
- Portable cell phone/iPad charger
- Mints, small candies
- Bottled water
- Umbrellas, towel, hand towel, flashlight, batteries
- Mirror
- Assorted gift bags and/or Totes
- Pens, pencils, highlighters, tape, scissors, paper clips, rubber bands, sticky notes, envelopes, and other office supplies
- First Aid kit\* – assorted band-aids, eye drops, aspirin, cotton swabs, saline solution and ice packs.

\*If a Guest is ever injured on property, please be sure to contact Security immediately to report the injury, however minor it may appear.



# 5.0 Gift Wrapping

5.0

## Gift Wrapping

### 5.0 Gift Wrapping

*"Let's put a bow on it."*

We are pleased to offer a signature Guest Service to our Guests – complimentary Gift Wrapping. This is a very popular service that our Guests really love, and it can be in high demand, especially during busy peak periods. We also offer a video for gift wrapping, available through Google Sites.

**Guest Services will be equipped with the following:**

- Built-in gift wrapping station/counter
- Storage area for gift wrapping supplies
- Assorted Gift wrapping paper to suit a variety of gift occasions:
  - Assorted ribbons available
  - Scissors, Scotch Tape and pens
- Gift tags or labels:
  - If not available, stock with post it notes so Guests may label them for multiple gifts.



## Guest Services Host Responsibilities

- Ensure Gift Wrapping supplies are well stocked and easily accessible.
- Ensure supplies are always neat or organized when not in use or stored appropriately in the gift wrapping drawer.
- Wrap gifts.
- Delight our Guests by offering gifts to be wrapped by Guest Services as a complimentary service.
- Offer them a choice of wrapping paper.
- During busy periods where there is a line forming, Invite Guests to enjoy an available iPad while they wait for you to finish wrapping their gift.

### 5.1 Gift Wrap Training

Guest Services Hosts must complete gift wrap training to ensure a professional wrap delivered in the most quick and efficient manner. As with all skills, it takes practice, practice, practice!

#### Tips:

1. Remove price tags.
2. Secure fragile items.
3. Measure out how much paper to cut. Mark your cut lines.
4. Secure the paper to the box with tape.
5. Place the gift or box upside down in the middle of your paper.
6. Fold the paper around the gift.
7. Fold one side of the box at a time.
8. Add ribbon.

## 6.1 Introduction to TEXTING

GGP has partnered with Kipsu to offer TEXTING service to GGP Mall Guests at select properties.

What is Kipsu? The company/platform used to operate the Texting Program.

### BENEFITS of our Texting Program

- These communications, when used correctly, provide valuable insight into the shopping experience at GGP properties.

### Goal of our Texting Program

- Surprise and delight the Guest.
- Remove pain points of the shopping experience.

### Responder Mindset

- Act as the gracious Host.
- You represent Guest Services.
- Go out of your way to over-deliver and cater to the needs of the Guest.

### How do Guests know to text us?

Eblasts go out to Club Team members at the property:

- The Texting number is posted on property website.
- Collateral is set throughout the property.

### How do I respond to texts? Do I use my phone?

- The Kipsu shortcut is installed on the desktop computers and iPads, where responders will login using their unique login.
- Once logged in, responders can view text messages and respond using keyboard.
- Just like sending an email.
- Phones are not required.

### So what are people going to ask?

- Best place to park?
- What can I get my GF for Valentine's Day?
- I am planning a visit... what is the best hotel near by?
- Do you guys have WiFi?
- Where do I find an EV charging station?



# 6.0 TEXTING

## 6.2 Replying to a Guest

It's straightforward.

Find the message. Click/tap in the "type a reply..." area. Then, type your reply and hit "Send Reply."

Viola. Further, when a member of your team is typing, Kipsu will show you their name above the "type a reply..." box as "their name is typing..."

Only hit "Send Reply" one time to avoid duplicate messages.

The image displays two screenshots of a mobile messaging interface. The top screenshot shows a message from a guest: "Hello, Oct 12 3:25 PM". Below it is a text input field containing a pre-written reply: "Greetings. Good afternoon. Welcome to the 5th Ave Hotel. How may we be of assistance? -Joseph". To the right of the input field are buttons for "Save Note" and "Send Reply". On the far right, a vertical menu contains options: "Quick Reply", "Promote", "Dispatch", "Hand Off", "Follow Up", and "Complete".

The bottom screenshot shows the same message thread. The guest's message is now greyed out. A new message from "Joseph R" is visible: "Greetings. Good afternoon. You've reached the 5th Ave Hotel. How may we be of assistance? - Joseph Oct 12 5:28 PM". Below this is another message from "Status Check R": "Good afternoon. Please rate your experience at Fifth Avenue Hotel. Reply back with a 1-5 (5 is excellent). Thanks! - Chris Scheduled for: Oct 13 11:12 AM". At the bottom, a blue bar indicates "Joseph is typing..." above a "Type a reply..." input field. The right-hand menu and "Send Reply" button are also visible.

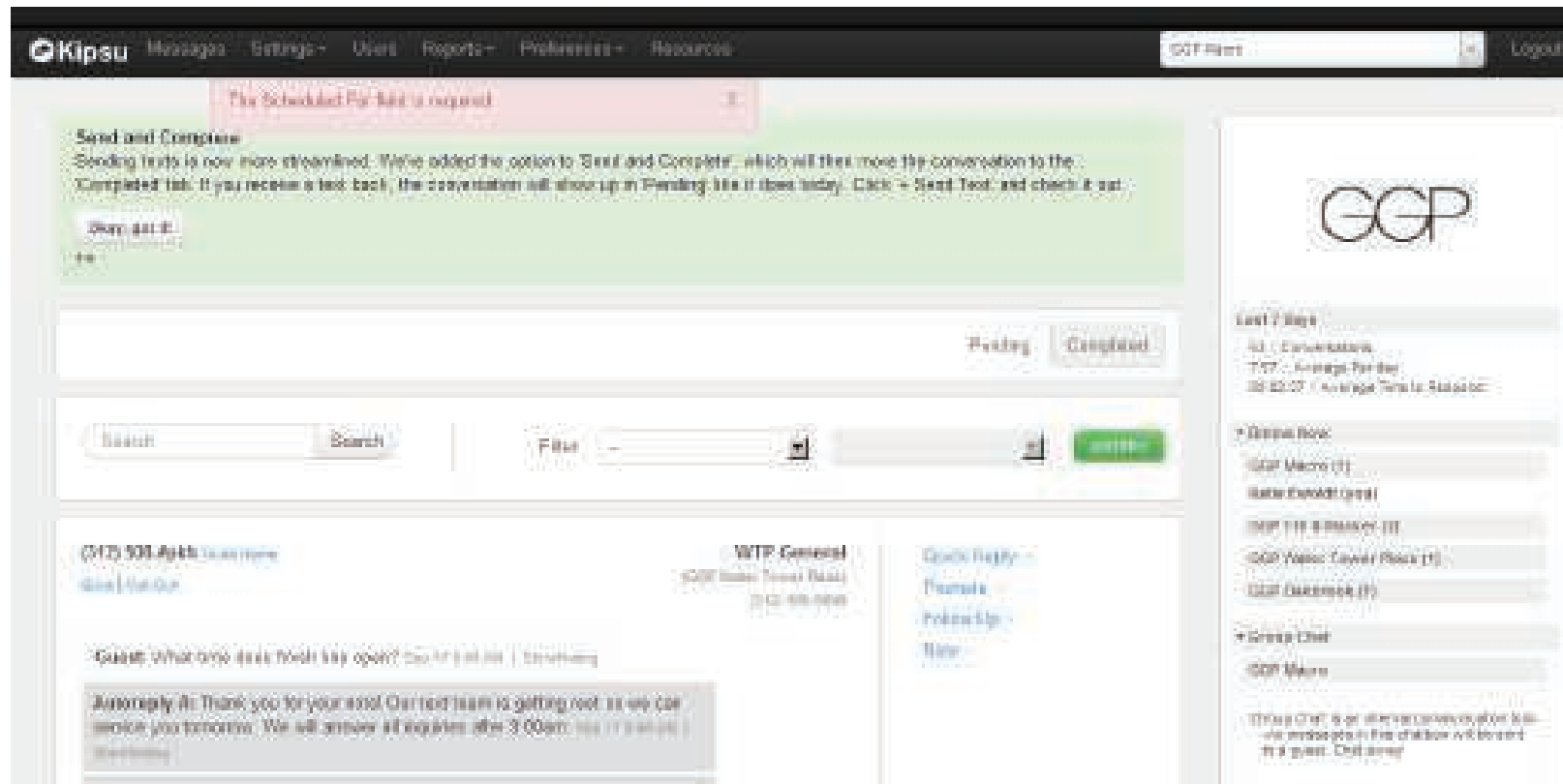
# 6.0 TEXTING

## Following Up With a Guest

- Look for and execute on follow up opportunities.
- Example - Did you find the Apple Store?

## How to Follow Up

Select Follow Up from the right hand side of the conversation window.



After selecting Follow Up from the right hand side of the conversation window, enter the note for you or a fellow responder regarding the call to action.

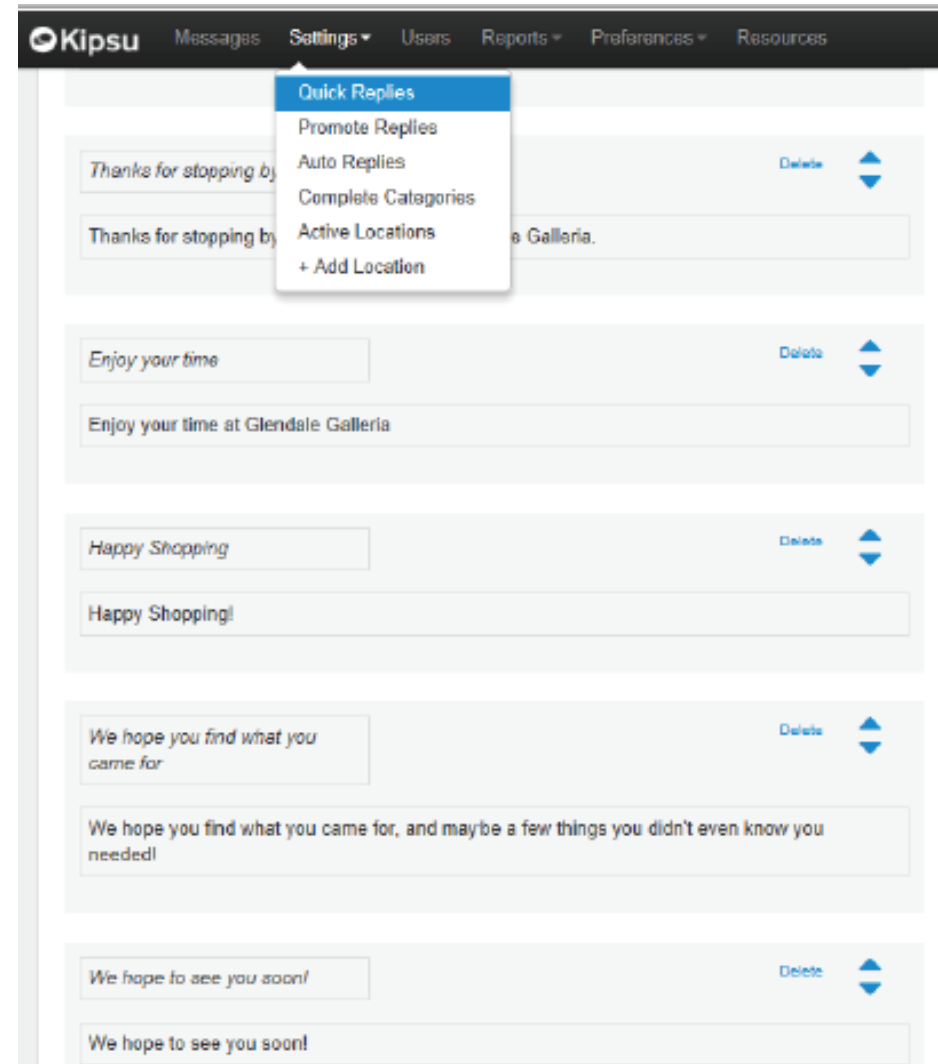
- Example: Follow up with Guest to make sure they found Finish Line
- Select date and time of the follow up
- Click the green, schedule button
- The note to follow up should now appear in the Texting conversation. This is an internal note for responders and will not be seen by the Guest.



### Wrapping Up Complete

- Keep pending conversation area clean. This is a core best practice of the best teams using Kipsu.
- When you're through with a conversation, it is then time to move it to "Completed."
- You can move to Complete by selecting the "Complete" action and a category. Viola... moved. If a Guest chooses to reply, Kipsu will move that conversation back to Pending. If you'd like to find that Guest, you can search in the Completed tab.

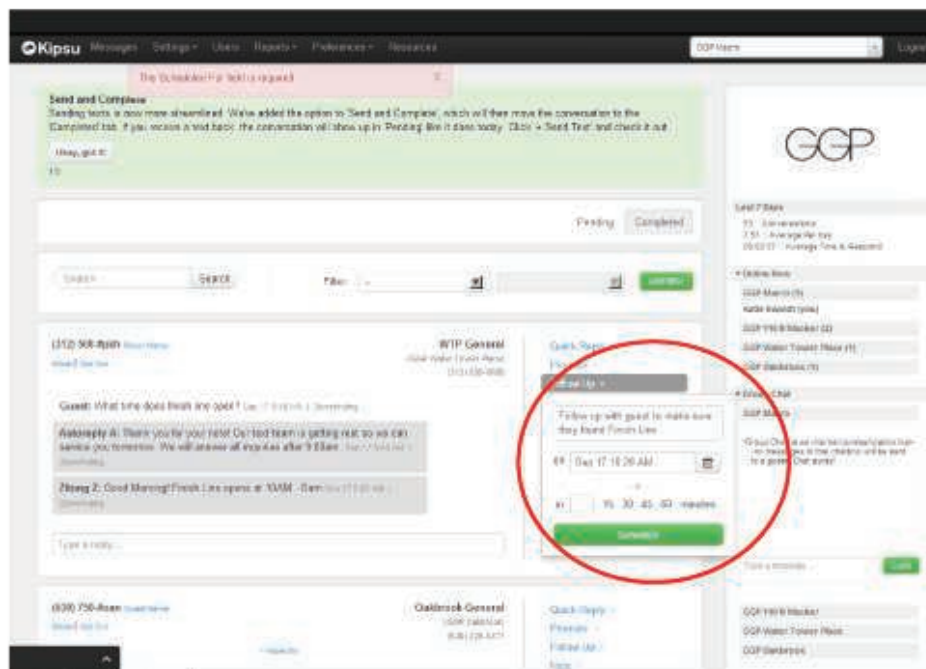
- Complete Categories are predetermined and uniform across all properties. Do not add or delete Complete Categories unless otherwise authorized by General Growth Properties.
- Please close all conversations using one of the approved taglines found under Settings>>Quick Replies. You may choose from one of five options provided as seen here.



### 6.3 Technical Troubleshooting

Please contact Kipsu directly with any technical issues using the Contact Kipsu Support feature on the Texting Dashboard as pictured below.

Kipsu Texting Support: 612.217.1902 or support@kipsu.com. Examples include issues with the app freezing, being logged off unexpectedly, messages not populating, etc.



### 6.4 Helpful Reminders

Use Service Phrases, for example:

- Good morning, Good afternoon, Good evening.
- Certainly, I' be happy to, My pleasure.
- I'll get that taken care of right away.
- Avoid using all Caps in your communication.
- Do not use abbreviations and slang texting, e.g. LOL, TY, IMHO.



## 6.5 Handling Inappropriate Texts

This is not the type of Guest interaction we are aiming for with the Texting Program, but this type of correspondence will sneak in. Please proceed as outline below.

### Plan of Action

1. Guest sends odd/borderline inappropriate Text.
2. Try to play along and respond with brevity.
3. Guest continues with inappropriate texts.



4. Respond with the following (This is within the 160 character limit so you have the option to create a quick reply if needed):

If you have questions pertaining to (insert Mall name), we'd be happy to help. In the meantime, we have to get back to work assisting other Guests. Please know that if the inappropriate texts continue, we will have to block you, at which time we can no longer respond to your inquiries. Thank you for your understanding.

5. If Guest persists with inappropriate texts after this time, proceed with option to block as highlighted below.
6. Loop in the Mall Team (General Manager & Marketing Manager) providing the transcript of the texting history and let them know if/when the Guest has been blocked.
7. Update all Guest Services Hosts on the situation.

\*Please note the Guest will not receive a notification when they have been blocked. Their texts will simply no longer come through.

## 6.6 Looping in the Mall Team

When it comes to Guest Services Team members looping in the Mall Team regarding information received via the Texting Program, please ask all employees to follow the process outlined below.

### 1. Pertinent Information comes in via Texting Program

- a. Example of a communication that should be shared with the Mall Team – Fashion Show conversation from Monday, November 3rd, listed below. The Guest expressed frustration with a cart tenant.

(702) 468-#dfb

[View in Kipsu](#)

Guest: My question is why in the hell do these kiosk f\*\$%^ # \$ keep asking me if I want to try their product! No I don't! 11/3/2014 5:02pm | Guest Comment

Dorothy S: I do apologize for any inconvenience to you. May I ask the name of the Kiosk that offended you.  
-Responder 11/3/2014 5:05pm | Guest Comment

Guest: Every single on I walk by they are like grabbing me. 11/3/2014 5:06pm | Guest Comment

Dorothy S: Your complaint will be reported to the Management Office. Again, please accept our sincere apology.  
-Responder 11/3/2014 5:07pm | Guest Comment

2. GS Team Member alerts GSM
3. GSM determines which Mall Team Member the matter pertains to eg Business Development, Marketing, General Manager
4. GSM emails the Mall Team member alerting them to the issue at hand, and copies Corporate Concierge

## 6.7 Texting Examples

Responder Rocks. Frequent Offenders.

### Example 1

Grammar

Guest: Hi. Is the container store open? And is it in the actual mall?or? 8/2/2014 3:24pm | Storefinding

Responder: Hello, Yes the Container Store is open and is on the parking lot side of Pirsch next to Maggianos 8/2/2014 3:25pm | Storefinding

Responder: Are you here in the Oakbrook Center? and if so was this helpful? -8/2/2014 3:27pm | Storefinding

Guest: Thanks . Yes I am here 8/2/2014 3:28pm | Storefinding

Responder: **Your very welcome**. Enjoy your day 8/2/2014 3:29pm | Storefinding

### Suggested Improvements

When in doubt, use "you are"

## 6.8 Texting Examples

Responder Rocks. Frequent Offenders.

### Example 2

Getting out from behind the desk/ Learning how to over deliver

Guest: Is there anywhere to drop off bags while you shop 8/14/2014 2:48pm | Wayfinding

Responder: **Hello! Yes you can bring your bags to the concierge desk at the Michigan ave Lobby** 8/14/2014 2:50pm | Wayfinding

Responder: Are you here in the mall? we can meet you 8/14/2014 2:51pm | Wayfinding

Guest: Someone already did. Thank you. 8/14/2014 3:11pm | Wayfinding

Responder: That's Great! Let us know if we can help you with anything else 8/14/2014 3:12pm | Wayfinding

### Suggested Improvements

Describe the Same Day service and offer to come to where the guest was located to pick up their bags.

## 6.9 Texting Examples

Rock Star Responders. Examples of Excellence.

### *Example 1*

Surprise and Delight

Guest: Is there anywhere to get a massage at water tower place? 8/3/2014 2:16pm

Responder: Just a moment. I'll check on that and get back to you. 8/3/2014 2:17pm

Responder: Hi Kiva Spa is on Level 4 in Macy's, they have a 30 minute massage available at 2:30 8/3/2014 2:20pm

Guest: Great I'll take it. What do I need to do? 8/3/2014 2:21pm

Responder: What's your name I'll give them a call 8/3/2014 2:23pm

Guest: Susan Hunk. Thank you. 8/3/2014 2:23pm

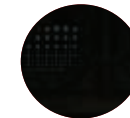
Responder: You're very welcome, All set! see Ricardo at Kiva's front desk. Level 4 in Macy's 8/3/2014 2:25pm

Guest: Perfect! 8/3/2014 2:25pm

Responder: Enjoy your service! let me know if there is anything else we can help you with 8/3/2014 2:26pm  
Note : On Follow Up: Did you enjoy your service? 8/3/2014 3:13pm

### *Why It Rocks*

Responder over delivered on the initial question. Making the appointment for the Guest is a perfect way to surprise and delight. Also using the Kipsu Follow Up feature to check in on the Guest post service.





## 6.10 Texting Examples

Rock Star Responders. Examples of Excellence.

### *Example 2*

Handling the unexpected

Guest: How much wood would a wood chuck  
chuck could chuck chuck could 8/6/2014 4:20pm |  
Wayfinding

Guest: How many docks can you suck in a pig with  
pork eating beef 8/6/2014 4:21pm | Wayfinding

Responder: Welcome! We don't have an answer to  
either of your rhymes, but if you are into rhyming, you  
can visit the Art of Dr. Seuss store on the 2nd  
floor! 8/6/2014 4:27pm | Wayfinding

Guest: Wanna f\$&% in there 8/6/2014 4:32pm |  
Wayfinding

Guest: I am so sorry that was my friend with ask three  
texts 8/6/2014 4:34pm | Wayfinding

Responder: We will not be able to assist you if you  
continue to use foul language. If you have any  
questions pertaining to Water Tower Place feel free  
to text us 8/6/2014 4:36pm | Wayfinding

Guest: Yes I am so sorry 8/6/2014 4:37pm |  
Wayfinding

Responder: Please let us know if there is anything else  
we can assist you with. 8/6/2014 4:41pm | Wayfinding

### *Why It Rocks*

Responder played along and kept their cool,  
handling an uncomfortable situation with poise. This  
is not the intended purpose of the Texting  
Program, but these conversations will sneak in.



## 6.11 Texting Examples

Handling the Unexpected. What to do when.

### *Example 1*

Handling the unexpected

Guest: In the event of an emergency, if the police respond to the wrong side of the mall, it may take them several minutes to arrive and potentially save lives. After seeing your signs posted at the entrance of the mall today, I will no longer shop here. I will also encourage my daughters to shop elsewhere as well. What are you doing to ensure that the criminals do not carry firearms onto your property??  
8/12/2014 12:44pm | Complaint

Guest: I think it is very irresponsible for Oakbrook Center to ban the legal carrying of firearms on their property. – especially since your guards are unarmed 8/12/2014 12:45pm | Complaint

Responder: Hello! Thank you for your concern for the safety of Oakbrook Center. I can assure you this is a safe place to shop as we always have security patrolling. 8/12/2014 12:50pm | Complaint

Responder: I will notify the proper personnel about your safety concern. 8/12/2014 12:52pm | Complaint

Guest: I understand, however your company must understand that by not allowing legal firearms on your property, only the illegal firearms will be carried and possibly used. 8/12/2014 1:12pm | Complaint

Responder: We have notified Oakbrook Center of your concern. We will be more than happy to assist you with this matter and an other concern. Thanks for the feedback. 8/12/2014 1:18pm | Complaint

---

### *Comments*

In the event exchanges of a contentious nature come through, always loop in the Mall Teams, in this case, the General Manager, so they are up to speed should the issue escalate at a later time. The responder did a good job letting the Guest know their concern was heard, and would be routed to the necessary parties.

## 6.12 Texting Examples

### Example 1

Avoid Saying "No"

Guest: Where is the Jessica McClintock Boutique located in your mall? :) 11/2/2014 11:02am | Store Finding

Responder: Unfortunately, we no longer have the Jessica McClintock boutique in the galleria.

### Suggested Improvements

Do not put the lack of having a store in a negative light. Instead of saying "Unfortunately we no longer have", perhaps say "we have a similar selection at". Consider adding a "Might I suggest" at the top of the response. For example, "Might I suggest Macys? They offer a similar selection and also provide onsite tailoring."

### Example 2

Don't Send Guests Off The Property

Guest: Hello. Do you have Toys R Us? 12/14/2014 7:27pm | Store Finding

Responder: Good Evening, The nearest Toy's R Us is in Atwater Village just West of the Galleria

### Suggested Improvements

Offer similar retailers that are available on the property. "We have Karen's Toys on level 3." If the guest persists and wants a specific store, the Responder should say "that store is located at 405 Americana Way" instead of saying their competitor location.

## 6.13 Texting Examples

### Example 1

Closing The Loop

Guest: There is a spill in the walk way from the parking lot. It caused an accident. PLEASE take care of it!! 12/14/2014 7:50pm | Guest Comment

Responder: Hello, can you tell me what exit of the mall you are to better send help to clean up the spill? 12/14/2014 7:51pm | Guest Comment

Guest: It was from the 3rd floor parking garage. By the Godiva store 12/14/2014 7:57pm | Guest Comment



6.0

## TEXTING

Guest: Thank you for your quick response. 12/14/2014 8:11pm | Guest Comment

Responder: No problem! We hope to see you again! 12/14/2014 8:11pm | Guest Comment

Guest: It's disappointing to call your attention to a problem and see no resolve. 12/14/2014 9:12pm | Guest Comment

### *Suggested Improvements*

Don't just pass the information along to Housekeeping and assume it is taken care of. Make a note to check back with Housekeeping and confirm the incident has been resolved.

## 6.14 Texting Examples

### *Example 1*

Go To The Guest

Guest: Where can I buy a Mall Gift Card? :) 11/2/2014 11:02am | Store Finding

Responder: Mall Gift Cards are sold at Guest Services on level 1 near Starbucks

### *Suggested Improvements*

Do not make the Guest come to you. Offer to meet the Guest and sell them a Gift Card on the Guest Services iPads used by mobile hosts.

### *Example 2*

Don't Put The Burden Back On The Guest

Guest: Is there a blow dry bar in the mall? 12/30/2014 1:16pm | Store Finding

Responder: Not a blow dry bar, but we have Regis Hair Salon located on the lower west level near Dillard's. -Dorothy 12/30/2014 1:43pm | Store Finding

Guest: Could you make 2 blow dry appts at Regis? 12/30/2014 5:08pm | Store Finding

Responder: The phone number for Regis is 555-733-1400.

### *Suggested Improvements*

Always make the reservation for the Guest whenever possible, thereby eliminating a pain point of the shopping experience and going above and beyond.



## TEXTING

### 6.15 Texting Examples

#### *Example 1*

No Apologies

Guest: Can you please do something about the aggressive, annoying, non-stop harassment from the lotion cart by Steve Madden. The guy there now is the worst of the bunch! 2/17/2015 11:53am | Complaint

Responder: Good Morning! I apologize about the inconvenience I will make sure that we notify someone about that. 2/17/2015 11:54am | Complaint

Responder: Happy Shopping! 2/17/2015 11:55am | Complaint

Guest: Just walked by for the second time today and was harassed again! 2/17/2015 12:32pm | Complaint

Responder: Hello, I'm sorry about that, I will make sure and speak to mall management. Thank you for notifying us. 2/17/2015 12:37pm | Complaint

Responder: Thank you for shopping at Willowbrook Mall 2/17/2015 12:38pm | Complaint

Responder: Hello! Just spoke with someone and they will address the issue shortly. Again I apologize about the issue 2/17/2015 12:38pm | Complaint

#### *Suggested Improvements*

Do not apologize. Empathize. So much more powerful. Example phrases include: "That is understandably frustrating." "I understand your concern." "I can see how you would feel upset."

## 7.1 Elements included inside Guest Services

### Elements included inside Guest Services:

- Open area easily accessible to Guest Services
- Guest Self-service elements with iPads (mounted and secure)
- Stools for Guest seating
- Built-in computer for the Guest Services Host
- Safe
- Trash receptacle
- Storage area
- Gift Wrapping station area and storage
- Charging stations



## 7.2 Supplies for Guest Services

Each morning, the person who opens the booth should take an inventory of what supplies may be needed for that day and alert the GSM to order through the Officemax account if additional supplies are warranted. If you are opening on a Friday or the day before a holiday, assess the needs for the weekend or holiday to ensure Guest Services has enough supplies for those days.

The GSM will purchase supplies through our Officemax account. Below is a list of typical supplies to keep well stocked at the Guest Services:

- Pens/Pencils, Highlighters, Sharpies
- Tape and Tape Dispenser
- Clip Board
- Stapler and Staples
- Tamper Resistant Deposit Bags
- Scissors
- Notepads/Post-its
- Trash Bags
- Rubber Bands
- Paper Clips
- Tissue
- Refrigerator for the bottled water to be enjoyed by the Guests.

(Guest Emergency Toolkit is also stored at Guest Services.)

### 7.3 Closing Guest Services

Are you still SMILING?! Ensure you are as enthusiastic and friendly with your last Guest as with your first. Log off Guest Services computers/iPads. Put away or stow computers in a secure location (if applicable). Ensure all areas of Guest Services are neat, clean, tidy and organized. Lock or secure equipment. Return all wheelchairs and electric scooters to designated storage location. Stow away all gift wrapping materials.

### 7.4 End of Day Processes

Count the number of credit card receipts and write that number, along with your initials, on the front of the tamper resistant bag.

Account for all gift card inventory by filling out the appropriate form and put the inventory into the safe. Alert the GSM if any gift card inventory is missing or if the gift card stock is running low. Report any repairs needed (cabinets are not secure, etc.) to the GSM.

Secure all equipment. Complete EOS paperwork then put the credit card receipts, any voided gift cards, revenue and paperwork in a tamper resistant bag and place in the safe. Clock out at the designated time.

**FOLLOW ANY ADDITIONAL CLOSING PROCEDURES ESTABLISHED FOR YOUR MALL.**



## 8.0 Wheelchairs and Electric Scooters

GGP is pleased to provide Guests with complimentary wheelchair and electric scooter service, (where electric scooters are available). It is available to Guests on a first come, first served basis. A Guest may request a loaner wheelchair or electric scooter (if available at mall) through Guest Services. They are welcome to call Guest Services in advance to see if they are available at this location or appear at Guest Services to check one out. Also, properties with the texting program can expect the guest to text us their request to meet them at their car with the wheelchair. Always convey a sincere desire to help our Guests and make their shopping experience comfortable and convenient. Be sensitive and patient as Guests may have a challenging physical need that requires a wheelchair or electric scooter.

### Wheelchair Check Out Procedures

The Guest Services Host will help the Guest complete the wheelchair and electric cart form and waiver with appropriate information, including:

- Guest's Full Name and Phone Number
- Type of ID or Store Card Provided
- Date and Time of Rental
- Wheelchair Number

- Kindly request the Guest to sign the bottom of the waiver form.
- An ID must be shown for wheelchairs and electric carts.
- If a Driver's License is not available, the Guest may show another type of ID with a picture, e.g. Sam's Club Card.

Although we require that the Guest either show their driver's license, state ID or a credit card, please note that Guest Services does not physically keep any of these items. Rather, Guest Services (not the guest) will write the information on the Wheelchair Waiver Form. Also note, once the Guest returns the wheelchair, the Guest Services Host must destroy the ID/credit card information or return just that section of the form to the Guest.

- Waiver forms are to be collected and saved by mall management for 6 months.
- Wheelchairs and electric scooters are to be loaned complimentary on a first come, first serve basis. Reservations will not be taken.
- If a wheelchair is not available through Guest Services, check with an anchor store, as most department stores loan wheelchairs.
- Once the wheelchair is properly logged, take the wheelchair or scooter out to the Guest.
- Ensure the Guest knows how to properly use the wheelchair or electric scooter.



# Guests with Special Needs

- Additionally, Guest Services will hold canes, crutches, walkers, etc. while the Guest is shopping.
- If a Guest calls to say that he/she is on the way to the mall and needs a wheelchair, and a Guest Services Host is not available, it is permissible to request Security to meet the Guest at a designated entrance so long as a Security Officer is available (i.e., not assisting with an emergency or otherwise busy with mall business). At no time is Guest Services to be left unattended. Guests calling to request a wheelchair should be extended the option of being met at a designated door entrance of the mall. Please advise the Guest of the entrance they will be met. Staffing permitting, Guest Services will meet the Guest; otherwise, Security will be called to assist.
- Wheelchairs and electric carts should be stowed away from Guest Services in a close, near by storage area for convenient access.
- Ensure electric carts are charged after each use.

## Inventory

- Wheelchairs will not be kept at the new Guest Services model. In these cases wheelchairs will be in some storage area or with Security.

- When available, a wheelchair may be placed in a Security Office and/or valet parking for additional access.
- Wheelchairs should be numbered for inventory purposes.

## Wheelchair Care

- Wheelchairs should be wiped down immediately upon return to Guest Services.
- Report any wheelchair issues or repairs immediately to Guest Services Manager.





## 9.1 Emergency Situations

Emergency situations may arise at any time within our mall. This may include a lost child, bomb threat, chemical spill, tornado/hurricane, power failure, fire alarm, theft or other serious events. Always convey a sincere desire to help our Guests while acting quickly and calmly. Be sensitive and patient while also conveying a sense of urgency to attend to an emergency situation. In the event of an emergency situation, it may be necessary for Guest Services to provide assistance in three areas:

1. Information gatherer
2. Dispatcher of information to Security and the Mall Team
3. If directed by Security, act as the Dispatcher to emergency service, fire department, ambulance service and/or police on behalf of Security

Guest Services Hosts have the potential to be the first point of contact in an emergency. Each person must have a sense of what information is needed. Avoid becoming panicked; or lackadaisical, and failing to gather sufficient information for the proper response. Always maintain a positive and professional image.

Emergency Handling Procedures included in this guide are as follows:

- Bomb Threat
- Chemical Emergencies
- Emergency Agencies and Personnel
- Evacuation
- Finding a Suspicious Package
- Fire/Fire Alarm
- Firearm/Active Shooter
- Flash Mob
- Lost Child
- Mall Emergency Response Plan
- Mall Team Emergency Contact and Phone List
- Medical Emergencies
- Phone Call Emergency
- Robbery/Theft
- Multiple Offender Crimes

*(Follow any additional local mall procedures and the Mall Emergency Plan.)*

## 9.2 Emergency Agencies and Emergency Contact Personnel

*(Must be available specific for each mall and easily accessible for Guest Services.)*

## 9.3 Bomb Threat

### Receiving a Bomb Threat

- Notify Police and Mall Security immediately.
- Do not panic!
- If the threat is received on the phone, write down as much information as possible. Listen for voice characteristics, background noise, and exact wording.
- If the threat is received in the form of a note, keep others from handling it.
- Perform a check of the Guest Services area for suspicious items or any bags left unattended.

## 9.4 Chemical Emergencies

Contact the Fire Department (911) and Mall Security immediately if you are aware of a potentially hazardous material spill.

- Do not risk your own safety.
- Stay clear of all spills, vapors, smoke and suspicious sources. Even odorless fumes may be harmful.
- Evacuate the area and take Guests with you. Stay uphill and upwind.
- If possible, keep others from entering the area.

## 9.5 Evacuation

Security, Mall Management or Public Officials will attempt to notify you if it becomes necessary to evacuate.

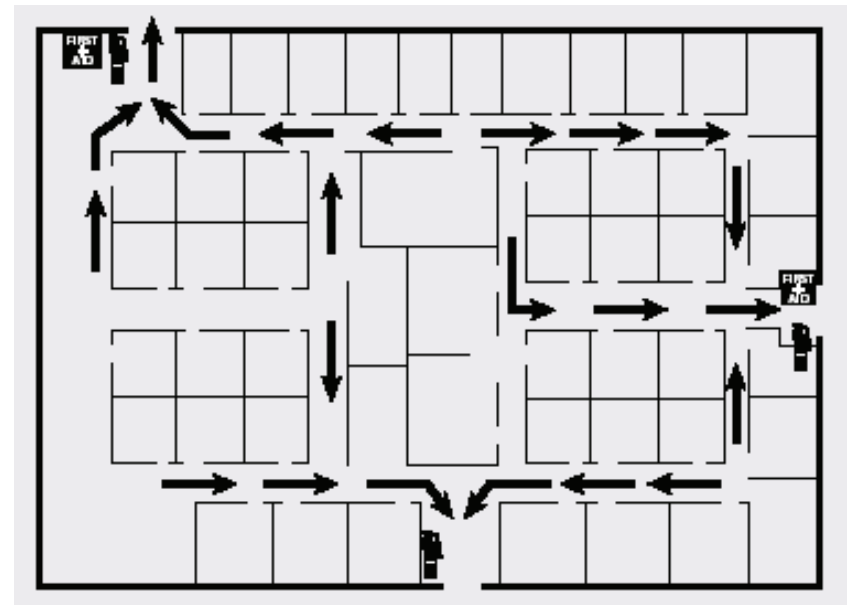
- Identify the various evacuation routes from Guest Services and other areas of the mall (in case you are on "roaming" duties.)
- Do not confuse an evacuation with a mall closing. Stay calm and leave immediately.
- Secure Guest Services, only if the situation allows.
- Do not risk your safety.
- Help Guests exit the mall. This is especially important for unattended children. Care for them until they can be reunited with their guardian.
- Areas for reuniting separated parties will be established by Public Officials and mall personnel on the exterior of the building. Tell this to any separated parties you encounter while leaving.
- Evacuate beyond the parking areas. Do not be concerned about your vehicle.
- Look and listen for the location of the Evacuation Reunion Center.

### Primary Evacuation Route:

- The Primary Evacuation Route is through the mall common area. These areas allow the movement of large amounts of people through a populated area where Tenants and Guests may help each other.
- Be alert for directions from Security and mall personnel and avoid traveling through any areas of the mall that are affected by the emergency causing the evacuation.

### Secondary Evacuation Route

- The Secondary Evacuation Routes are through the back corridors.
- Be alert for directions from Security or mall personnel and be prepared to assist.



## 9.6 Finding a Suspicious Package

Do not touch it.

- Notify the Police and Mall Security.
- Calmly move your Guests and staff out of the Guest Services and away from the area.

## 9.7 Fire/Fire Alarm

The public is notified of a fire alarm by signals that activate throughout the mall. This system tells mall personnel the location of the problem and notifies the Fire Department.

- Sprinklers activate in the area that is affected. You can identify the location by seeing smoke or water spraying from the ceiling sprinklers.
- Stay close to the floor if you must escape through a smoky area.
- Be familiar with the location of fire alarms, extinguishers and evacuation routes for the mall.

If you see a fire or one is reported to you, GET HELP IMMEDIATELY!

- Call the Fire Department and Mall Security right away.
- You may use a fire extinguisher to try to suppress the fire if it is still small.

- Be careful not to position yourself with the fire between you and the exit.
- If the fire is still growing, do not risk your safety. Get out and notify people to evacuate the area.

Fire Alarms must be taken seriously. Inform Guest Services Staff, Guests and Retailers. Secure Guest Services, if time permits, and proceed to the nearest exit that is not affected by the event.

- Once outside, proceed deep into the parking lot and wait for instructions.
- Mall personnel will work quickly to determine the cause of the problem and restore the mall to operating status. You will be notified when it is safe to re-enter.

## 9.8 Firearm Assault/Active Shooter

**RAPID EVACUATION** is the best response to take during an active shooter.

**YOU** must determine the most reasonable way to protect your own life.

**TAKE** people from the common area with you, if possible. Do not risk your own safety.

**KNOW AND PRACTICE** the various **ESCAPE ROUTES** from Guest Services and key areas throughout the mall in the event you are on roaming duties.



## Firearm Assault/Active Shooter cont'd

### Call 911 to Report:

- The initial crime
- The description and current location of the shooter
- Serious injuries and victim locations

### Evacuate:

- If there is an accessible path, attempt to evacuate the premises.
- Have an escape route and plan in mind.
- Evacuate regardless of whether others agree to follow.
- Leave your belongings behind.
- Do not worry about Guest Services or supplies.
- You may need to temporarily hide out and evacuate when the threat is away from you.
- Take injured people out of the mall with you. Do not risk your own safety.
- If possible, prevent others from entering the threat area.
- Follow the instructions of any Police Officers. Keep your hands visible.

## 9.9

## Flash Mobs

A Flash Mob is a group of people who assemble quickly, perform an act for a brief time and then quickly disperse. Flash Mobs lack control of size and behavior. Our mall is privately owned property and all events should be coordinated with mall management personnel.

- Notify Mall Security and then Mall Management if you become aware of plans for potential disruptions to the stores or the mall, so that proactive planning can begin.
- Mall Security will attempt to prevent a Flash Mob. If taken by surprise, they will monitor the immediate area for safety concerns until the Flash Mob ends.
- Monitor the Guest Services area or designated area of mall and be prepared to assist Security in directing Guests.

## 9.10

## Lost Child

If a lost child is brought to Guest Services, please keep the child calm and reassure him/her that we are doing everything possible to locate their parent(s). Pay close attention to the child while waiting for the parent. Offer a children's toy or coloring book to keep them calm and occupied. Notify Security immediately. To assist Security, gather as much critical information as possible, including:

### Lost Child cont'd

- Parents' name, description, location where the child last saw their parent(s) and an address or telephone number.
- Keep the child visible to the public, preferably at Guest Services or an area they were found (whichever is appropriate).

### Parent Looking for a Lost Child

- If a parent reports a lost child to Guest Services, contact Security immediately. Do whatever possible to keep the parent calm and reassured until the child is located.
- To assist Security, gather as much critical information from the parent as possible, including:
  - The child's name and age
  - Description and clothing
  - Location/store where they were last seen
- Security will take lead in locating the lost child and Guest Services Host will provide assistance, as requested by Security. Be prepared to assist with the search for the child and notifying anchor stores.
- It will be Security's responsibility, if parents agree or request, to notify the Police Department for assistance.

- The age of the child and circumstances surrounding the separation will determine the urgency of the situation. A teenager and their guardian, who is intentionally separated to shop, may be far less concerning than a toddler who has been missing for several minutes. However, action should be taken in each incident.

## 9.11

### Mall Emergency Response Plan

- Guest Services must be included in the Mall Team's Emergency Response Plan.
- Every Guest Services Host should attend Mall Team training and recurrent training on Emergency Response Procedures.
- A copy of the mall's Emergency Response Plan should be available and accessible at Guest Services.

## 9.12

### Mall Team Emergency Contact and Phone List

(Must be available specific for each mall and easily accessible for Guest Services.)

- Security
- General Manager's Name and Phone
- Operations Manager
- Guest Services Manager

### 9.13 Medical Emergencies

#### Automated External Defibrillator's (AED)

The mall is equipped with AEDs. An AED is used in instances of cardiac arrest. Mall Security is trained to use AEDs. Also, any member of the public who is trained may use AEDs during a cardiac emergency.

How to Evaluate an Injured or Ill Person:

1. Check the scene to make sure it is safe. Then, check the victim for unconsciousness and life threatening conditions, such as not breathing or severe bleeding.
2. Call 911. Notify paramedics and then Mall Security.
3. Care for the victim.

#### Hands Only CPR (Adult or Teen Victims)

1. Confirm that they are unconscious / unresponsive.
2. Get directly over the victim with the heels of your hands on the center of their chest.
3. Push hard and fast (100 compressions per minute) until help arrives.

#### Control Bleeding

- Cover with a piece of clothing and press firmly. Do not remove any large or embedded objects.
- If the bleeding does not stop, apply additional dressings and bandages.
- If bleeding still does not stop, use a pressure point to squeeze the arteries against the bones going to that area.
- Treat for shock
- Keep the victim from getting chilled or overheated.
- Elevate the legs about 12 inches (if no broken bones are suspected).
- Do not give food or drink to the victim.





### 9.14 Phone Call Emergency

As soon as the Guest Services Host has a general idea of the nature of the call, they should take control of the conversation, ask specific questions and write down the following information:

- Who and where is the caller?
- What and where is the incident?
- Who is involved and depending on the type of incident:
  - Subject(s)... location and description?
  - Victim(s)... injuries and status?
  - Complainant(s)... location to meet them?
  - Any other information-instructions needed?

*Contact Security immediately to report emergency situations reported via telephone.*



### 9.15 Robbery/Theft

*DO NOT risk your life for merchandise or money. These items can be replaced; you cannot.*

#### Armed Robbery

- As soon as possible, notify the Police and Mall Security. Provide:
  - Your name and location
  - A description of the subject.
  - Direction they fled (if known)
  - Any information you have about weapons the subject has with them.

*“Experts recommend that victims DO NOT allow themselves to be forced to leave with the subjects. This dramatically increases the chance of serious or fatal injury.”*

As a Guest Services Host being aware of your surroundings and providing outstanding service will help to limit the potential for loss prevention situations

### 9.16 Multiple Offender Crimes

Multiple Offender Crimes involve groups engaging in 'grab and run' thefts, criminal damage, and potentially assault/batter. Groups range from juveniles to professional criminals. Targeted merchandise ranges from convenience store snacks to high-end purses or jewelry.

- Notify Mall Security and Police if you see or are made aware of an unusual gathering of people.
- Do not risk your safety.
- Retreat with employees and Guests to a secure area of mall or out closest (safest) exit.

**Be a good witness. As soon as possible:**

- Write down: descriptions of people, actions you witnessed, items taken or property damage.
- Do not touch any areas that may contain finger prints.



## 10.0 GGP's The Club

The Club is an unmatched direct marketing channel for GGP retailers and restaurant tenants to communicate with millions of active Guests. Consisting of a network of over 100 shopping centers, and relationships with top retailers and restaurants, The Club is an industry-leading affinity marketing program that is continually evolving with cutting edge technology. Millions of mall-specific Guests have already joined The Club for exclusive promotions and more, while retailers are benefiting from the exposure and traffic The Club drives.

## 10.1 Monthly Email Newsletter

The Club's monthly email newsletter is sent to all members during the first week of each month and upcoming events. To ensure only the most relevant content is delivered to each recipient, our technology selects sales and event information based on the gender and age of each recipient. The simple format of the email allows recipients to skim through the email quickly and easily.



## 10.2 Targeted Email

The Club's targeted email puts retailer and restaurant promotions, discounts and event announcements at the fingertips of active, mall-specific Guests across the country. Content can be customized to each mall location, and by demographic and geographic filters to reach the most specific audience. Targeted emails can garner incremental awareness by adding a share-to-social feature for recipients to share your content on Facebook, Twitter or by email forwarding.



### 10.3 In-Mall Mobile Activation Program

This free marketing opportunity for GGP restaurants and retailers drives sales by inspiring Guests in the mall to make unplanned purchases. Guests are instructed by in-mall collateral to text a unique keyword to our dedicated mobile shortcode to receive an instant offer from a specific restaurant or retailer. After texting in, the Guest receives a bounce back text message containing the instant offer, which is redeemed when presented to the participating restaurant or retailer.

### 10.4 Mobile APP

The Club's Mobile App leverages the tremendous growth of the mobile Guest by delivering exclusive promotions and event announcements to smartphone carrying Guests. The Club's Mobile App is available on both the iPhone and Android-based phones. To find it, search for GGP in the App Store or Google Play.



### Text Message Marketing

Reach some of our most engaged Guests through SMS. Increase awareness and drive traffic to your upcoming event or promotion by sending a text message to members of The Club who have subscribed to receive up to 4 text messages per month.

### 10.5 The Club Benefits

The Club delivers exclusive promotions and mall event announcements by email or text, plus so much more.

**By joining for The Club, Guests will receive:**

- A monthly email newsletter filled with offers available from your favorite retailers and restaurants.
- Email announcements featuring exclusive promotions and mall events.
- Access to The Club Mobile – get announcements from The Club sent to your mobile phone.

**Membership is free. No purchase necessary.**

# 11.0 Terms and Definitions

## 11.0 Terms and Definitions

### Guest Services Host

Guest Services Hosts are representatives of the center and an extension of Guest Services. As an alternative to being stationed at Guest Services, they are posted at main mall entrances, near a directory or at a high traffic area of the center to assist Guests. Guest Services Hosts may carry an iPad or other similar device to aid in responding to Guests. Other functions Guest Services Hosts can perform include signing Guests up for The Club, distributing gift bags/coupons, informing Guests about Facebook/Twitter, delivering wheelchairs and more.

### Anchor

Any business that occupies 30,000 square feet more of space in a shopping center.

### Big Box

A type of retail often specializing in a particular category of goods. Examples: Office Max, PetSmart, Barnes & Noble, Best Buy, IKEA.

### Blacklight

Each POS is required to have a blacklight pen. This is also known as a counterfeit detection pen.

### Blog

A site designed for two-way communication between users. Blogs are structured around postings and comments enabling discussion on various topics.

### CAC

Abbreviation for Common Area Coordinator.

### Card Carrier

A GGP branded carrier that holds the gift card, mall listing, terms and conditions and at times other promotional materials.

### Chargeback

When a Guest disputes a credit card charge and either the authorized verification supplied or the timeliness of the response was not sufficient, this will result in the provider being charged for the transaction.

# 11.0 Terms and Definitions

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### Common Area Maintenance (CAM)

Physical work done to maintain the common areas of a property.

### Credit Only Policy

In December, 2008 GGP adopted the policy of only accepting credit cards for the purchase of gift cards. This is referred to as the Credit Only Policy. Third party locations should check with the General Manager to verify whether this is applicable at your center.

### Customer Experience (CX)

This GGP department oversees all training, policies and procedures for the Guest experience.

### EOD

Abbreviation for End of Day.

### EOM

Abbreviation for End of Month.

### EOS

Abbreviation for End of Shift.

### End of Day Summary

An American Express UltraPos report that aggregates gift card sales by product across all shifts during the day. The report breaks down cards sold per user and payment methods as well as other details. This report should be used by the GSM to reconcile total sales at the end of each day, matched with the total number of shift reconciliation forms created during the day, along with other supporting backup.

### End of Shift Summary

An American Express UltraPos report that aggregates gift card sales by product for a specific user on a specific day. The report breaks down card types sold, number of cards, voided transactions and payment methods. This report should be used by a seller at the end of their shift to reconcile all transactions, matched with the total number of shift reconciliation forms created during the day, along with other support backup.

### Food Cluster

A small group of two to three food tenants that may be served by shared common area seating that is devoted to permanent tenant space/location.

# 11.0 Terms and Definitions

## 11.0 Terms and Definitions

### Food Court

An area devoted to permanent tenant space/location offering a range of prepared foods for on-premises consumption and served by a shared common seating area.

### Gift Card Inventory

A supply of gift cards that have been assigned to a property. These are to be held under constant security while in the mall's possession. Tracking controls monitor the stock from the time the stock is assigned to the property, sold or destroyed following Gift Card Policy and procedure guidelines.

### Gift Card Terms and Conditions

These are the terms and conditions to which each gift card is subject. This document must be given to each Guest that purchases a gift card. The terms and conditions instruct a Guest how to use the gift card, find the balance of funds, identify where it is accepted, answer FAQ's, include support numbers for the product and define legal aspects of the gift card. A gift card may not be sold without supplying this document. This document is to be included in the gift card packaging when presented to the Guest.

### Gifting

This GGP department oversees all training, policy and procedures relating to the gift card program.

### GCM

Abbreviation for Gift Card Manager.

### Google Sites

A website accessible only by Provider staff. Gift card training, policies and procedures are posted on this site. Provider employees are required to check this site each shift for any updates to the program.

### GSM

Abbreviation for Guest Service Manager.

### Guest Experience

Is the sum of all experiences a Guest has with our Mall over the duration of their visit. This will include awareness, discovery, attraction, interaction, purchases, use, loyalty, and advocacy.

### GWP

Abbreviation for Gift with Purchase.

# 11.0 Terms and Definitions

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### Holiday Outpost

Temporary location in a high traffic area of the mall where gift cards are sold during the holiday season.

### In-line

An individual tenant in a mall space of 29,999 square feet or less.

### IS

Abbreviation for Information Systems.

### IT

Abbreviation for Information Technology. The application of engineering solutions in order to develop computer systems that process data.

### Kiosk

Permanent kiosk locations and 365-day-plus-license agreements in locations designated as permanent kiosk.

### Keyword

A word, phrase or abbreviation that has significance when associated with a specific photo or document. Keywords are entered as metadata and are then used by a search engine to help locate all documents that reference the particular word and push them to the top of the search results page.

### Manual Payment/Entry

A manual payment/entry is when credit card numbers are manually entered into the system as opposed to swiping the credit card. Manual entries are not allowed and could be a sign of fraudulent activity.

### OPP

Abbreviation for Outpost Point Person. The OPP is the conduit through which information from the Gifting team flows through regarding the holiday outpost.

### POS

Abbreviation for Point of Sale. The POS could be Guest Services, Mall Team or Holiday Outpost, Mall Office and Self Serve Kiosk.



## 11.0 Terms and Definitions

### Receipt Printer

The printer that prints the purchase receipt which is then given to the Guest.

### Retrieval Request

When the Guest's credit card issuer asks the mall for verification of the credit card charge, a mall representative will supply the signed verification, supporting documentation regarding the transaction and authorized payment back to the credit card issuer within the time frame. See also Chargeback.

### RMU

Abbreviation for Retail Merchandising Unit. Common area structures (not permanent kiosks) under a license agreement.

### SAME DAY Services

Guests have the option to hold their items, complimentary, in stowage with Guest Services while they shop or dine. They also have the option to have their packages delivered within a specific zipcode for a small fee.

### Self-Serve Kiosk (SSK)

A kiosk, similar in appearance to an ATM, that sells gift cards.

### Shop Etc. Gift Card

In the portfolio of GGP Gift Cards, our mall gift card, called the Shop Etc. Gift Card, was introduced in September 2009. Features of the Shop Etc. Gift Card are:

- \$3.00 purchase fee per card
- For use both inside and outside of the mall
- Can be used virtually everywhere American Express cards are accepted
- No after purchase fees

### Speaking Points

Suggested phrases or words to use at Guest Services. GGP will provide these with new products or programs.

### Specialty Leasing

Income derived from temporary usage of common areas and in-line space for deals generated on a license agreement. Examples of specialty leasing uses: RMU's, kiosks, vending, shows and displays, parking lots, Pepsi machines and storage.

### SSK

Abbreviation for Self-Serve Kiosk.

### Stock Detail Report

A snapshot of the gift card inventory on-hand and sold at a point in time on a given day. The report breaks down the product types in each till, card numbers, denominations and serial numbers. This report can be used for the purpose of auditing cards sold within each till on a daily basis. Only personnel that has manager access to UltraPos will be able to print out this report.

# 11.0 Terms and Definitions

## 11.0 Terms and Definitions

### Stowage

The location that Guest Services utilizes for stowing Guest's packages.

### Tamper Resistant Deposit Bags

Clear deposit bags that can be purchased through [www.officemax.com](http://www.officemax.com). They are used to secure credit card receipts, EOS paperwork and any money collected during the GSR's shift. Each bag has its own identification number and cannot be resealed or reused once opened. The GSM will purchase and provide these bags.

### Team Lead

Corporate Concierge employee that oversees the team of Hosts.

### Temporary Tenant

A temporary tenant who signs a license agreement for one year or less.

### UltraPos

A web-based selling application issued by American Express for GGP to sell gift cards.

### User Guide

A formal document that contains all essential information for the GGP user to make full use of the program, application, GGP policies or procedures as it relates to a department.

### User ID

A specific access identifier established by an individual and used to access an application. For the American Express UltraPos application, the User ID must be used in conjunction with a password.

### Valid Thru Date

Date listed on the American Express mall gift card in which the card plastic becomes invalid. This is not an expiration of funds, but rather the date when the plastic must be replaced. The plastic can be replaced by contacting the American Express on the back of the card. Gift cards may not be sold with six or fewer months available on the plastic before expiration.

### WiFi

A facility allowing computers, smartphones, or other devices to connect to the Internet or communicate with one another wirelessly within a particular area.



Thank You