

MEDIA ALERT
SINGAPORE

City Square Mall Clinches Customer Service Excellence For Retail Award By The Singapore Tourism Board For Two Consecutive Years



This year's Singapore Tourism Awards saw Ms Natalie Lim - Customer Service Ambassador at City Square Mall received affirmation of her outstanding work with the 'Customer Service Excellence for Retail' award. This prestigious accolade recognised Ms Natalie's commitment in delivering delightful and inspiring customer experiences.



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Callie Yah, Executive Vice President and Head of Global Asset Management Division, said: "As Singapore's first award-winning eco mall, we constantly strive to provide a positive shopping experience for all. We are proud of the achievements of Ms Natalie Lim in the Customer Service Excellence for Retail award. With our Service Ambassadors winning this prestigious award for two consecutive years, this is testament to City Square Mall's continuous efforts to delight our shoppers and tenants by promoting a culture of service excellence."

Organised by the Singapore Tourism Board (STB), the Singapore Tourism Awards celebrates individuals and organisations in the tourism sector for delivering outstanding experiences and demonstrating enterprise excellence. The Customer Service Excellence for Retail award recognises customer service professionals from retail establishments who have displayed distinctive and compelling customer experiences.

A service leader who fervently believes that consistency is key and even the smallest actions make a difference, Ms Natalie leads by example and rallies her colleagues to proactively engage in acts of thoughtfulness. One notable occasion was during the December 2022 school holidays when the Meet-and-Greet passes for the mall's coveted PAW Patrol live shows were fully redeemed. In the queue, Natalie noticed a young boy in a wheelchair and immediately obtained approval for an exception to be made for him. With the help of a colleague, she made the necessary logistical arrangements to ensure his safe passage to the venue. The kind initiative brought immense joy to the child that day!

Ms Natalie has a quote that she lives by. It is by Lewis Carroll which states "One of the deep secrets of life is that all that is really worth doing is what we do for others." She shares that while having the means and ability to help others is a privilege, having found this vocation and being able to practise it every day, is the ultimate blessing.



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About Ms Natalie Lim:

- Ms Natalie has been working with City Developments Limited as a Service Ambassador at City Square Mall for the past 10 years with passion and exuberance.
- Ms Natalie's exemplary service and attentiveness to shoppers is attested by the consistent stream of compliments amassed year after year and the pool of regular shoppers who wish only to be served by her. Ms Natalie also renders assistance to many senior shoppers who frequently visit City Square Mall.

In addition to their growing list of accolades and awards, City Square Mall has clinched Singapore Tourism Board's Customer Service Excellence for Retail award two years in a row. This is an affirmation of the notion that happy employees equal happy customers, in addition to placing customers first — a priority of City Square Mall.



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About City Square Mall

With close to 200 retail, entertainment and lifestyle stores spread across 450,000 square feet, City Square Mall has every family's favourites including Cotton On, Daiso, Decathlon, Don Don Donki, Golden Village, MST Golf SuperStore, NTUC FairPrice, Toys“R”Us and Uniqlo, as well as over 50 food and beverage outlets, including Food Republic and Haidilao Hot Pot. The mall is a one-stop destination for everyone in the family with a convenient location above Farrer Park MRT Station (NE8), numerous amenities and facilities, including spacious corridors, nursing and family rooms, diaper-changing stations and offers complimentary use of its baby strollers, kiddy carts and wheelchairs.

A new water refill station has also recently been introduced – which provides point-of-use drinking water to shoppers, and is part of City Square Mall's efforts to advance the Bring-Your-Own-Bottle (BYOB) initiative to reduce single-use plastic bottles. Offering the perfect ambience to shop and play amidst an eco-learning environment, City Square Mall is an ideal venue for 3-Generation (3G) families to interact and bond through its diverse retail mix to cater to the varied needs of families.

Consistently award-winning in the areas of family, retail and green leadership since its inception, City Square Mall is Singapore's first retail mall to be recognised and awarded with the BCA-MSF Universal Design Mark for Family-Friendly Business Platinum Award in 2018, and was awarded again in 2021, recognising its strong commitment to creating a family-friendly environment for shoppers. City Square Mall has also been awarded the BCA Green Mark Platinum award since 2007, showcasing the exemplary green projects. The mall is also the first retail space in Singapore to be bestowed with the top-tier Green Mark Pearl Prestige Award in 2018 for its strong commitment in achieving greater environmental sustainability. City Square Mall is owned and managed by City Developments Limited.

For more information, please visit www.citysquaremall.com.sg

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