



Westfield SERVICE PROFILE

As one of the largest global real estate companies, Westfield enhances its value by creating high-quality shopping, dining, leisure and entertainment experiences for retailers and customers through its properties located nationwide. Reliable vertical transport maintained by Mitsubishi Electric is essential for maximizing customer purchasing power and delivering the quality of experience that meets Westfield's standard. Customers are able to move quickly and efficiently between mall levels without giving a second thought to the elevators and escalators Mitsubishi Electric keeps clean and operational. Read on to learn how Mitsubishi Electric minimizes downtime while reducing Westfield's total cost of ownership regardless of manufacturer.

Westfield's partnership with Mitsubishi Electric began in 2002 when Westfield purchased the >

Challenge
Maximize customer purchasing power through reliable and comfortable vertical transportation while keeping the customer on budget

Solution
A custom contract tailored to Westfield's needs and developed by Mitsubishi Electric

Result
Reduced billables, reduced callbacks, reduced TCO and greater uptime

Service Info

Start of Service
2008

Customer
Westfield, Los Angeles

Service Locations
27 locations



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iconic San Francisco Centre Mall on Market Street which was equipped with several elevators and escalators installed by Mitsubishi Electric, including six spiral escalators. The partnership deepened and continued over the years as Westfield completed a renovation of the mall as well as new buildings at Westfield Topanga, a two-level, 2.1 million-square-foot mall in Canoga Park, California. Stellar performance at Westfield Topanga led Westfield to hire Mitsubishi Electric to maintain

equipment at subsequent facilities including Westfield Century City in Los Angeles and Westfield Culver City in Culver City, California before deciding that Mitsubishi Electric would be Westfield’s maintenance partner in every region where Mitsubishi Electric had an office.

Trust is Key to Long-Term Customers

Mitsubishi Electric earned Westfield’s trust and business through a service solution tailored to reduce Westfield’s total cost of ownership. When Sal Masotto, Westfield’s Senior Director, West Region Facilities Management, examined the monthly invoices paid by Westfield headquarters along with the extra billables paid by each Westfield facility, he found that prior to partnering with Mitsubishi Electric, Westfield paid double and triple its monthly maintenance fee for billables in some cases.

Drawing upon extensive experience servicing vertical transportation for retail, Mitsubishi Electric worked with Masotto to develop a custom solution that reduced callbacks (service calls) for equipment regardless of manufacturer while ensuring a predictable total monthly fee. Masotto said, “When it comes to my budget, I don’t want any surprises. My goal was to bring monthly billables down to zero. Mitsubishi Electric worked with us on a fair, custom service contract that helped us get there. They understand our business and why we insist on predictability. And we’re not just talking predictable bills. We don’t have to call them as often because they do proactive

maintenance. But if we need them, they’re very responsive.”

Billables are fees over and above what is included in a maintenance contract, not including upgrades. Keys dropped into a shaft, escalator restarts and resetting elevator doors are examples of billable callbacks where the servicing partner must send employees onsite to perform repairs. The occurrence of certain callback events is a function of maintenance quality and consistency. Erik Zommers, Senior Vice President and General Manager for Mitsubishi Electric’s Elevator and Escalator Division, noted that “Callbacks can occur as a result of misuse, abuse or vandalism, to be sure, and result in a billable charge. However, a robust preventative maintenance program has been proven to increase equipment reliability and reduce callbacks and shutdowns, which results in fewer potential billables for a building owner.”

Proactive Maintenance Means Fewer Service Calls

By eliminating potential callback events through proactive maintenance, Mitsubishi Electric can afford to cover late hours, vandalism and would-be billable events at no additional charge. In the event Mitsubishi Electric must send service personnel onsite, Westfield can expect a team to arrive in only an hour. In addition to a predictable maintenance fee that keeps Westfield within one or two percent of its budget, Mitsubishi Electric offers white glove customer service.

Masotto said, “It feels like Mitsubishi Electric answers my calls by the second ring any time of day or night. Might have to call them during the Super Bowl just to see how quickly they pick up. If we need them, they’re there, onsite as soon as possible.” Even Mitsubishi Electric senior management is easily accessible to its valued retail partner.

While Mitsubishi Electric manufactures elevators and escalators that reflect the world’s highest standards for innovation, efficiency, safety and comfort, Mitsubishi Electric minimizes downtime with preventative maintenance for equipment by all leading manufacturers. In fact, 80 percent of the equipment maintained by Mitsubishi Electric for Westfield is covered under “foreign maintenance,” meaning the equipment was

manufactured by a third-party. Westfield is clearly confident in the high-quality of service provided by Mitsubishi Electric and its applicability across manufacturers. Through exceptional service defined by Quality In Motion™, Mitsubishi Electric continues to earn the trust of Westfield and major brands throughout the world.