ChargeBox To Keep Shoppers Powered At Largest Shopping Centre In Finland

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ChargeBox, the leading provider of secure device charging solutions, has installed its solutions in Itis Shopping Centre located just outside Helsinki city centre. With over 17 million visitors per year and a 1,000+sqm GLA, Wereldhave-owned Itis is the second largest shopping centre in the Nordics, and the largest in Finland, and ChargeBox first retail installation in Finland.

Itis prides itself on offering unrivalled customer service and a unique shopping environment with free wifi throughout the centre, the largest indoor play area in Finland in a shopping centre and services ranging from a bitcoin ATM to a recycling bank and bicycle maintenance stand. With over 150 retail brands and numerous cafes and restaurants, Itis is anchored by Stockman department store, Zara and H&M, as well as two supermarkets S-Market and Lidl.

ChargeBox and their local partner Splitsign have installed two of their 6-locker stations in high footfall areas of Itis Shopping Centre to provide shoppers with secure and free-to-use charging for smartphones. Located near the customer service desk on the first floor and in the customer seating area on the second floor, the stations are highly secure and easy to use. ChargeBox Smartlock technology provides unrivalled security levels, with each locker coming with its own unique key, while the 'Connect and Lock' two-step process makes the stations highly user-friendly.

Richard Belt, Shopping Centre Director at Wereldhave, said: “Enhanced customer service is of the upmost importance at Itis and offering free mobile charging to shoppers was a natural next step for us after introducing free wifi in 2011. We talked to a number of service providers and were impressed by ChargeBox innovative solutions as well as the professionalism of their local partner Splitsign. We were looking for a service provider that we could build a trusted relationship with, rather than just buy a product from. We feel ChargeBox and Roger Tofft of Splitsign can offer us this.”

Ian Hobson, Founder and CEO of ChargeBox added: “We are delighted to be working with Wereldhave and the Itis Shopping Centre for our first installation in Finland. In today's highly competitive retail industry, offering enhanced customer service is a definite differentiator for shopping centres. We believe our charging solutions contribute to the improvement of the shoppers' experience, while increasing dwell-time, delivering additional spend and driving loyalty – a win-win situation for shoppers, retailers and shopping centre management. Thanks to the great work of our local partner Roger Tofft and his team, we are now looking forward to expanding further in the Nordics. ”

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