



Spark

New Zealand

Services

Interior design

Sector

Retail

Brief

Help Spark transcend the traditional telco shopping experience with a state-of-the-art new flagship at Westfield Newmarket. Work with our client and an international design group to craft the perfect customer experience.

Spark ignites design transformation

As Spark's national design partner, we've helped to deliver exceptional customer experiences at stores up and down the country - with energetic design that encapsulates one of New Zealand's best-known brands.

For Halo, Spark's new flagship model at Westfield Newmarket, our client wanted to reshape the traditional telco shopping experience with a store befitting New Zealand's largest new mall. A modern, state-of-the-art flagship to become an immersive, go-to destination for anyone wanting to optimise their digital life.

Working closely with leading international human-experience designers Green Room, we designed Halo around the way Spark customers think, feel and behave while shopping. Together, we designed and delivered new and innovative ways to educate, inspire and entertain anyone who visits the store.

With the changing pace of retail and customer demand, our client needed flexible, agile spaces that could easily host impromptu workshops, events and presentations. We gave them configurable spaces that can also transform into meeting rooms for more in-depth consultation with Spark team members.

To ensure Halo teams were familiar with new design features and ready for customers on opening day, Spark worked with Context to use virtual reality (VR) in their recruitment and onboarding programme.

Spark was able to introduce its team to Halo and simulate customer service scenarios in a setting that mirrored their actual work environment. It meant there were no surprises when it was time to perform front-of-house, and that staff could engage better and connect with customers in an already familiar space.