

A TRRAIN INITIATIVE

I JUST DID IT

SIXTH EDITION / FEBRUARY 2017



STORIES OF CUSTOMER SERVICE EXCELLENCE – THE INDIAN WAY



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AWARDS
2017

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FOREWORD



Welcome to the 6th edition of “I Just Did it” in a new format. This issue not only showcases the finalists for 2017 but also has a selection of 25 stories from the last 5 years. This request gave me an opportunity to go through the 100+ winner stories over the past 5 years. It was nostalgic as I read and reread all the stories to finally shortlist 25 stories from the earlier TRRAIN Retail Awards.

Each of our past and current winners have gone out of their way to serve the customer. In each incidence of service, they have given up on their personal comfort as well as cost. Some of them tracked the customers for years to ensure that they finally get what they want while some spent money from their pocket without any expectation of getting their money back. For instance, an associate earning a salary of Rs.10000 spends Rs.500-1000 without flinching an eyelid. I often wonder - would we give away ten percent of our income to a stranger?

One of our winners decided to help a client by accompanying him and delivering the gifts to each of his client’s office in the company’s vehicle. Another regional winner chose to serve customers through WhatsApp orders and some were ready to deliver goods despite bad weather conditions. There have been situations where an associate has ignored his sprained ankle to deliver a gift on time for a birthday party.

A common thread that I have noticed across all the winners are the family values inculcated in them and the culture of the organization that they work for. We have seen consistent winners from a few companies. I believe this trend is due to the culture and the encouragement of the CEO & HR head of the retailer who promote storytelling and sharing the best customer service stories within their organization. A few organizations have even mastered the art of storytelling. As a retailer, we say that retail is a theatre and therefore retailers must learn how to tell stories.

In each winner, I have found a high level of self-motivation and the ‘never give up’ attitude. All of them believe in the solution approach of business. Ultimate customer satisfaction is their goal. There are lessons for all of us in the corporate world where we look at problems instead of looking at solutions. Our winners have not only found solutions which helps their own business but devised and participated in solutions which has helped their client’s business.

We are also very encouraged with the participation from the Persons with Disability (PWD) category this year. We see more and more retailers employing PWD’s and empowering them to perform. These winners have proved that their abilities are much more than their disabilities.

When I reflect on the journey of TRRAIN Retail awards, I feel that it would be enriching & encouraging if we have more than 40 retailers participating. There are stories of service excellence in every city, every town of India yet we receive only a handful of entries. These awards stand as a benchmark of service excellence and I would like to see a higher benchmark set by the retail industry so that Indian retail grows on the strength of quality of experience we deliver rather than the product we sell.

I must acknowledge the efforts taken by team TRRAIN and the support we get from Images group in bringing out this publication “I Just Did it” year after year. I hope the retail fraternity will be benefitted from learning from fellow retailers and their customer service stories.

Thank You.

B S Nagesh

Founder, Trust for Retailers & Retail Associates of India (TRRAIN)

TRRAIN - JOURNEY SO FAR



When you dream with your eyes open it comes true. Setting up a trust in 2011 to “Empower People in Retail” was a dream for me and we embarked on the journey with a simple mission to get “Pride & Respect” for our retail employees, skill them to grow and initiate a change to bring in inclusion in the retail Industry. Simple idea was to make their life better at work and home.

When Ameesha and Nancy mentioned that they have completed 6 years in TRRAIN I realised how days and years have passed by and we at TRRAIN seem to have come a long way. My colleagues, our board members, NGO’s, partners, industry captains and retailers’ support have helped us achieve milestones much ahead of our stated goals.

Retail Industry is full of stories, hopes of millions of retail employees, aspirations of retailers & the fear of failure, but one thing we have seen in common is the desire to serve the customers and deliver the best. Getting more than 1000 + entries for TRRAIN Retail Awards 2016-17 from 40 + companies is a testimony to the spirit of hard work and customer service.

Celebrating Retail Employees Day on the 12th of December was started as a small celebration in 2011 to recognize and thank the retail employees; however it has now become a global phenomenon with more than 5 million employees celebrating in India Turkey and UAE. This year our association with Paytm was a high point wherein they did a fund-raiser for us as well celebrated the day as cashless day. Retail gets more support through the medium of TRRAIN. We feel honoured that Business Excellence Department in the department of Economic Development, UAE has joined hands with TRRAIN to celebrate Retail Employees’ Day. This is an endorsement that all our work is in the right direction.

As a young trust aspiring to bring inclusion in retail, we embarked on our journey of creating livelihood for Persons with disabilities with our project “Pankh”, which now has 27 centres and will graduate and provide livelihood to 4000 + youth.

The Retail skilling program has finally started achieving numbers with more than 15000 + youth being skilled in various retail companies. From a humble beginning by starting a class in a cargo container, we are now able to deliver a program for just 20 associates in any part of the country.

For all of us at TRRAIN even after 6 years the journey has just begun and we hope we can maintain the energy and spirits to achieve the greater purpose. Retail Industry can create a great environment for our retail employees to learn, earn and grow, and feel proud of the career choice they have made and the respect they get in the society as a retailer.

Let’s together make it happen.

B S Nagesh

Founder, Trust for Retailers and Retail Associates of India (TRRAIN)

A WORD ABOUT IMAGES GROUP



Recognised by the international retail community through its B2B Magazines, Conferences, Exhibitions, Research Volumes, and Web Portals, the IMAGES Group is India’s largest retail intelligence organisation.

A strong publishing portfolio comprising print and online media brands serves the retail industry across various verticals, including Textiles, Fashion & Accessories, Food & Grocery, Beauty & Wellness, Consumer & Personal Electronics, Books, Music, Toys & Gifts, Furnitures & Fixtures, Home & Office Improvement, Retail Real Estate, Retail Technology & Support etc.

The need to connect businesses, people, knowledge and ideas associated with modern retail is served by IMAGES business exhibitions and networking meets. Conducted alongside these, the IMAGES Knowledge Forums and conferences featuring global leaders inspire not just debate and discussion, but policy decisions as well.

Other IMAGES Group initiatives in business intelligence, retail real estate research, and online community building also play important roles in further developing the retail business ecosystem in one of the world’s most attractive consumer markets – India.



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LOOKING BACK: WINNING STORIES OF EXCELLENCE

THE SWEETEST SURPRISE



When a customer walked in to the Big Bazaar store looking for a cute teddy bear, store attendant Jitendra was more than glad to assist. After looking through several options, the customer decided on the one he wanted – but said he would come over and purchase it the next day. The customer finished work late and reached the store at around 9 pm the next day. He bought the special pink bear and requested for it to be delivered on the same night. Since the deliveries for the day were done, Jitendra informed the customer that it wouldn't be possible and the earliest it could be done was the following day. When it was nearing closing time, Jitendra noticed that the customer was still waiting outside the mall. On enquiring why he was still there, the customer confided in Jitendra – he often forgot his wife's birthday because of his hectic work schedule. This time, he not only remembered it but also wanted to make it special by delivering a gift at midnight. Jitendra heard him out and made up his mind – he asked him to relax and go back home. At midnight, the customer's wife opened the door to see a beautiful teddy bear in the hands of Jitendra who informed her who it was from. When Jitendra saw the happy smiles all around him, he knew he all his effort was worth it.

2011
NATIONAL WINNER – GOLD:
JITENDRA KALYANI,
BIG BAZAAR, NASHIK

SHINING SERVICE



It was 8:15 pm at the Pressto store in Defence Colony, Delhi when the call came in. Mr. Varma, a regular customer of the store was calling Ravi Raj, the assistant store manager from the airport, requesting him to keep the store open for him for an urgent situation. He said that he was just returning from a trip abroad and needed some cleaning done. Ravi Raj agreed and instructed the staff to make an exception and stay late to understand the situation. When Mr. Varma arrived 90 minutes later, he had two suitcases and a worried expression. He was returning from the Dubai Shopping Festival and had kept some bottles of wine and alcohol in the suitcases that had broken during transit. Now, more than 100 new branded garments lay there, drenched and stained. Ravi Raj knew that immediate action was needed to salvage these expensive garments. This meant working overnight to get the entire lot cleaned. Ravi Raj told Mr. Varma not to worry. Every garment was treated and cleaned to look like they were in their original state. It was a proud moment for Ravi Raj and his team. The compliments, joy and appreciation from Mr. Varma and his wife were an added bonus!

2011
REGIONAL WINNER:
RAVI RAJ,
PRESSTO DRY CLEANING &
LAUNDRY PVT LTD., DELHI

A HEARTFELT GESTURE



It was around the time when the store had started the practice of celebrating customer birthdays. A young customer Antara was turning 11 on 22nd December and Deeptha was looking forward to the celebrations. A phone call to her mother revealed that little Antara had been suffering from blood cancer and was undergoing chemotherapy sessions. Being weak and wheelchair bound, her movement was restricted. The team was dismayed by this discovery, but decided to make the day special for Antara. Armed with balloons and a birthday cake, Deeptha and the store staff showed up at the young girl's doorstep and celebrated her birthday with excitement and enthusiasm. As Antara smiled with happiness, her parents looked on with tears in their eyes. That moment was worth a thousand words of praise for Deeptha and the Titan EyePlus team, who were not acting on instructions, but out of the goodness of their hearts.

2011
REGIONAL WINNER:
DEEPTHA MYLAR,
TITAN EYEPLUS,
BANGALORE

LOOKING BACK: WINNING STORIES OF EXCELLENCE

GOLD STAR



One evening, a worried customer walked in to the Gold Plus store, wanting to exchange three ornaments that he had purchased earlier. He was short of money and needed it to pay for his wife's heart surgery. The amount was over Rs. 20,000 and the store policy was to give the payment only through cheque, which would take 2-3 days to process. However, the customer insisted on cash so that he could pay the hospital. Sunil understood the need of the hour and sprung into action. He took special permission from the corporate office and went himself to get one of the ornaments exchanged for cash from a known source. He handed it over to the customer, who was able to make an advance payment at the hospital. Sunil also requested the office to hasten the process of providing a cheque for the other two ornaments and managed to get it delivered on the very same day. The customer was grateful to Sunil for helping him out in a time of need. Today, he remains a loyal customer of the store.

2011
NATIONAL WINNER - SILVER:
SUNIL R SHET,
GOLD PLUS JEWELLERS,
BANGALORE

A HAPPY CONNECTION



Mr. S Roy Chowdhury was looking for a mobile handset that would be easy to operate, given his visual disability. Subhra was happy to assist, suggesting a model with an embossed keypad and a talking theme so that he could easily access the menu from the home screen. The customer was reluctant - he said the model was too expensive for him and that he wouldn't use most of the features. Subhra told him about the easy usage of the phone and also about an application that prompts the user for every possible action. She assured him that she would help him locate and install this as well. He was convinced and bought the phone. After looking long and hard on the Internet, Subhra not only found the application but also went over to Mr. Chowdhury's house and installed it for him. Subhra was happy with all the blessings she received from him but was thrilled when he got three of his friends to buy similar handsets from the store!

2011
REGIONAL WINNER:
SUBHRA DASGUPTA,
A.M TELECOM, KOLKATA

A STITCH IN TIME



A customer walked into Shoppers Stop during a sale to look for a suit to wear on a special occasion. Due to the heavy rush at the store, the customer was only able to try out the jacket of a Blackberry suit, which he liked and purchased. On the day of the occasion, he realized that the trousers were too large brought the suit back to the store where he met Biprasish. He explained the situation to him and said he wanted to keep the suit but needed help with the trousers. Biprasish did everything he could - from looking for a close match in a smaller size to calling the other stores in the region to check for their availability. A smaller size wasn't available. He then checked with the store tailor about an alteration, which would be a tedious task - the entire trouser would have to be opened up and re-stitched. To add to this, the tailor had his weekly off. Biprasish requested him to come to the store and work on this for a few hours. After four hours of work, the alteration was done and the customer was elated with the perfectly fitted trousers and a delightful store experience.

2011
REGIONAL WINNER:
BIPRASISH GHOSH,
SHOPPERS STOP, KOLKATA

LOOKING BACK: WINNING STORIES OF EXCELLENCE

WINTER WARMTH



Heavy rain and fog clouded the city on a Sunday evening in winter. A foreigner walked into the store – her clothes were completely wet. She looked a little nervous and asked for a cardigan. Sunil Kumar, a sales associate showed her some options and she picked one. She wanted the payment process to be quick so that she could make it on time for her flight. She left the store in a rush and in the process, forgot her wallet that was found by Sunil at closing time. With the help of her visiting card, the management got in touch with her only to find out that she had already left for the airport. Sunil stepped up – he was ready to deliver the wallet to her at the airport 60 kilometers away, despite the fog and chilly weather. He was in touch with the customer through his ride, despite having very little balance on his mobile phone. The customer was overwhelmed with both, his honesty and his effort.

2011

WINNER OF THE SPECIAL
JURY AWARD:

SUNIL KUMAR,
CHUNMUN STORES,
GHAZIABAD

A GIFT TO REMEMBER



It was during Mother's Day - a young girl and her brother walked into the Tanishq store to buy a special gift. The kids were excited - they explained to the salesperson Kavita, what they were looking for and their limited budget. Kavita carefully selected some appropriate options and showed them to the kids. After zeroing in on a pretty nose-pin, the children were off to surprise their mother. Three hours later, Kavita received a frantic call from the girl – she wanted to exchange the nose pin. Her mother was already wearing a nose pin that was badly stuck to her skin and wasn't coming off. Kavita urged the young girl to bring her mom to the store so that the 'karigar' could help with taking it off and putting on the new one. The girl informed Kavita that this would not be possible as her mother was unable to walk. Kavita took permission from the management for the exchange of nose pin but something kept bothering her – the children had really loved the nose pin. She took a decision and looked up the address of the family. She asked for permission to visit and took the karigar along with her. When the young girl asked her why she had decided to come all the way, Kavita told her she wanted to help her mother out because wearing the old nose pin could lead to infections and problems. With the help of the karigar, Kavita explained the removal process and within a few moments, the mother was wearing the shiny new nose pin gifted to her by her children. The children hugged Kavita – a moment that she will remember for many years to come.

2012

NORTH ZONE WINNER:

KAVITA BHATIA,
TANISHQ, DELHI

THE SAVIOUR



It was an ordinary day for Mohammed Ghouse, who was delivering pizzas in the neighbourhood. A customer had placed an order from work for his pizzas to be delivered at his residence. He wasn't home yet and so Mohammed waited a couple of minutes before calling the customer and asked him to open the door and collect his order. The customer said that he was still on his way and that his mother was in. When Mohammed said no one responded to the bell, the customer requested him to go into the house from the other entrance and give the pizza to his mother who was old and had a hearing problem. This was against the company policy but the customer was insistent. Mohammed agreed on one condition – that the customer be on the phone while he entered the house. On going in, Mohammed found the old lady on the floor, struggling to breathe. He relayed the incident to the customer on the phone, asking him what he could do to help. The customer was shocked. He told Mohammed to locate her inhaler and give it to her. Mohammed followed his instructions while telling him to remain calm. In the words of the customer "Mohammed saved the day only because of the way he handled the situation at hand and for that, I will be eternally grateful to him."

2012

NATIONAL WINNER - GOLD:

MOHAMMED GHOUSE,
DOMINO'S PIZZA,
BANGALORE

WELL-SUITED



A father-son duo walked into the Raymond Shop in Agra, looking for a suit that would fit a special occasion – the son’s induction at his new college in Gwalior. Since it was a special day, Vivek Pandey from the store suggested that the boy get a tuxedo stitched. Measurements were given and the suit was to be delivered the next day in time for the induction ceremony two days later. That night, there was a protest against the electricity board and the entire market was shut down. Vivek called the father and explained the situation– it would be impossible to deliver the suit on time. The father requested Vivek to come over to his home and explain the situation to his son, who was very upset. Vivek went over to talk to the boy – but he seemed disappointed and told his father that he wouldn’t attend his induction ceremony. Vivek’s heart went out to the boy who was so excited about dressing up for his special day. Vivek made a promise - he would do everything in his power to deliver the suit on time. Vivek got to work. Even though the entire market was closed, he convinced the ‘masterji’ to get the suit ready at home. He called and informed the customer about being able to make the delivery late at night but the customer said he had to get on a train at 8 pm. Vivek said he would put the suit on a bus if it was ready by 11 pm. But it wasn’t. As a last shot, the customer requested a delivery to Gwalior the next morning by 10 am. The bus was not an option anymore because the earliest one would not reach by 10 am. For Vivek, there was only one thing left to do. He personally got onto a 6 am train and made the delivery in time. When Vivek saw the happiness in the boy’s eyes, he knew he had done the right thing by keeping his promise.

2012
NATIONAL WINNER –
BRONZE:

VIVEK PANDEY,
THE RAYMOND SHOP,
AGRA

THE SELFLESS ACT



On a rainy evening, a customer and his family made some purchases from the Gold Plus store. On the way out, the customer realized that the traffic police had locked his car. The salesperson Ramakrishan V. noticed this situation and asked the customer and his family to wait inside the store since it was pouring heavily. He rushed to the police station in the rain and brought the situation under control. A few hours later, the car was unlocked and the customer left, thanking Ramakrishnan for his efforts. By then, Ramakrishnan had already missed his last bus home and spent the night outside the store with the security guard. He got home the next morning, freshened up and was back to work at his regular time to take on another day and deliver exceptional service.

2012

SOUTH ZONE WINNER:

RAMAKRISHNAN V.,
GOLDPLUS, PUDUKOTTAI

LOOKING BACK: WINNING STORIES OF EXCELLENCE

GOING THE DISTANCE



2013
NATIONAL WINNER – GOLD:
GURDIT SINGH,
HYPERCITY, AMRITSAR



One evening, when Gurdit was busy assembling sports equipment on the shelves of the store, he noticed a customer looking around. He asked if he could be of any assistance and figured out that the customer was looking for a treadmill. Gurdit took him through the available products and the customer decided to purchase one of them priced at Rs.25,000. Before purchasing the product, the customer wanted to know about the delivery of the product which is when Gurdit told him about the store policy – delivery would be free within a radius of 30 km, after which the customer would have to pay Rs. 15 per km. On hearing this, the customer was a little disappointed since his home was 250 kms away from the store in Himachal Pradesh. Gurdit wanted to help in every way possible. He checked with his team leader but was informed that they weren't allowed to deliver the product for free since it would be an expensive affair. After a little probing, Gurdit figured out that there was a bus service between the two places. With some assurance, he told the customer to go ahead and purchase the product and to be at ease about the delivery. The next day Gurdit, with the help of the staff loaded the treadmill onto the bus and got on to personally make the delivery. Thanks to Gurdit's efforts, the store regularly sends sports equipment to Himachal Pradesh today.

HANDLED WITH CARE



One day, Ms. Khan, a regular at the Shoppers Stop store came by to pick up her altered garment. Once she returned home, she realized that she had left her expensive pair of sunglasses at the Customer Service Desk. The staff looked everywhere, but couldn't find them. After going through the CCTV footage, they were shocked to see that the sunglasses had been picked up by another customer. Team members got together and identified the customer. The time had come to handle this delicate situation with sensitivity and tact. A reliable team member, Satish Pandey was up to the task. He called the customer and calmly told him that Ms. Khan was missing her sunglasses that had accidentally ended up in his carry bag. This conveyed the message without any offence to the customer. He was still reluctant when Satish told him that they were sure of the misunderstanding, given the CCTV footage. He then agreed to give back the sunglasses. Satish and his team leader went over to the customer's house and calmly collected the sunglasses and handed them over to an overjoyed Ms. Khan.



2013
NATIONAL WINNER –
BRONZE:
SATISH PANDEY,
SHOPPERS STOP,
LUCKNOW

SPIRITED WARRIOR



2013
WEST ZONE WINNER:
CHABIRAJ JAISWAR,
HYPERCITY, MUMBAI



One of the oldest members of the sports department in the store, Chabiraj was a dedicated employee, helping customers choose, purchase and repair different kinds of equipment. One day, he received a call from a customer who had recently purchased a bicycle from the store and was having some trouble with it. He couldn't bring the bicycle to the store so Chabiraj set out to go to the customer's house, which was at a considerable distance. The BEST buses are overcrowded in the evenings. Chabiraj had no choice but to try and get into one if he had to make it on time. While trying to get on, his bag got entangled in the bus mirror and Chabiraj was flung out onto the road, injuring his forehead. Even in his wounded state, he continued his journey and reached the customer's house. On seeing his condition, the customer urged him to go and see a doctor. He did so, but only once he had fixed the issue with the bicycle. For Chabiraj, customer service always comes first. He resumed work within two days of the incident with a little scar and a big smile.

LOOKING BACK: WINNING STORIES OF EXCELLENCE

A BIG HEART



A customer had come to Kolkata for a wedding and while he shopped in the market, he placed an order for a pizza to be delivered to his hotel. When he was returning, he got mugged and his wallet was stolen. Harrowed, he returned to the hotel where Chandan was waiting with his pizza. The customer told him that he needed to cancel the order. On being asked why, the customer told Chandan the reason – he had no money to pay for it. Much to his surprise, Chandan said that he would pay for the customer's pizza from his own pocket. Going a step further, he even asked him how he would get back to his hometown. The customer told him he had already booked his train ticket but would have to pay the hotel. Chandan offered him Rs.500 and told him he could transfer it to his bank account once he got home safe and sound. The customer was overwhelmed. He even took the time out to write to the company, thanking them for this miracle called Chandan.



2013
EAST ZONE WINNER:
CHANDAN KUMAR SHAW,
DOMINO'S, KOLKATA

DISGUISED SUPERHERO



One evening, a regular customer at The Raymond Store, Mrs. Rupa Saha along with her 2-year-old baby came looking to purchase some items for gifting. The baby was familiar with salesperson Saswati and was comfortable being with her while her mother shopped. Once the purchases were made, Mrs. Saha found that it was difficult to manage all the bags along with her energetic baby. Sensing her discomfort, Saswati sought the permission of her manager to accompany the customer to her house. The only transport option in the small town was a cycle van with a wooden platform and no side railings. They got on to it - Saswati held on to all the shopping bags while Mrs. Saha held the baby. The rains had made the roads rough and muddy. The open drains were overflowing with dirty water. Suddenly there was a sharp bend that the driver didn't see; he lost control and drove the vehicle into a brick. The sudden impact made the baby slip out of her mother's hands and land in the open drain that was overflowing with water. Saswati didn't waste a single moment – she leaped into the drain and took the baby out, who was bruised and coughing by that time. The mother was hysterical. Saswati pulled out one of suit pieces and started drying and comforting the baby. She also calmed the mother down all the way till they finally got home. The next day, the entire Saha family was at the store with sweets to treat Saswati and the rest of the team for displaying exemplary service and courage. Saswati was more than thrilled to see the family safe, happy and healthy.



2013
BEING HUMAN AWARD
WINNER:
SASWATI DAS,
THE RAYMOND STORE,
BARASAT

RAIN OR SHINE



It was pouring in Delhi. A regular customer of the Nature's Basket store in Defence Colony contacted Farha about an urgent requirement. She was on a restricted diet and needed a certain probiotic drink that had to be consumed after every meal. The drink was out of stock. Farha called the concerned vendor and was informed that there would be no further deliveries that day because the truck had broken down on the flooded roads. There was inventory available in other Nature's Basket stores, but none close enough to access, given the rain and the customer's time bound dietary and medical requirement. Farha set out on foot, in the rain, to a local Kiraana that was still open, and found the drink. The drink was duly delivered to the customer who was moved by Farha's dedication and level of service.



2014
NORTH ZONE WINNER:
FARHA,
GODREJ NATURE'S BASKET,
NEW DELHI

LOOKING BACK: WINNING STORIES OF EXCELLENCE

PUSHING THE BOUNDARIES



2014
NATIONAL WINNER – SILVER:

VINOD BADONI,
TITAN EYEPLUS,
NEW DELHI



One day, a couple walked in to the store with a baby who was crying and agitated. The parents informed the staff that he had a rare condition – a high power of + 6.00 in both his eyes. The baby’s vision was blurred and the parents had been looking for the right pair of glasses – ones that were small enough to fit the baby and curved enough to hold the high-powered spherical lenses. Even though the store didn’t have the right pair of glasses at the time, customer service representative Vinod Badoni wanted to do something to make the situation better. He took the broken glasses that the couple had brought in with them and attached a string to its sides. He then carefully measured the circumference of the baby’s head and attached the other end of the string to the other side of the frame. The makeshift solution worked! The spectacles were now sitting comfortably on the baby’s face and he could see clearly. Over the next few weeks, Vinod constantly followed up on the progress of the child and even found a suitable frame a month later. The baby was cheerful and the parents were touched with the concern displayed by Vinod through this experience.

DELIVERING HUMANITY



On a rainy night, Amit was returning from a delivery at Rangpo (Sikkim). He was riding by and came upon the scene of an accident. A car had skidded off the road – it was now stuck with the rear lodged in the bush at the side of the road. Passers-by halted, but nobody had approached the car for the fear that it might topple off the side of the hill, into the valley below. But Amit was not one of them. He went right to the car and saw a family in it – a 7-year-old child was in the back seat, the mother lay unconscious and the father’s foot was caught under the handbrake, making movement impossible. Amit balanced his weight at the edge and started pulling the child out of the car with her legs. His actions motivated other bystanders to jump in and help. They called for an ambulance and managed to pull back the car onto the road. The family was then transported to the hospital where they all recovered and got a second chance at life, thanks to the actions of one brave person.



2014
NATIONAL CATEGORY
WINNER:

AMIT GUPTA,
DOMINO'S PIZZA, RANGPO

LOOKING BACK: WINNING STORIES OF EXCELLENCE

SERVICE WITHOUT JUDGEMENT



When Mr. Shekhar Gupta walked into the Shoppers Stop store, his casual appearance and demeanour led to ignorance from some of the staff. However, Firoz eagerly went up to him and wanted to know how he could assist. Mr. Gupta smiled and told Firoz about his requirement – he was looking for some garments and watches to give as gifts to his friends and family. Firoz got to work – he took him through the entire Fossil collection and then products from a few other brands. Mr. Gupta eventually selected 8 branded watches and asked for all of them to be billed! He also called Firoz and told him that he was extremely impressed with the way he attended to his needs and needed help buying a few more products from the apparels section. Firoz spent the next two hours choosing, selecting and putting aside the appropriate garments. By the end of his visit, Mr. Gupta had bought products worth Rs. 4.5 lakhs! When it was finally time to leave, he thanked Firoz and told him a little secret, which will now stay with him as a memory forever – Mr. Gupta was a cancer patient and was buying these gifts for his friends and family.



2016
SPECIALTY STORES
CATEGORY WINNER:

MOHAMMED FIROZ,
FOSSIL, KOLKATA



2016
SPECIALTY STORES
CATEGORY WINNER:

SARFUDDIN KHAN,
TITAN EYEPLUS, PATNA

THE JOURNEY



One evening, Sarfuddin received a call from a customer who had bought a pair of spectacles from the store. She was supposed to pick up the delivery of the glasses at a later date, but was calling to request for a special favour. She would be on a train passing through Patna – a train that would stop only for 10 minutes, and wanted the delivery to be done at the railway station. For Sarfuddin, there was no time to waste. He quickly decided that he needed to make the delivery somehow. He took permission from his supervisor and then, along with his technician set out to deliver the pair of spectacles. As they reached the station, they saw the train leaving. Without a moment's thought, they jumped into the moving train and walked through the compartments till they found the customer. They did all the necessary adjustments and then got off at the next station – 60 kms away from Patna.

STEPS IN THE RIGHT DIRECTION



A customer had shopped for a special occasion at the Manyavar store in Allahabad. He wanted a specific pair of jutis (traditional Indian footwear) and the store agreed to order it from their Aminabad store. When the customer came back to collect it, the shoe had not yet reached the Allahabad store. The customer was upset and demanded that it be delivered to his residence latest by 4 pm the next day so he could wear it on the occasion. An employee of Manyavar, Pallav stepped up and took responsibility for the delivery. He then got to work, seeking all possible solutions. He coordinated with the Aminabad store – they told him that they were helpless, given the shortage of staff and seasonal rush. He then got in touch with their other store in Jhansi and confirmed that the specific pair was available. He looked through train timings and figured that the Bundelkhand Express would reach Allahabad the next morning at 6 am. Then, he tracked down a relative who was in Jhansi at the time and requested him collect the shoes from the store and figure a way to get it on the train. The relative found a friend who was on the train and handed him the shoes. The next day, Pallav handed over the order to the customer at 11:30 am, several hours before his deadline.



2016
SPECIALTY STORES
CATEGORY WINNER:

PALLAV
CHATTERJEE,
MANYAVAR, ALLAHABAD

LOOKING BACK: WINNING STORIES OF EXCELLENCE



A FRIEND IN NEED



When Neelam, a Star Bazaar employee met Mrs. Mehta, a regular customer of the store by chance, they started talking. In conversation, Neelam found out that Mrs. Mehta's ill health was restricting her from coming to the store often to shop. Mrs. Mehta said she certainly missed the variety of fruits and vegetables available there and was not satisfied with the quality of products available at the local grocer. Neelam empathized with her and took a decision to help her out. She shared her number and asked Mrs. Mehta to share her shopping list with her on Whatsapp. She would then send the products to her house through a trolley boy. Mrs. Mehta was overwhelmed. Over the next few months, Neelam personally shopped for her and kept her up-to-date with the latest offers and schemes. Today, Mrs. Mehta has recovered from her illness and looks forward to shopping at her favourite store.

2016

NATIONAL WINNER - SILVER:

NEELAM PARMAR,
STAR BAZAAR, MUMBAI

SERVICE FIRST



Velu has been a dedicated employee of Marks & Spencer for more than 7 years. He's greatly passionate about his work and travels more than 150 kms daily to reach his place of work. One day, a customer from Vellore visited the store and was attended to by Velu. The customer purchased products worth Rs. 20,000 but had an alteration to be done in a pair of trousers that he needed for a special occasion. Unfortunately, the tailor was on his weekly off that day. Velu wanted to put his customer at ease. He said he would get the trousers delivered on time. Once the alteration was done, Velu set out on a long journey of more than 2.5 hours, only to keep his promise and honour his commitment.



2016

NATIONAL WINNER - GOLD:

VELU M.,
MARKS & SPENCER
RELIANCE INDIA, CHENNAI



A LESSON IN KINDNESS



An associate at the Titan EyePlus store in Varanasi, Satish was always appreciated for his customer centric service. One day, another employee told Satish about an old cobbler who sat at a place, which was just down the street from the store. Both he and his work were suffering, given his weak eyesight. Something stirred up within Satish - he knew he had to help. He invited the cobbler to the store for a free eye test to find out what he needed. Over the next few days, Satish along with the store technician worked with used lenses and frames to find the right combination that would fit the poor cobbler's requirements. Once the spectacles were ready, Satish went ahead and presented this gift to the cobbler who said it all with his teary-eyes and expression of gratitude.

2016

BEING HUMAN AWARD
WINNER:

SATISH RAUT,
TITAN EYEPLUS, VARANASI



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2017: NATIONAL FINALISTS

THE GIFT OF HAPPINESS



DEPARTMENT STORES
& MALLS CATEGORY
WINNER:

SOMNATH WAGH,
SHOPPER'S STOP, PUNE



It was festival season and the mall was crowded with loads of shoppers who wanted to buy gifts for the occasion. One such shopper was Mr. Patil, who wanted to buy gifts for his staff. Somnath attended to Mr. Patil, showing him loads of products that he could buy – but the customer wasn't satisfied. Somnath then suggested a combination of products that could be put together and gift wrapped beautifully. The customer was happy with this – he ordered 80 sets of these gifts to be delivered before 10 am the next day. Once the customer left, it was time for Somnath to start sorting the order out. He started tracking the availability of the products in the stores at different locations. The products had to be collected from 3 different stores in the city. With the help of one other colleague, Somnath managed to source all the products by 5 pm that evening. The giftwrapping could only start at 9:30 pm. By then, everyone including the giftwrapping employee had left. Somnath and two of his colleagues stayed back and wrapped each gift individually until after midnight.

At 8:30 am the next day, the delivery van arrived, the products were loaded and the delivery was done. Mr. Patil was in the banking sector and wanted to go and deliver gifts to the employees in different banks. There was one small problem – his vehicle was too small to fit in all the presents. Somnath immediately offered that he could accompany Mr. Patil in the store vehicle. It was the last working day of the week for all the banks and the distribution had to be done before they closed at 2 pm. Somnath and his colleague set out with Mr. Patil, delivering each gift with a smile on their faces. The gifts were all given on time and Mr. Patil was extremely pleased with this delightful customer service experience.

A CARING HAND



One evening, a mother and her 4-year-old son walked into Domino's because the child insisted on having some pizza. Purabi assisted them with their order. After a while, there was a strange smell and Purabi noticed that the child had vomited on the pizza.

The mother was embarrassed since there were other customers all around them.

Purabi acted quickly. She reassured the mom and asked her to remain calm while she cleaned the table. She even took the child to the washroom and helped him clean up. With permission from the mother, Purabi gave the child some Oral Rehydration Solution to make him feel better. She then got them seated at another table and gave them another complimentary pizza along with a coke. The guest was speechless. She'd never experienced this kind of turning around of a situation, all thanks to Purabi.



QUICK SERVICE
RESTAURANT CATEGORY
WINNER:

PURABI DAS,
DOMINO'S PIZZA,
GUWAHATI

THE SERVICE HERO



Jitendra is always eager help customers who need assistance with their shopping. One day, a businessman stopped by at Hypercity to buy a few products. Jitendra offered all the help he could. By the end of his shopping trip, the customer asked for Jitendra's number in case he needed any future help. A few days later, the customer called Jitendra and asked for an urgent favour. He said that he was out of town and wanted a few things delivered at his residence as some people were coming home and his wife would require certain things. Jitendra informed him that he was on duty, but would make the delivery during his lunchtime. Jitendra had to get the billing done beforehand but he didn't have any money. He borrowed some from his colleague and bought the necessary products. It was raining heavily outside, but that didn't deter Jitendra. He got on to his cycle and made the delivery on time. Some days later, the customer asked for Jitendra's help again and messaged him a list of products. Once again, he successfully met the customer's expectations. The customer is so impressed with Jitendra's service that he has only one thing to say – "you're a hero!"



When Jitendra met Mr. Vinayak for the first time, he saw that the customer was holding a long list in his hand, wondering where to start. Jitendra went up to him and asked how he could help. Mr. Vinayak told him that he needed help looking for some products. Jitendra took the list from his hand and spent the next half an hour putting everything together. Jitendra learned that Mr. Vinayak worked in a big company and was very busy. He offered him some more help – if Mr. Vinayak wanted a lot of things, he could whatsapp the list across to him and he would collect them all and keep them ready. This way, Mr. Vinayak could save time and quickly get his billing done. The customer was thrilled and began doing his monthly shopping this way. He was so impressed with Jitendra, he even offered him a job!



One evening, a lady was returning home from work. It had gotten very late, the rain was coming down hard and she needed some essential groceries on the way. She was in an auto rickshaw, and knew that if she were to let it go, it would be very tough to get another one. She knew an employee from the store for a few years and he had always provided her with excellent service. It would be a stretch, but she had no option other than asking for his help. She gave him a call and requested him to keep a few groceries in a trolley next to the checkout counter so she could hasten the shopping process. Jitendra was busy helping out other customers at the time, but said he would do everything to help. When she reached, Jitendra spotted her and waved at her to go to the express checkout line where he gave her the trolley with all her requirements. Even after knowing Jitendra for four years, the customer says: "He never fails to surprise me. He is a shining beacon, one that others could learn from!"



SUPERMARKET &
HYPERMARKET CATEGORY
WINNER:

JITENDRA

KHARVAR,

HYPERCITY RETAIL INDIA
LTD., MUMBAI

2017: NATIONAL FINALISTS

HUMANITY WINS



RETAIL SERVICES CATEGORY
WINNER:

MOHD. AZEEM,
INNOVSOURCE, INOX
CRYSTAL PALM, JAIPUR



A family – husband, wife and daughter walked in to Inox to watch an evening show of a film. After a while, the husband started experiencing extreme pain in his stomach. He wanted to leave the theatre. Since the family was new to the city, they asked the staff for a hospital recommendation. Azeem, the engineering assistant at the location understood the gravity of the situation and left, along with the security guard, to take the family to the hospital. Through the process of emergency admission, Azeem assisted the family. The family had a train later that night since they urgently needed to get home. Azeem and the patient requested the doctor to give a solution in a way that the family could travel back home. The doctor gave the patient some painkillers and other medication so that he could travel. Azeem still didn't leave their side. Once the treatment was done, he took the family to the station and made sure they boarded the train safely. The family was extremely grateful to this man who, without any reason, helped them in the time of need.

AFTER HOURS DELIGHT



One evening, Sunil got a call at the bookstore. It was a customer enquiring about the availability of a particular book. Sunil quickly confirmed and told her that it was. She asked Sunil to keep the book aside for her till she got to the store and picked it up. A few hours later, the customer called again and told Sunil that she was badly stuck in a traffic jam and requested him to keep the store open a little longer for her. She told him about the situation – she was going to meet the famous cricket player Sachin Tendulkar early the next day, and wished to have the book signed by him. When she finally came to the store at 11 pm and found it open, she couldn't believe her eyes. She thanked Sunil, who was the only person responsible for her happiness and delight that day!



SPECIALTY STORES
CATEGORY WINNER:

SUNIL DAWANE,
CROSSWORD BOOKSTORES
LTD., MUMBAI

UNWAVERING DEDICATION



SPECIALTY STORES
CATEGORY WINNER:

MOHIT DUA,
WORLD OF TITAN,
GURGAON



Ms. Sandra wanted to buy a special gift for her husband. She called the Titan store and asked about a particular watch. Mohit, who was attending her call, took the time out to explain everything about the watch in detail. By the end of their conversation, Ms. Sandra had decided to purchase the watch and requested Mohit to get it at the store so that she could come and collect it the next day. Ms. Sandra couldn't make it to the store like she had said and so she requested Mohit to deliver the gift-wrapped watch to her residence. Mohit readily agreed. As he was on his way to her house, he twisted his ankle. Writhing in pain, he returned to the store and delegated the delivery task to someone else. In the same state, he called Ms. Sandra and informed her why he couldn't come personally and deliver the gift. Some hours later, she called Mohit again – her husband had liked the gift and she wanted to know about some of the other functions of the watch in detail. At this time, Mohit was on his way to the hospital to get his ankle treated – but he didn't mention that while he was on the call. He answered all of Ms. Sandra's queries patiently and only when the doctor was waiting to attend to him did he tell her where he was. Ms. Sandra was surprised – she apologized for calling him at an inconvenient time but expressed her appreciation towards his dedication. Mohit had served his customer in pain and on his way to the hospital, even before she had paid for the product! Ms. Sandra made it a point to call the store manager and express her gratitude towards Mohit, who had surpassed her service expectations.

FOUND IN TRANSLATION



When Pragna Ealaiya from Kenya walked into the bookstore one evening, she was finding it difficult to communicate with the staff. An employee called Shubham Singh stepped in to resolve the issue. He asked the customer to explain what she needed in detail. He took the time out to hear her out – Pragna was looking for two toy cars in specific colours. Even though she had found one, she was still looking out for the other colour. She had checked several other toy stores, but couldn't find what she needed. She had a flight to catch and a promise to keep – her son was looking forward to his gifts. Shubham quickly made some calls to find out if the product was available in their other outlet nearby. Once he got a confirmation, he personally went across to the store and brought the product for the customer while she waited. Pragna was impressed with Shubham and how he had understood her needs and provided service that was par excellence.



SPECIALTY STORES
CATEGORY WINNER:

SHUBHAM SINGH,
CROSSWORD BOOKSTORES
LTD., MUMBAI



SPECIALTY STORES
CATEGORY WINNER:

VISHAL KHELWADI,
ARROW- ARVIND FASHIONS
LIMITED, BHOPAL

A GOODWILL GESTURE



Amidst the frenzy caused by demonetization in the country, 85-year-old Mr. Shrivastava visited the Arrow store. He paid for his bill by his card, but realized that he needed cash for some work urgently. Since he didn't have any, the only solution was to go to the bank next door and stand in the long queue. When Senior Fashion Associate, Vishal, saw Mr. Shrivastava standing in the long line on a hot day, he felt like he needed to do something. He went over to him and asked him to wait comfortably in the store, while he stood behind 200 people in the bank. It took Vishal around 2 hours to reach the counter and that's when he called Mr. Shrivastava to join him and complete his transaction. Touched by this gesture, Mr. Shrivastava insisted that Vishal join him for dinner at his home. This incident brought Mr. Shrivastava closer to the brand, all thanks to the effort of one employee.

THE SPECIAL RINGTONE



Mr. Ramachandran, a senior citizen came to the Apple Store to get his iPhone, gifted to him by his son living abroad, fixed. Mr. Ramachandran was worried – he had used the phone for about 3 years now and was completely accustomed to it. He especially loved one thing about the phone – the way it sounded when it rang. His son had transferred his daughter's voice clip onto the phone and set it as a default ringtone. With each phone call, Mr. Ramachandran's eyes would light up when he heard his granddaughter's voice. During the repair process, all the data from the phone got wiped away. The phone was functioning properly, except that Mr. Ramachandran kept missing all his calls – he just wasn't used to any other ringtone. He came to the store and explained the situation to Sudharshan who asked him about the source of the sound clip. Sudharshan figured out that the clip was stored in an old Samsung phone that he asked the customer to bring in. Since the file wasn't compatible to any Apple product, the task became difficult. However, Sudharshan did not give up. He spent hours on Internet trying to transfer the file and set it as the ringtone on the phone. Later that evening, he called Mr. Ramachandran to the store and handed him the phone. He then dialled his number and let the phone ring. As soon as he heard his granddaughter's voice, Mr. Ramachandran's eyes welled up. The sound clip is still saved in Sudharshan's laptop and in his heart.



SPECIALTY STORES
CATEGORY WINNER:

**SUDHARSHAN
SUKUMAR,**
IMAGINE STORE, CHENNAI

2017: CATEGORY WINNERS: SPECIALTY STORES



SPECIALTY STORES
CATEGORY WINNER:

KAMAKHYA KUMAR,
CROSSWORD BOOKSTORES
LTD., SILIGURI

LEADING A TEAM EFFORT



When Mrs. Khurana visited the Crossword store on a March evening, she had a request. She was looking for a special gift – a Barbie MP3 player for her daughter’s birthday. Kamakshy Kumar looked for the product but discovered that it wasn’t in stock. She didn’t want to give up yet so she started looking up the product in their other stores. She found out that the product was available in their Rajarhat store, which was at a considerable distance. Kamakshy told the customer that they would ask the store to send across the product in time for her daughter’s birthday. She then started coordinating with the different departments to get the delivery done. When she was informed that one courier company would take more than a week to deliver the product, she asked the team in Rajarhat to get in touch with a local courier company that would deliver on time. The local courier company agreed to deliver the package on time, but someone would have to collect it from their office. Kamakshy got to work once again to coordinate the pick-up from the courier office to the store. Finally, the product arrived well before the birthday and Mrs. Khurana was impressed with Kamakshy’s commitment and service.

2017: CATEGORY WINNERS: HYPERMARKETS/ SUPERMARKETS

A SUCCESSFUL RIDE



Mr. Mahesh walked into the Hypercity store, looking to purchase a bicycle. Customer service associate Jayaprakash was at his service. He took the time to show the customer all the new models and give the necessary details. Mr. Mahesh liked one particular bicycle and requested a test ride. Jayaprakash obliged and brought him a demo cycle. While riding it, the customer lost balance and fell down, badly injuring his foot. Jayaprakash promptly swung into action. He rushed to get the first-aid kit and started treating the cut on the customer’s foot. Once he was done, he escorted the customer to his car to avoid any inconvenience to him. Two days later, the customer returned and told Jayaprakash that wanted to purchase the bicycle. While the bicycle was being billed, Mr. Mahesh thanked Jayaprakash profusely for being quick, thoughtful and considerate in his actions.



HYPERMARKETS/
SUPERMARKETS
CATEGORY WINNER:

JAYAPRAKASH,
HYPERCITY RETAIL INDIA
PVT. LTD., BANGALORE

2017: CATEGORY WINNERS: QUICK SERVICE RESTAURANTS

“PLEASE, ENJOY YOUR MEAL”



After her shopping trip, Shilpa was tired and hungry. The feelings were more acute, given her pregnancy. She stopped at Domino's Pizza to grab a bite. When she entered the outlet, Mr. Kiran welcomed her and offered to help with her bags so that she could relax and place her order. Within a few minutes of placing her order, Kiran noticed that Shilpa was frantically looking through some of the shopping bags with a worried expression on her face. On enquiring about the cause of her distress, she told him that she was missing a bag with a very expensive watch that she had purchased for her husband on the occasion of their anniversary. Mr. Kiran asked her for the details of all the stores that she had visited and might have left the bag in. She told him and he smiled. He told her to enjoy her meal – he was going to do his best to find it. He got on his bike and began his search. When he reached the last outlet on the list, he found the bag. He made the owner of the store speak to Shilpa, who told him it was okay to give the bag to Kiran. When Mr. Kiran came back to the store and handed the bag over, Shilpa couldn't find the words to thank him. She even offered him some money for his excellent service but he declined, saying that the only thing he wanted was for her to keep visiting Domino's.



QUICK SERVICE
RESTAURANTS CATEGORY
WINNER:

KIRAN KALE,
DOMINO'S PIZZA,
AMRAVATI



QUICK SERVICE
RESTAURANTS CATEGORY
WINNER:

**BIJENDRA KUMAR
SINGH,**
DOMINO'S PIZZA,
ARA, BIHAR

SERVICE ON THE GO



While travelling on a train between two towns, school student Akriti wanted to eat some pizza. She realized that Domino's has an outlet in Ara, where her train would be halting for a short time. The only problem was that her train was scheduled to reach the station in 20 minutes. She still went ahead and called the outlet to check if they could send the delivery across to the railway station. Her call was answered by Bijendra, who heard her out and told her that he would personally make the delivery. He quickly got the pizza ready and rushed to the station on time. However the train was already pulling out of the station. He spotted Akriti and ran to give her the pizza. She handed him a Rs. 1000 note. There was no time to look for change because the train had already started moving. Bijendra let it go. He told Akriti to enjoy her pizza and that she could come back and make the payment later. Bijendra returned and paid for the pizza himself. 15 days later, Akriti stopped by the outlet to reimburse Bijendra and thank him for his exceptional service, which she was sure she wouldn't find anywhere else.

2017: CATEGORY WINNERS: DEPARTMENT STORES & MALLS

WHATEVER IT TAKES



DEPARTMENT STORES & MALLS CATEGORY WINNER:

RAHUL LAKKEWAR,
GLOBUS STORES, NAGPUR



Ms. Priya had to do some last minute shopping before she got on to a flight in the morning. She came to Globus at about 10 pm, which was almost closing time. Rahul saw her and started assisting her with her purchases. She liked a few formal shirts but didn't find the size she was looking for. She requested for some alterations because it was too late to go anywhere else by that time. It was late and the tailor had already left for the day. This put Rahul in a unique situation. He suddenly had an idea and asked the customer to go ahead purchase the products. He told her that he'd get the alterations done and deliver all the shirts before her flight. She was overjoyed. When he was leaving, Rahul picked up all the shirts and took them to his house. His mom had tailoring experience and so he requested her to help him with this situation. She gladly obliged. The mother son duo sat up late through the night and finished the job. The next day, Rahul woke up at 5:00 am and delivered the newly altered garments the hotel where the customer was staying. Ms. Priya thanked Rahul with all her heart - not just for travelling 19 kms to deliver this parcel, but also for going beyond his call of duty to meet her requirements.

THE GREATER GOOD



When Mr. & Mrs. Malhotra walked into the Gap Store at Select City, they didn't know what was going to follow. Fashion consultant Subhash began attending to their shopping needs. While assisting Mr. Malhotra, he noticed something suspicious. Two ladies were constantly trailing Mrs. Malhotra. There was a lot of rush in the store and Subhash was attending to several customers at a time. Even then, Subhash kept an eye out. Suddenly he noticed that one of the ladies had her hands inside Mrs. Malhotra's bag and took something out of it. Without wasting a single moment, Subhash reported this activity to the store manager. At the same time, Mrs. Malhotra realized that she was missing a bundle of high value currency notes. By this time, the ladies had already left the premises. Subhash ran out of the store to look for the culprits. With the help of the mall security, they were identified and brought back into the store. After a thorough search, the guards found the bundle of notes hidden in the clothes of one of the ladies. It turned out that the women were part of a gang of pickpockets who were notorious in the area. They were handed over to the police. Mr. and Mrs. Malhotra were relieved and offered some money to Subhash, which he politely refused. It was his duty after all, he said



DEPARTMENT STORES & MALLS CATEGORY WINNER:

SUBHASH SINGH
KANWAL,
GAP- ARVIND LIFESTYLE BRANDS LIMITED, DELHI

THE RIGHT SALES PITCH



DEPARTMENT STORES & MALLS CATEGORY WINNER:

SACHIN VIMAL,
MARKS & SPENCER
RELIANCE INDIA, MUMBAI



One evening, a customer walked into the Marks & Spencer store, looking for trousers in a particular colour. Sachin began assisting him after carefully understanding all his requirements. He showed him exactly what he was looking for and the customer was happy. Sachin then suggested a few other products on learning that the customer was visiting and planned to stay in India for a few months. The customer tried on a few more garments that fit him perfectly. When it finally came to the billing stage, the customer had purchased products for more than Rs. 90,000! Considering he had just come in to buy a single product, he fell short of cash. Sachin readily agreed to accompany him to the foreign exchange counter and help him out with the money. Once the billing was complete, Sachin assisted the customer to his car in the parking lot, where the customer thanked him and promised that he would choose this store time and again for Sachin's outstanding service.

HONESTY AND PERSEVERANCE



The story began in 2009 when Mr. Patel came to the store to get his glasses serviced. He was in a hurry and told the staff that he would come back later and collect them. The spectacles were serviced and kept ready, but Mr. Patel didn't return. Eyewear consultant Vishal Gajjar and cashier Jaimin Gandhi called Mr. Patel's residence and were surprised to learn through the caretaker that he had left the country and would only return a few years later. They could have delivered the spectacles to his residence but there was a concern – the glasses had a 22 karat gold frame and it wouldn't be safe to leave them in the hands of anyone else. For the next 4 years, Jaimin and Vishal called his residence every month to check if Mr. Patel had returned. In 2013, Mr. Patel returned to the country and was pleased to know that his spectacles were safe. He told Vishal & Jaimin that we would come over and collect them. But once again, Mr. Patel had to leave the country urgently. This didn't deter Jaimin and Vishal who continued to keep in touch with Mr. Patel. Finally, in 2016, Mr. Patel was back and the spectacles were delivered to him at his residence safely. In conversation, Jaimin and Vishal realized that Mr. Patel didn't know about the gold plating in the frames. The customer was overwhelmed because of the way these two employees had safeguarded his valuable spectacles for all these years and was amazed at the display of their integrity.



SPECIAL CATEGORY –
INTEGRITY WINNER:

**JAIMIN GANDHI &
VISHAL GAJJAR,**
TITAN EYEPLUS,
AHMEDABAD



SPECIAL CATEGORY –
PERSONS WITH DISABILITY
WINNER:

ARVIND KADHANE,
PANTALOONS, MUMBAI

SHINING SILENTLY



Even with his visual and hearing impairment, Arvind is very passionate about his job. Once on a busy Sunday, a customer walked in with two young children. Arvind was more than happy to assist. Having been trained to understand requirements, he quickly assessed the needs of the customer and started helping her with all her requirements. Since the mother had two children to manage, Arvind went out of his way to make the shopping experience as smooth as possible. When the customer needed a frock in a smaller size, he tracked the required size in the warehouse and brought it in. Arvind was quick and polite through the service. The customer felt so special, she made it a point to leave some feedback saying that Arvind was a gem and one of the best employees of the store.

THE BRAVEHEART



One day, Sisira, a student in Ooty, walked into Domino's Pizza. Sometime during her visit, she used the washroom. She suddenly didn't feel too well and fainted on the bathroom floor. Samundeeswari, a Domino's employee noticed this and rushed to help Sisira. She quickly administered first aid and then sought the advice of a doctor who was at the outlet during the same time. When the doctor told Samundeeswari that it was best to take her to the hospital, she got into an auto rickshaw and took her to the nearest hospital. When Sisira settled down a little, Samundeeswari called the Principal of the hostel and informed him about the situation. She, along with her colleague Mahalakshmi, waited till the Principal came. By this time, it was already late but Samundeeswari was just glad that Sisira was in safe hands. She even reassured Sisira's father that everything was okay, while he made his way from Hyderabad to Ooty. Sisira recovered and her father paid the outlet a visit to thank the manager, the staff and the exceptional Samundeeswari, who had shown bravery, courage and kindness.



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