

A TRRAIN INITIATIVE

# I JUST DID IT.

FIFTH EDITION/FEBRUARY 2016

STORIES OF

CUSTOMER SERVICE

EXCELLENCE

- THE INDIAN WAY

STORIES RECOGNISED AT

**109°F**  
PRESENTS



POWERED BY



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THE NIGHT OUT DIVA



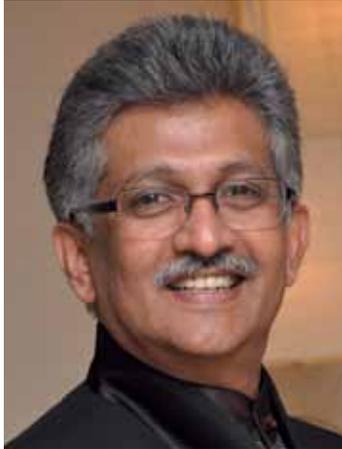
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# FOREWORD

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Welcome to the 5th edition of “I Just Did It” stories of retail associates who have delivered Customer Service Excellence in the last year and are being honored at the TRRAIN Retail Awards for Customer Service Excellence in Mumbai on the 11th of February, 2016. I am sure the industry captains will give a standing ovation to our heroes.

I may not hear, I may not be able to speak but my heart beats every time I see an opportunity to serve the customer. Our winner in the Persons with Disability category went out of his way to help a child who wanted to have cake along with the pizza but her mother working in housekeeping could not afford the same.

Why will you bother to help an old cobbler whose low vision is making him difficult to earn his livelihood? Our Being Human category winner solved the problem at zero cost.

Will you spend 24 hours to travel hundreds of miles to deliver a 250 rupees shoe just because you made a commitment; yes our retail associates have done it.

A not so well dressed customer ignored by others was attended by one of our winners who ended up selling goods worth Rs.4.5 lacs to the customer. Actually the customer liked his choice so much that he let the associate do the shopping for him.

These and many more such stories will be revealed and the heroes will be honored.

At TRRAIN we wanted to go a step forward and look into the human resource departments of retailers whose initiatives in the last one-year have encouraged the front end foot soldiers of Indian retail to deliver great service. For the first time we are honoring the human resource of the three retail groups for the initiative they have taken and we hope in the next few years Indian retail will be known for the customer service apart from its products and hospitality.

A small team of ten at TRRAIN could not have pulled such a feat locally as well as globally without the support of the retail fraternity.

Thank You.

**B S Nagesh**

Founder

Trust for Retailers and Retail Associates of India (TRRAIN)

# TRRAIN – JOURNEY SO FAR.

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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 I reflect back, 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 800+ entries for TRRAIN Retail Awards 2015-16 from 77 companies spread across 104 towns in the country 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 2 million employees celebrating in India and many brands in Turkey joining the celebration in their unique way.

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” in partnership with Youth4Jobs, which now has 24 centers and will graduate and provide livelihood to 2400 + youth.

Skilling program in partnership with Aptech has finally started achieving numbers with more than 8700 + youth being skilled in various retail companies. 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 this is just the beginning and we hope we are able to 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.

**BS Nagesh**

Founder

Trust for Retailers and Retail Associates of India (TRRAIN)

# CATEGORY WINNERS: SPECIALTY STORES

## ■ DON'T JUDGE A BOOK BY ITS COVER!

### MOHAMMED FIROZ, FOSSIL, KOLKATA

On the 19th of October, 2014, Mr. Shekhar Kumar Gupta walked into the Shoppers Stop store in Forum Mall. He was casually dressed, carrying a bag hanging from his shoulder and was browsing through the collection. Some of the staff members at the storefront did not attend to him judging him by his appearance. However, Firoz, one of the front-end associates did not think twice and came forward eagerly to help Mr. Gupta.

The customer smiled and said that he was looking for garments and watches as gifts for his family & friends. Keeping his requirement in mind, Firoz showed him the entire range available at Fossil. Mr. Gupta chose 6 variants of Fossil watches and asked Firoz to keep it aside and show him a few more options in other brands. He browsed through the entire collection of watches for one and half hour and finally selected 6 Fossil, 3 Armani, 1 Diesel, 3 Guess, 1 Citizen and 1 Kenneth Cole watch. Much to the surprise of the sales staff, he asked Firoz to bill them all. Not believing what he had just heard Firoz reconfirmed with Mr. Gupta if he wants all of them billed – and his answer was “Yes!”

As the sales staff helped him in billing the watches, Mr. Gupta sat down and called Firoz. He said that he was very happy with the way he had attended to his needs and his selection of watches. He now requested Firoz to help him buy a few more products. He handed Firoz a sum of Rs.1 lakh and asked him to choose any apparel of his choice. Mr. Gupta sat down near the billing counter while Firoz spent the next two hours selecting the apparel mix for him.

By the end of it, the customer had purchased goods worth a total value of Rs.4.5 lakhs! As Firoz was accompanying Mr. Gupta to his vehicle, Mr. Gupta revealed that he was a cancer patient and had purchased these gifts for his friends and family and thanked Firoz for all his help.



## ■ YOU ASK, WE SERVE

### RANBIR RANA, ARROW- ARVIND LIFESTYLE BRANDS LTD, CHANDIGARH

This is the story of Ranbir Rana who delivered incredible customer service on two occasions for a customer. On October 27th 2014, Mr. Yoginder visited the store and purchased 6 super luxe shirts worth Rs 42,000 and in conversation; he mentioned that he was a huge fan of the collection. Ranbir grabbed the opportunity to take note of his contact details and to keep him informed on the next arrival. Like a true professional, Ranbir informed him every time the store received a collection of super luxe shirts. Mr. Yoginder was delighted by this approach and on one occasion, he asked if the shirt could be delivered to Switzerland where he had a meeting.

It was a big decision for Ranbir as he did not want to disappoint Mr. Yoginder. With due permissions, the brand extended the support to deliver the same. Mr. Yoginder was deeply touched by this gesture given that the charge of this delivery would have been a huge cost to the company.

Once again, on March 3rd, the store received a new collection of the shirts and Mr. Yoginder was informed about the same. This time, he selected 6 variants with a total bill amount of Rs.42, 000. He once again requested if it could be delivered to Dubai. Ranbir with the help of his seniors ensured that the shirts were delivered, thus building long term relationship with the customer.



# CATEGORY WINNERS: SPECIALTY STORES

## NOTHING IS TOO FAR

### SARFUDDIN KHAN, TITAN EYE PLUS, PATNA

Sarfuddin works at the customer service desk of the Titan Eye Plus store at Kankarbagh, Patna. On March 23rd, Sarfuddin received a call from a customer who had bought a pair of spectacles at the Titan Eye Plus store a few days ago. She was supposed to take the delivery on the March 29th. However, she requested Sarfuddin if the spectacles could be delivered to the railway station as she was on a train that was passing by Patna which would stop for only 10 minutes.

Sarfuddin knew he couldn't waste a moment longer. He quickly made the decision to deliver the product and took up the challenge. After sorting permission from his store supervisor, he along with his technician, left for the station to make the delivery.

Just as the duo reached the station, the train started moving out and without second thoughts Sarfuddin jumped onto the train along with his technician. They walked through the compartments to where the customer was, gave her the product and did the adjustments with the help of the technician – all on a moving train and got off at the next station that was 60 kms away from Patna.



## A TALE OF A TRAVELLING JUTI

### (FOOTWEAR WORN WITH TRADITIONAL DRESS)

### PALLAV CHATTERJEE, MANYAVAR, ALLAHABAD

A customer had recently purchased merchandise worth Rs. 2500 and had ordered for a Juti as well. Due to unavailability, the store had asked the Aminabad, Lucknow store to send the Juti to Allahabad. The customer came to collect the piece but the courier had not yet reached the store. The customer lost his patience as his function was on the next day and gave an ultimatum that the Juti should be delivered before 4pm, the next day. Pallav, one of the employees stepped in and assured the customer of timely delivery.

Pallav knew he could not afford to lose a customer and requested the Aminabad store to handover the Juti to an attendant of a Volvo Bus service from Lucknow to Allahabad but due to shortage of staff and seasonal rush, they expressed their helplessness. Generally, the courier from Lucknow to Allahabad would be delivered in a day, but Pallav did not want to take any chance. He confirmed the availability of the same Juti from the Jhansi store.

Quick on his feet, Pallav noted that the Bundelkhand Express leaves Jhansi around 10 pm and reaches Allahabad at 6am the next morning. To ensure 100% delivery, the only alternative left was that the Juti be handed over to the attendant of 2AC or 3AC coach at any cost at the Jhansi station.

At that time, Pallav realized that the franchisee's brother-in-law was in Jhansi and requested him to collect the Juti from the Jhansi Store. The brother-in-law found a classmate travelling in the train and handed over the Juti to him for safe custody. At 6am, Pallav personally collected the Juti and handed it over to the customer by 11.30 am, much before the stipulated time of 4pm.



# CATEGORY WINNERS: SPECIALTY STORES

## GOING THAT EXTRA MILE

### PRAJWAL PUSHPARAJ UCHIL, CROSSWORD BOOKSTORES LTD., MUMBAI

On July 26th, 2015, the clock was ticking and moments before the store was closing, a worried Mr. Tushar entered the store and wanted to purchase The Elle décor magazine. Unfortunately, the magazine was out of stock and the customer was informed about the same. He mentioned that he was an interior designer, and he had an interview the next day so the magazine would be of great help to him. These words really put a thought to Prajwal's mind, and made him realize the tension that one experiences before an interview. So he promised that the magazine would be provided within 20 minutes.

Prajwal immediately instructed his team to stay back for sometime and keep the store open, until he was back. He set off on his bike and raced to Turner Road which is 5 km away, as he had confirmed the availability of the magazine at the store. Picking up the magazine, he headed back to his store, where the customer was waiting anxiously. On receiving the magazine, the customer was absolutely delighted and came back the next day and enrolled as a member with Crossword.

"The price of the product does not matter. In the end, it is the service that is provided and the customer being happy"



CROSSWORD

## CREATING LIFE TIME VALUE

### KARUNESH SHUKLA, ALL-FUTURE LIFESTYLE FASHIONS LTD, LUCKNOW

Around 8.30 pm in the evening, a customer walked into the ALL store in Lucknow. As a first time buyer at the store, Karunesh assisted him through his purchase and eventually the customer selected a shirt, a pair of trousers and a Nehru jacket worth Rs.9000. The Nehru jacket had a few alterations to be made but the issue arose when the customer demanded it on an urgent basis, as he had to catch a flight the same night at 12.45am.

Unfortunately, the tailor at the store was on his weekly off and the other stores nearby had also closed at that time. But this did not deter Karunesh, who insisted that the manager call their tailor for at least 30 minutes. When the customer called again to check on the garments, Karunesh told the customer that he would get it delivered at the airport. The customer was pleasantly surprised at the commitment from Karunesh and the team towards the delivery.

Meanwhile, the store tailor came to the store and he took 35 minutes for alteration and at 10.30pm, Karunesh took a cab and rushed to the airport. He reached the airport exactly at 11.30pm where the customer was waiting for him. He appreciated his efforts towards customer satisfaction but as he was in a hurry he left to board his flight.

After a week, the same customer walked in to the store and called up Karunesh and asked him to come to the store in the evening. Though it was his weekly off, Karunesh came to the store in the evening and the customer, along with his family ended up buying products worth Rs.30, 000.

The customer appreciated the effort put in by Karunesh and said "this boy made me come back to the store only because of his efforts".



a little larger  
**all**  
the plus size store

# CATEGORY WINNERS: SUPERMARKETS/ HYPERMARKETS

## WHATSAPP: SERVICE THAT IS PRICELESS

### NEELAM PARMAR, STAR BAZAAR, MUMBAI

One September morning, Neelam Parmar met Star Bazaar Andheri's regular customer Mrs.Mehta. In conversation, Neelam was informed about Mrs. Mehta's ill health and the inconvenience that she was facing, as she had to settle for a local grocer. She was not satisfied with the local grocer's quality and certainly missed the fruits and vegetables variety.

Neelam, empathizing with her offered to shop on her behalf, and send the goods to her residence through a trolley boy. In this way, Mrs.Mehta could share her shopping list on her WhatsApp number, and she could pay when the delivery reaches her home.

Mrs. Mehta was overwhelmed and readily accepted this suggestion, since she was not yet fully fit and was forced to travel for shopping at her favorite store. For the next few months, Neelam personally shopped for her food & groceries and delivered them at her residence. Several times she spoke to Mrs. Mehta suggesting the latest offers and schemes.

Mrs. Mehta recovered from her illness yet never fails to thank Neelam for her exceptional customer service. She recommends Star Bazaar to her friends and relatives.



A TATA and TESCO Enterprise



## SERVICE IN NEED IS SERVICE INDEED

### SIDDHANT TAMBE, STAR BAZAAR, AURANGABAD

It was raining heavily and everybody in the store was busy collecting back the shopping trolley and setting up their respective sections. Siddhant from hardline was heading towards his department when he noticed a lady requesting the security guard to enter the store.

Siddhant immediately approached the customer who mentioned that she had come to buy only one product and that it was a "Water Purifier". Siddhant immediately guided the customer to the section and showed 2-3 options of water purifiers and was successful in selling Eureka Forbes Nano Reverse Osmosis Purifier to Mrs. Rajput. Although, Mrs. Rajput had come with an intention to buy a regular purifier, she ended up buying an expensive purifier that had features suitable to the hard water in Aurangabad, which is supplied mainly through tankers, and bore well.

Siddhant guided Mrs. Rajput to the billing counter and helped her in getting other administrative work done like warranty and home delivery. After the bill was punched. Mrs. Rajput requested for immediate delivery, as she had to admit her father –in law to the hospital.

Siddhant did not think for a second and informed his manager, that he was going to Mrs. Rajput's house to give a demonstration and install the purifier. It was half past 10 pm but Siddhant completed the demonstration and installation. Mrs. Rajput was very excited and happy and thanked Siddhant for the excellent customer service extended to her when she most needed it.



A TATA and TESCO Enterprise



# CATEGORY WINNERS: SUPERMARKETS/ HYPERMARKETS

## A BASKET OF HAPPINESS

### SHRADHA MANGAL, GODREJ NATURE'S BASKET, MUMBAI

It was one of the busy days during pre-Diwali when Shradha, the customer relationship manager received a call from Mr. Vishant, from JP Infrastructure who was looking for Diwali gift hampers for their HNI clients. It was about 1.30 pm when he called and had a meeting fixed at 3.30 pm. As they were very short of time, she quickly prepared a few samples as per the requirements specified by the client.

When she visited their office, they were happy with the overall hampers but wanted a few changes. These changes were required to be done and shown to them the same day itself as their directors were available only on that day. Since no one else was available at the store and this was required on an urgent basis, Shradha went back to the store, tweaked the hampers and got them back to the client within a short period of time.

The marketing team took the hampers into a conference room and started discussing over it. She was asked to wait while they took a final call on the hampers. She waited for a very long period of time and it was almost 11pm. The customer and the order were very crucial, so she could not even leave half way. It would mean risking the service provided to the customer in addition to loss of business. Every now and then she was required to give her inputs on the packaging and products. But it was also getting late as she stayed at a distance from the client's office and had to go back alone. Understanding the requirement of her presence, she waited without complaining.

Finally, at 12.30 am the marketing team came out with the final order. They gave an order of about 250 hampers that needed to be executed in the next 2 days, as after that the clients would be going for their Diwali leave. She assured him that the hampers would be delivered on time. Shradha arranged for the products gathering all means and the hampers were delivered on schedule.

The client was delighted with the overall appearance of the product. He was very happy with how the entire order was handled and executed. He thanked Shradha for all her suggestions, efforts and the experience with Nature's Basket!



# CATEGORY WINNERS: QUICK SERVICE RESTAURANTS

## A MESSIAH WHO CAME TO MY RESCUE

### SAHANOWAZ ALI, DOMINO'S, KOLKATA

A guest, Mr. Abul Kalam, was elated by the personalized service of Sahanowaz Ali of Dominos Chinar Park & their staffs. He shares his experience as follows:

"I am from Ranchi and my girlfriend and I completed a wonderful year of our relationship and my girlfriend wanted to celebrate it in Domino's. Unfortunately, I had not received my pocket money from my family till then. Somehow I managed to borrow Rs.500 from my friend. When we entered Domino's they welcomed us in a very pleasant way. My girlfriend wanted to have medium farmhouse pizza garlic bread with coke and Choco lava. At the counter while placing my order, I found that the amount exceeded my budget expectation, it was a very embarrassing moment for me and I didn't know what to do. It is at that moment, that Sahanowaz saved me from the embarrassment. I don't know how he realized it - probably from my expression and he suggested to me a nice combo pack where I got two regular farmhouse pizzas, garlic bread and a coke and one Choco-lava cake and it was around Rs.500. I thanked him and told him how he saved me from being embarrassed in front of my girlfriend on our first anniversary. After sometime he came to us personally with a few balloons and a card and wished us on our anniversary. That time I was shocked and my girlfriend was really impressed by his caring service. But still I was little bit tense about how I would drop my girlfriend. I had already spent all my money on that meal. I really didn't know what to do. And when my girlfriend went to the washroom, Sahanowaz came to me again and asked me if there was any problem with our service. I told him the service was absolutely fine and great. Then I told him my actual problem but then my girlfriend had come back. Surprisingly, Sahanowaz went away after wishing us again. And as we got up to leave, Sahanowaz came and handed over a 100 rupees note along with a bill saying sorry we forgot to return to you the correct change. I was really surprised at this amazing kindness and care. Domino's made my day very beautiful. Thanks Sahanowaz for coming to my rescue."



## FATHER'S DAY GIFT: MY FATHER

### DAYANAND KUMAR RANA, DOMINO'S, VIZAG

A guest, Mr. Bhupen Seth, visited Domino's at Vizag CMR Central and commended Dayanand on his empathy towards the customer and his great service. His comments:

"I would like to share an extra mile service at CMR Central Domino's Pizza some days prior to Father's Day. I had come to CMR Domino's and asked about offers on Father's day. But suddenly I was upset because I left my home a year back. I was not in touch with my father since one year due to some reason, though I had my father's mobile number, I was feeling guilty to call him. I started crying in front of the counter, and one of the guys, Dayanand asked me the reason for crying and I shared with him everything at that moment. I ordered pizza but that guy asked my phone number and my father's phone number too. I thought it was the process to take order. On father's day, a guy called me from CMR Domino's and told - "Sir, you forgot some important bag at our counter that day so please come and collect it". I was surprised because I didn't carry any bag, but I told them that I will come. When I went to CMR, I asked that Domino's boy for my bag and he asked me to wait in the food court for some time. After few minutes, a man came towards my table with pizza box, but his face was covered with a pizza box. When he removed the pizza box, I was shocked and realized that the man was my father. It was a great extra mile service by that boy Dayanand, who gave back my family. My father told me that he received a call from Domino's to visit Vizag CMR Domino's to collect his lucky draw gift on Father's day. My dad told them that he was out of Vizag however, Dayanand requested him to come on Father's day. After he reached the outlet, he was told about my feelings. I felt amazed and thought how a normal pizza boy gave me such kind of an unforgettable moment."



# CATEGORY WINNERS: QUICK SERVICE RESTAURANTS

## A DIAMOND THAT SERVES GLITTERS FOREVER

### SURYAKANT SAMAL, DOMINO'S, VIZAG

On December 16th, 2014, a guest from Delhi visited Vizag and lost his engagement ring in the CMR Central Domino's Pizza area. Suryakant, who worked at Domino's exceeded the guest's expectation by taking an extra mile to find him his diamond engagement ring from trash.

These are the words of the customer, "I will remember that day my whole life. It was 16th December 2014. I went to CMR Central Domino's Pizza for the first time in my life, and enjoyed the pizzas in India's best pizza company. After I finished, I left the place and went to the parking garage. Suddenly I noticed that my engagement ring was not in my finger. I was shocked, worried and sad. Without any waste of time, I went again to Domino's dining table and started searching for my ring. At that time the guy named Suryakant came to me and asked if he can help me. I told the whole matter; suddenly he offered to check in the trash box which was just beside my table. Suryakant opened the dustbin box and saw the whole trash box was empty. It meant somebody had cleared this. Then Suryakant said, "Don't worry I know after clearing this garbage, all garbage are kept downstairs and after one day all are destroyed." Both of us went down stairs and opened the garbage room. The garbage room was full of waste and smelt foul. Suryakant said, "Sir don't worry it is going to take time to search for the ring in this but I will try". I was shocked and wondered why this guy was helping me like a servant as the garbage room with the garbage bags smelt foul. It was very difficult to search amongst them. I thought that guy was not helping me like a good man but with some expectation of tips. So I did not enter the room to help. But this guy opened up all the garbage bags and at last a shining ray was found. Suryakant took that and asked me if it was the ring. Suddenly I felt like in heaven because I love my fiancée and she had gifted this ring. I asked the boy if he knew the cost of the engagement ring. Suryakant said approximately Rs.50, 000-60, 000. I was shocked that he did not know the cost of the ring but helped me to find this ring, I searched my pocket and offered him a bundle of notes approximately ten thousand rupees, and told Suryakant that the ring cost 10 lakh rupees and it was a diamond ring. Suryakant seemed surprised but he refused to take the money. I told him that this was a very huge amount as tip. Suddenly Suryakant looked very shamed and politely said, "Sir if I take this money from you, after some days you will forget me, and think of me as a servant who works for money only. But I want to live in your heart as a pizza boy who helped me in need".



# CATEGORY WINNERS: DEPARTMENT STORES & MALLS

## ■ TIME AND DISTANCE: NO CONSTRAINT TO SERVE

### VELU M, MARKS & SPENCER RELIANCE INDIA, CHENNAI

Velu has been associated with Marks & Spencer for the past seven years. Very passionate about his work, he travels 150 kms daily from his village Arakonam. On one particular day, he attended a customer who visited the store from Vellore which is one and half-hours from Arakonam. Velu attended to this customer as usual with great enthusiasm and closed the sale of Rs.20,000. Customer gave one trouser for alteration and wanted that within a day as he was buying it for a special occasion. Unfortunately, their tailor was on a weekly holiday on that day. Velu committed to the customer that he will ensure home delivery. When asked how he would do it he told that he would go to Vellore and deliver this product to the customer. This was really touching as he was already travelling 75 kms to his house and from there he needed to travel another 1.5 hours to deliver this product. Finally, he honored his commitment and made the customer happy. Truly he really leads by the example of "Inspiration" to others".



MARKS &  
SPENCER

LONDON

## ■ SALES AND SERVICE OUTSIDE THE STORE

### YOGESH PATIL, SHOPPERS STOP LTD, PUNE

On a chilly Sunday night on November 15th, Yogesh, a customer care associate received a call from a customer at 9.45 pm when the store was in the process of getting closed. The customer was in Lonavala, at that point of time and wanted to purchase a blazer as he was attending a foreign client meet the next day.

Yogesh, being quick to respond chose three options as per the customer's choice of color and size. He quickly took approval from the store manager and took the responsibility to prepare a manual bill for any one product that the customer might choose.

As the customer was 65 km away, Yogesh waited for the customer to come at the store checkpoint. The customer arrived at 11.40 pm at the checkpoint and then he took a trial of all the three blazers and chose the Van Heusen blazer for himself. Finally Yogesh made a manual bill for the customer at 12 am. The customer was delighted and thankful to Yogesh for his excellent service and wanted to reward him with some money but Yogesh refused the same. Yogesh had taken the manual bill cash from the customer and sealed the same with the remaining two blazers and kept it at security checkpoint of the store. Customer called Yogesh the next day and told him that his meeting was successful. He thanked him for the excellent customer service.



# CATEGORY WINNERS: DEPARTMENT STORES & MALLS

## SERVICE ON TIME EVERY TIME

### RAM KISHOR PARMAR, SHOPPERS STOP LTD., BHOPAL

One day prior to the delivery, the Shoppers Stop store was informed that Casio had shipped the consignment of watches by road instead of air and will take another three days to deliver to the customer. The watches had to be delivered under any circumstance as there was a function planned by the group for the next day. The customer was duly informed but since a commitment was made, we had to deliver.

Ram, the customer service associate coordinated for 5 hours with the courier agency and tracked down the consignment due to arrive at their warehouse 250 kms away in Indore at midnight.

Taking all necessary approvals, he left for Indore in the evening with the hope that the consignment arrives on time. The stocks reached around half past midnight and the delivery was taken by him and loaded in his cab. Ram then on his way back to Bhopal, checked every piece for any defect to ensure that it is a flawless delivery. He stamped the guarantee cards in the car with transactions details on each on his way back. The stocks were delivered to the representative of the customer at 6.00 AM, 1 hour before his scheduled departure time to BINA. All this while Ram kept the customer updated on his phone through text messages.



# NATIONAL WINNERS - SPECIAL CATEGORY

## BEING HUMAN

### GOING BEYOND HAS NO BOUNDARIES

#### SATISH RAUT, TITAN EYE PLUS, VARANASI

Satish Raut works as a sales associate at a Titan Eye Plus store in Varanasi. He is one of the top performers, regularly receiving positive feedback from his customers for driving the company's culture of customer centricity.

One day, the store's eyewear consultant informed Satish of the plight of a cobbler who sat on the same street where the Titan Eye Plus store was situated. The Cobbler suffered from weak eyesight and this had started affecting his livelihood. Upon hearing this, Satish was deeply moved by the cobblers' plight and decided to help him out. He invited the cobbler to the store for a free eye-test to find out his eye-power and assured him of doing whatever he could do within his means.

Satish then worked closely with the store's technician to salvage a spectacle out of the customers' used lenses and frames. After a week's effort, Satish found the right combination of frame and lenses that were very close to the requirement of the cobbler. Satish and the eyewear consultant then went and gifted the spectacles to the cobbler.

The whole episode left the cobbler teary eyed and he expressed his gratitude for the care and concern that Satish had displayed.



## PERSONS WITH DISABILITY

### LOVE HAS NO LANGUAGE

#### GURUFRANCIS R, DOMINO'S, BENGALURU

Mr. Gurufrancis working at a Domino's outlet in ITPL, Chennai is a hearing and speech impaired person.

On a casual evening at the Domino's outlet, one of the housekeeping staff members at the IT Park accompanied by her daughter had come to order a pizza. As the lady was placing her order, the Choco lava cake on the Domino's menu caught the little girl's attention & she asked her mother for the same. However, the lady had to decline this, as it was expensive and she was not carrying enough cash at the moment – which didn't go well with the kid for obvious reasons.

Gurufrancis promptly stepped in and spoke to the order taker in sign language. After 10 minutes, the piping hot pizza arrived along with a little surprise in the form of a Choco lava cake. The kid was delighted & jumped out of joy. Gurufrancis, in spite of being a hearing and speech impaired, had the empathy to understand and act with a small action of kindness – paying for the cake out of his own pocket.



# NATIONAL WINNERS - SPECIAL CATEGORY

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## INTEGRITY

### WE DO NOT TAKE WHAT IS NOT OURS

#### PANKAJ GURAV, GODREJ NATURE'S BASKET, MUMBAI

Mr. Aman Bhagat visited a Godrej Nature's basket store to purchase a few products. At the billing counter, he removed a Kotak Mahindra Bank envelope containing a bundle of cash notes to pay for his transaction. He collected his products and left the store. After he left, the cashier at the same counter, Mr. Pankaj, noticed an envelope left by the customer that contained approximately Rs.30, 000.

Pankaj instantly retrieved the customer's phone number with the help of the customer records at the loyalty department and the shift supervisor. He then got in touch with the customer to inform him of the happenings. He immediately sealed and deposited the cash envelope with the store accountant and ensured its safety till the customer arrived. When Mr. Aman received the call he was totally unaware that he had left the envelope with the money at the store. He rushed back to the store and expressed his gratitude to Pankaj for the level of honesty & integrity he displayed.



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*Joote bachane wale  
Bhai*

*Apni shaadi ke  
kisse sunane wale  
Dadaji*

*Didi ka purse  
pakadnewale  
Jiju*

*Bar band  
karwanewale  
Tauji*

*Everyone's  
Invited*



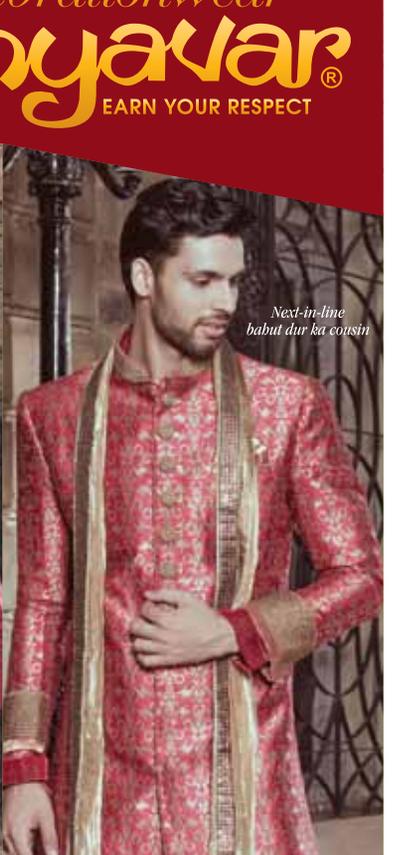
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buffet khane wale?*

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ghar drop karne wala  
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