

**ISN'T IT  
TIME  
YOU SAID  
THANK  
YOU?**



VIJAY MUMAR

**“HE SMILES AT YOU  
TO MAKE YOUR DAY BETTER;  
HE STANDS ALL DAY LONG  
TO MAKE YOUR SHOPPING  
EXPERIENCE THE BEST.  
HAVE YOU THANKED HIM YET?”  
#RETAILEMPLLOYEESDAY**

## Retail Employees' Day

Every year, 12<sup>th</sup> December is celebrated as Retail Employees' Day (RED), to bring the retail employees into focus and thank them for their untiring efforts. This initiative is conceptualised by TRRAIN (Trust for Retailers and Retail Associates of India) & partnered with RAI (Retailers Association of India) in India.

It is an attempt to encourage employers as well as customers to recognise the efforts of retail associates across the country. The day aims at creating awareness and empathy for their jobs and lives and the significant role they play in the lives of the customer.

Since its inception in 2011, more than 300 retailers & 70 shopping centers across India have come together to thank their employees on this day. With over two million people celebrating it, this initiative by TRRAIN has seen tremendous success.

In 2013, Retail Employees' Day inspired Boyner Group in Turkey to celebrate the day with its 12,000 employees leading the entire country to take up the celebrations in 2014. About 2 million people from the Turkey retail industry celebrated Retail Employees' Day, making this simple idea a truly global phenomenon.

The buzz around Retail Employees' Day in 2015 reached newer heights with the recognition received from the ministries of central and state governments of India. A letter from the Prime Minister of India, Shri Narendra Modi Ji congratulating TRRAIN & the Indian Retail Industry added tremendous momentum to the day.

The event also received support from multiple brand ambassadors, top celebrities from the Indian Film Industry & the Indian cricket team took to social media to thank all the retail associates on RED. This simple action of saying 'Thank You' has garnered an estimated digital footprint of over 10 million.

**RETAIL  
EMPLOYEES'  
DAY** **DEC  
12**

A TRRAIN IDEA

## McDONALD'S

12th December was a memorable day for employees at McDonald's India. All the restaurants were decorated with special balloons for the occasion that said 'Celebrating Our Heroes' and 'Retail Employees' Day'. Ronald, their 'Chief Happiness Officer' visited the restaurants over three days on 11<sup>th</sup>, 12<sup>th</sup> and 13<sup>th</sup> to wish the crew. The day also saw their teams in a brand new attire – McDonalds' Hero t-shirts in grey, pink and yellow!

## LANDMARK GROUP

Retail Employees' Day is celebrated with much grandeur at Lifestyle. In 2014, they organized the L'Oreal Makeover for their employees. From designing a special uniform and a red carpet welcome, to organizing a lunch for their employees, they left no stone unturned in making RED a grand celebration. In 2015, the entire store was decorated with flowers. Power-packed solo and group dance performances were organized. The event concluded with a fashion show followed by snacks and a whole lot of memories to remember the day by.



## MARKS & SPENCER RELIANCE INDIA

Marks & Spencer celebrated Retail Employees' Day across all stores pan India. As a sign of celebration, all the employees wore red outfits to show their support towards the day.



# WHY SHOULD YOU CELEBRATE?

- The foundation of the retail industry lies in the people it employs. A happy retail associate can make a customer happy thus providing the opportunity for the retailer to grow his business. We at TRRAIN, now have conclusive studies that suggest a day of celebrating RED can lead to better customer service and better business.
- It gives you a chance to make the front-end employees feel that they are the most important pillar of the industry.
- This day belongs to the actual champions of retail who are part of an industry which works 365 days a year.

## RESEARCH INSIGHTS

An impact study was conducted across different types of retailers, that brought forth the views of various key internal stakeholders. The research involved CEOs, HR heads, store managers, malls, and most importantly, the store employees.

- Retail Employees' Day is one of the top 3 calendar events for employee engagement.
- 88% of HR heads feel that RED has definite impact on employee engagement.
- Store employees and supervisors credit Retail Employees' Day celebration towards relationship-building and better working environment at the store level.

Organizational leaders see an immediate impact on sales post the Retail Employees' Day celebrations. With high energy level in stores from December onwards, store managers have attributed Retail Employees' Day with setting a positive tone for the most important sale period of the retail industry.

*“The month of December became extra special with yet another motivating event at Marks & Spencer, it was heartwarming to have everyone together and celebrate Retail Employees' Day.”*

*- HR, Marks & Spencer Reliance India*



## IDEAS FOR CELEBRATION:

- Cake cutting with your employees.
- Thank you Tree/Wall: Have a Thank You tree outside the store in the shopping mall where the customers can stick their Thank you notes for the employees.
- Treat your employees like stars for a day: Red carpet welcome by mock paparazzi, clicking employees' pictures as they enter the mall. Organise an evening of entertainment.
- Selfie corner: Create a photo booth with the brand message to generate social conversations from your employees or customers.
- Saying Thank You: Thank your employees by putting up posters at employee touch points or even send a personalised Thank You note signed by the top management to all the employees. You can also distribute roses and star badges on this occasion.
- RED Memorabilia- Create a host of special RED merchandise and gift it to all the employees in the company.

*“Employees in the store provide more committed levels of customer service and that surely does help in better sales.”*

*- Store Manager, Louis Philippe*

*“I would like to thank all the retail associates because they are the ones who deal with the customer. It is because of them that we exist and because of their support the company is running.”*

*- Kishore Biyani, Founder and group CEO, Future Group*

*“Our front-line employees are our true ambassadors. They are the face of our organization and it's only right that we extend a big thank you to them on this day.”*

*- Venkatramana B, President- Group HR, Landmark Group*

## **TRRAIN**

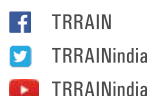
**(TRUST FOR RETAILERS AND RETAIL ASSOCIATES OF INDIA)**

- TRRAIN is a public charitable trust formed by Mr. B.S. Nagesh, with the vision of empowering people in retail.
- The trust works towards achieving immediate and lasting change in the lives of both retailers and retail associates across India.

**WWW.TRRRAIN.ORG**

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Conceptualised by



Partnered with



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DAY** DEC  
**12**

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A TRRAIN IDEA