

A TRRAIN INITIATIVE

# I JUST DID IT

SEVENTH EDITION / FEBRUARY 2018



STORIES OF CUSTOMER SERVICE EXCELLENCE – THE INDIAN WAY



RETAIL  
AWARDS  
2018

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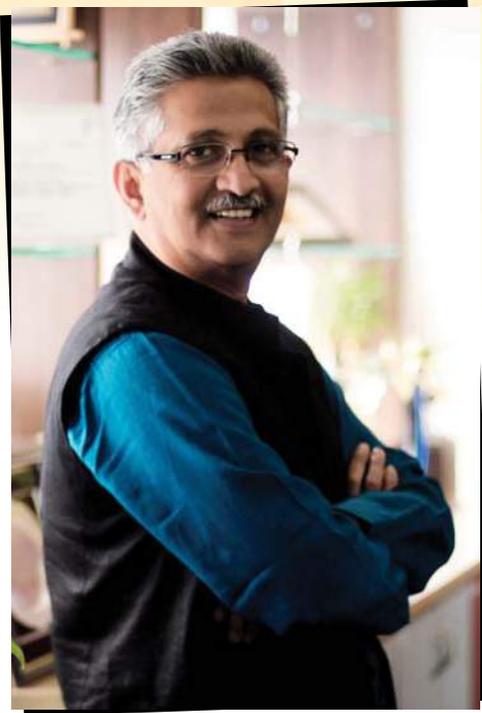
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**W**ith 10 million retailers and 43 million retail employees, India is truly a nation of shopkeepers and is the only country where we have one retailer for every 130 Indians. In such a scenario, the Indian Retail Industry must be on the cutting edge of delivering customer service whether online or offline, at a kirana store or a mall, at a restaurant or a multiplex. The only way Indian consumption will fructify is if, we as retailers create a great experience for our consumers and help them meet their aspirations.

We at TRRAIN are proud to be associated with the Retail Industry and in our own way help create a better experience for the consumers. For us success in retail can only come if our Retail Associates are happy and are actively engaging with our customers. TRRAIN Retail Awards is one such initiative of ours where we honor customer service excellence delivered by our associates across various retail formats.

In 2017, we were proud to see The World Department Store Forum - IGDS select the best associate in the world of Department stores in Toronto. This award was inspired by TRRAIN. In addition, MAPIC Awards held at Cannes introduced the "Customer Service Excellence Award" in association with TRRAIN as part of their award ceremony and Rosario Lozano Bretone, a sales employee at MediaMarkt, Spain was selected as the best associate in the world of retail.

For us, we feel humbled and proud that a small initiative from India has inspired the world to honor retail associates for service excellence and recognize the role that they play in the success of our business.

In 2018 we changed the format of the award in India by accepting only one story from each retailer/brand per category. We called it "Ace of the Aces". Although it was difficult for the HR team to select one from the many entries that they received, the best of the best with impactful customer service from across various formats reached our preliminary jury. With the quality of service delivery being very high it was a tough task for our Jury to select the winners. For the first time, we have 24 winners from 21 companies across many formats of retail.

We are presenting the stories of our category winners in this edition of I Just Did it and look forward to felicitating the National winners on the 21<sup>st</sup> February, 2018.

We, at TRRAIN are delighted to have the Images group as our continuing partner for the 7<sup>th</sup> year in publishing the magazine "I Just Did It" showcasing our winners and their stories.

TRRAIN salutes the heroes of our retail industry.

Thank You

**B S Nagesh**

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

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## New Brands:



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Rishton  
Ka Time



Nature's Basket

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## TRRAIN – JOURNEY SO FAR



Once again it's time to reflect on the last six years of our journey at TRRAIN with the sole objective of "Empowering people in retail". Today TRRAIN is a national organization getting recognition and appreciation globally with its many impactful programs launched and scaled during the last 6 years. I am proud that the board members, donors, patrons, retail fraternity, my colleagues and the society have come together to nurture this small enterprise with a big vision.

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. So while we started by focusing on critical issues, we addressed these through initiatives that would not just recognize and reward those who belonged to the retail industry, but also in still a feeling of pride and self-worth. We created programs such as Pankh, which has now opened a whole new world of opportunities for over 6500 Persons with Disabilities (PwD's) in India. New donors and recruiters always encourage us in this program and we are confident that "Pankh" will soar new heights, true to its byline "Wings of Destiny".

Retail Employees' Day, on the 12th of December was started 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. From an initial 30 odd companies in 2011, we now have 750+ brands & 80+ malls celebrating this day in India & many more around the world. This year our association with Paytm was also a high point. The impact is now crossing boundaries and has started impacting the value chain of retail. Our dream of the world celebrating Retail Employees' Day does not look far-fetched.

The retail skilling program has skilled 35000+ youth in various retail companies. From one off programs, we have now started delivering yearlong programs in partnership with retailers. In the coming year, we intend to focus on sustaining these initiatives & scale them up through the digital medium.

With all our initiatives, having been scaled, we have now embarked on the next big initiative.

We have launched TRRAIN Circle- Friend Ho Toh Aisa, a B2B2C membership based exclusive network that works towards making the lives of the retail community & the lives of the retail associates simpler, better and more rewarding.

Our dream is that an associate gets more for same or same for less, whether he is buying products/services, consuming leisure time or is seeking knowledge, skills & professional growth for himself & his family or wants to enhance his life by getting affordable housing etc.

TRRAIN & its various activities combined with the might of the retail industry can play a major role in the nation building exercise.

Join us in making retail a better and happy place.

**BS 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.

**IT'S EASY  
TO GIVE YOUR  
EMPLOYEES  
THE LIFE  
THEY'VE ALWAYS  
DREAMED OF.**

**#FriendHoTohAisa**



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## WHATEVER IT TAKES



DEPARTMENT & MALLS  
CATEGORY NATIONAL FINALIST  
**RAVI MEHROTRA**  
SHOPPERS STOP LTD.



Mr. KVS & Ms Karen from Atlas Copco approached Ravi as they were looking for a bulk order of shirts for an event in Hyderabad. Initially they had a requirement of 200-225 shirts. They wanted everything to be perfect and therefore were apprehensive about the timely delivery of an order as big as this. However, Ravi assured the customer of timely delivery with the required customisation.

After showing various samples, they finalized on a Van Heusen shirt. The customer's requirement kept evolving due to last minute changes in their event, due to which Ravi had to arrange for more shirts from other branches of Shoppers Stop.

There were still some shirts to arrange for and not much time left. Overlooking the actual process, as an exception, he requested the Van Huesen team to speed post the delivery, directly to Shoppers Stop's distribution center. Finally, the order containing 215 shirts were packed and sent to the customer.

The remaining 25 shirts which was a last-minute addition was delivered personally to the event's location at Hyderabad by covering the distance from Pune by road.

KVS & Karen and their whole team was highly satisfied that the merchandise was delivered at such a short notice with all the customisation. Atlas Copco is now a loyal customer and has brought many more bulk merchandise orders.

## INNOVATION AT ITS BEST



Mrs. Juthika Talapatra visited Titan eyeplus Kalkaji outlet for the first time.

While assisting Mrs. Talapatra, Nitin, noticed that she could not open her eyes properly. Having lost the natural elasticity with age, her eye lids slouched to cover more than 60% of her eyes. She had to consciously lift her eyelids with her hands to keep her eyes open which was an ordeal for her.

Nitin discussed this with Mohd Irfan and went ahead with coming up with a solution for Mrs. Talapatra. After mutually discussing many ideas, and rejecting most of them, the two of them came up with a design of adding a support system for the eyelid in the frames itself.

It was challenging for the team as this was a product innovation and they had never attempted something like this, it was time consuming but yet they did not stop trying and found success in finalizing the design.

Correct measurements were taken and Mrs Talapatra received her new pair of spectacles that not only enhanced her vision, but also supported her eyelids and prevented them from dropping.

Nitin and Mohd Irfan gave her back her old hobby of "writing" with their innovation.



SPECIALTY STORES CATEGORY  
NATIONAL FINALIST  
**NITIN BARIA (Left) &  
MOHD IRFAN (Above)**  
TITAN EYEPLUS

## THE GIFT OF HAPPINESS



Around midnight, Vikas got a distress call, from a customer. The customer- the groom himself was struck with misfortune. The entire family's wedding attire were stolen and to add to that, he was getting married the next day! With no other option, he requested if the Manyavar store can be opened at such a



SPECIALTY STORES CATEGORY  
NATIONAL FINALIST

**VIKAS SAH**  
MANYAVAR

late hour and if there was some way to help him. Vikas immediately knew that the gravity of the situation and decided to go and help him to save his special day.

The store was exclusively reopened for the Groom & his family. They not only completed their entire shopping but to Vikas's pleasant surprise, the baraat started right outside of the store!

There truly was no better way for Manyavar to make a groom happier.

## UNWAVERING DEDICATION



Arpan singh was on his way back after collecting his delivery bike from a service centre when at the traffic signal, he noticed a person who was keenly observing him. While conversing, Arpan realised that the person was actually a regular customer at Wow! Momo and would often visit the outlet near his office. He



QUICK SERVICE  
RESTAURANTS CATEGORY  
NATIONAL FINALIST

**ARPAN SINGH**  
WOW! MOMO

was keen to take his family too for a meal but didn't know of an outlet that was nearby. On hearing this, Arpan immediately shared a few leaflets with all the location details and educated him on the company's delivery service and contact number. This was all done right at the traffic signal. The customer was so overwhelmed with Arpan's positive attitude, that he immediately wrote a feedback and cheered Wow! Momo, for having such a dedicated team.



MRVL

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## EXTRAORDINARY IN THE ORDINARY



On a seemingly ordinary day Bhavya answered a seemingly ordinary call at customer service desk. The lady on the other side sounded desperate and in utter need of organic multigrain flour, the name of which she didn't know. This was an NRI lady, a Dubai resident since almost 20 years who had come on one of her medical visits to India.

Bhavya listened to her ordeal patiently; she was in search of a particular organic multigrain flour but could not recollect the name and had been enquiring about it at various retail outlets. Her words were "HyperCITY is my only hope now". Bhavya with all the intentions to help her took down her contact number; took the effort of clicking photographs of all the organic multigrain flours available at the store and sent her the same. This is how she finally recognized the product she had been looking for so long. That's not just it. The next task was to ensure that the flour reached the customer.

The customer was neither medically fit to come to the store to pick the product herself nor she could order it online as suggested by Mr. Bhavya.

Bhavya with an intention to help her, did not give up here. He made an effort of buying the product and delivered it to the clinic where the customer visited for her treatment. This sounds just simple and easy but we cannot ignore mentioning the fact that Bhavya did not have enough money to buy the product and travel to deliver it and therefore had to borrow some money from store administrator. And he did all this before his shift started and came to work as if nothing had ever happened. The customer was delighted with the kind of efforts one could put for a customer; she spoke highly of Bhavya while giving her feedback, since, she actually did not ask him to do any of this. Bhavya planned all this on his own. The story turned out to be extraordinary on a seemingly ordinary day



**SUPERMARKET & HYPERMARKET  
2018 NATIONAL FINALIST  
BHAVYA CHAWLA  
HYPERCITY RETAIL INDIA LTD.**

## HUMANITY WINS



As per Times of India's latest census figures, Kolkata is home to more senior citizens than any other metro in India, most of whom live alone. A senior couple, Mr. & Mrs. Banerjee lived alone at home while their only son lives abroad. They are completely dependent on their housekeeper and chauffeur for their daily needs. During the festive season, with their housekeeper and chauffeur on leave, the elderly couple ordered groceries from bigbasket. The order was allocated to Nirmalendu Biswas and he reached the customer's location well within time. He allowed sufficient time for Mr. Banerjee to check all the items and verify it with the invoice. He also assisted Mrs. Banerjee to place the goods in their designated places. At the time of payment, the transaction failed for both card and online payment and Mr. Banerjee did not have enough cash with him to pay Nirmalendu for the order. The elderly customer requested Nirmolendu to wait for a while so that they could withdraw money from some nearby ATM. Nirmalendu was touched at the helplessness of the old couple and felt obligated to help them. He went a step ahead and gave Mr Banerjee a ride to the nearest ATM, using the Hub vehicle.

On the way to the ATM, Nirmalendu stopped at a local agency and helped Mr. Banerjee enroll at a 'professionally' managed agency for maid service, to assist in daily household chores. The customer was overwhelmed with all the assistance and effused praises on Nirmalendu. Now Mr. Banerjee is a loyal customer of bigbasket and considers Nirmalendu as a surrogate son and Nirmalendu in turn keeps on providing them with special assistance whenever he stops to make a delivery at their home. Nirmalendu's humble, customer-centric approach reflects in his interaction with every customer. This has resulted in 24 customer accolades, giving him the title of Best CEE Pan India for the month of Oct'17.



**RETAIL SERVICES 2018 NATIONAL  
FINALIST  
NIRMALENDU BISWAS  
BIGBASKET**

## 2018: SPECIAL CATEGORY WINNERS

### THE SWEETEST SURPRISE



Mrs. Manisha Nirmal visited Kapils salon as usual to pamper herself. After enjoying the experience, she was back home and then began to search her entire house retracking that morning's routine. She was searching for her missing jewellery--her wedding ring, mangalsutra and ear-rings gifted by her husband on various occasions. She searched everywhere but still she found nothing. She began to weep and have an anxiety attack. She thought she had lost them forever, yet, she mustered the courage to call Kapils Salon and asked the person in customer service if perhaps they had found a precious jewellery left in the salon. She told them she was searching for her missing jewellery wrapped in nonwoven tissue paper which she had left on the front desk, while the billing was being done. As she was in a hurry to reach home, she had forgotten the wrapped valuables on the desk. The staff of the salon searched all the bins but couldn't find it. Unfortunately the CCTV footages could not be viewed. They told the customer, they would start the search next morning without clearing any of the bin and would also contact the concerned technician for CCTV footage. Very next morning as assured by Kapils salon team, the technicians and management viewed the CCTV footage and again the search began for the bin.

One of the big bins was emptied on the floor in the campus area. Mr. Roshan, who opened all the used and soiled tissue was in no mood to give up. A miracle happened; finally he got one tissue and felt the presence of something inside. When he opened the tissue, the customer's heart just stopped for a second and her eyes couldn't believe it...she found all her lost jewellery. Maybe her good deeds had helped her. It was not only the monetary value of these valuables that she was worried about, but more about the sentiments that she had with each of the jewels that had been close to her heart. It became the happiest birthday of her life.

SPECIAL CATEGORY-  
INTEGRITY WINNER  
**ROSHAN PARAB**  
KAPILS SALON

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• NAGERCOIL • PALAYAMKOTTAI • RAJAPALAYAM • SALEM • THENI  
• TRICHY • TUTICORIN • PUDUCHERRY • BENGALURU





**SPECIAL CATEGORY- PERSONS WITH DISABILITY WINNER**  
**ANKUR SHARMA**  
**MAX FASHION**

## SHINING SILENTLY



Speech & hearing impaired Ankur Sharma (Trainee Customer Relationship Executive) showed tremendous effort in providing excellent customer service at our Lajpat Nagar, Delhi store during the month of August 2017.

One of the customers who is the Mother of a PWD (hearing and speech impaired) had come to our store to purchase some garments for her daughter who lives in Bangalore. As this was for the first time she was purchasing clothes for her daughter without her presence alongside, she was facing extreme difficulty in understanding her daughter's requirements over the phone.

Seeing her plight, Akur created a 'Moment of Truth' by stepping in to help the lady communicate with her daughter by making a video call and understood her requirements by using sign language. Soon he could figure out her requirements as per her desire, and in turn helped to find all the relevant garments and handed them to her mother for billing.

Both Mother and daughter were very happy and thanked Max for providing employment to PWD staff, who are more than eager to help customers in need.

## DISGUISED SUPERHERO



On 8th March 2017, which was international women's day, Mrs. Smita Wad had visited INOX Nakshatra mall, Dadar with her husband and her mother to watch the Gazi attack, 7:55 pm show. After few minutes of settling down, she started feeling uneasy and started sweating profusely. Panicking, her husband Mr. Wad came out of the auditorium to look for some assistance from INOX team. Pravin, who was on duty went to check with Mr Wad if there was an issue as he was looking tense. Mr Wad informed Pravin about the whole situation. Immediately Pravin (with our security lady guard Mrs Madhuri) went inside and found Mrs. Wad in a very awkward state. She was all wet with sweat and vomit. Understanding the gravity of the situation, with the consent and sanction of all the guests, keeping all managers in the loop) Pravin took a very important call to pause the movie screening so that he could draw every guest's attention, present in that auditorium, for medical assistance. Unfortunately, none of the Guests was from a medical background. Hence he took her outside in the lobby area with the help of some other staff and settled her in a wheelchair.

Mrs Madhuri cleaned her with tissue paper and a wet cloth. Meanwhile Pravin and Mr Wad tried calling an ambulance. However, due to rush hours and heavy traffic, the ambulance was taking a lot of time. Then Pravin asked one of the staff to look for a taxi, but not one was available due to traffic. As Ms Wad's condition was deteriorating with every passing second, Pravin suggested to take her in the wheelchair to the nearest Shushruta Hospital. Understanding that Mr Wad himself was very stressed and needed help Pravin More asked Mr Kangutkar (Projectionist) and sent Mr Rohan Ishwalkar (OA) to assist him to take Mrs Wad to Shushruta hospital. At the hospital, the Doctor appreciated the team's efforts and timely action taken by Pravin. The Doctor also confirmed that Ms Wad has suffered a Vertigo attack. But ensured that Mrs Smita Wad was now out of danger. The team also assisted her mother, who was left behind at the location to reach the hospital where Mrs Wad was admitted.

Ms Wad was in ICU for the next two days and her treatment went on for 3 months. Post her full recovery she visited the cinema again in the month of September 2017 to thank the INOX team and especially Pravin. The guest distributed sweets among the staff and sent an appreciation email. The staff wished her good health and thanked her for her appreciation.



**SPECIAL CATEGORY- BEING HUMAN WINNER**  
**PRAVIN MORE**  
**INOX LEISURE LIMITED**



SPECIAL JURY AWARD WINNER  
**DHERUNARAYAN  
KANAUJIA**  
V- MART



SPECIAL JURY AWARD WINNER  
**RAMPRAKASH  
SURYAWANSHI**  
TITAN EYEPLUS

### OUTSHINING WITH (THIS) ABILITY



Our CSA, being a differently abled person has amazed many of our customer during their shopping experience. He uses a very unique way to identify the barcodes and the MRP of the product. He has used sign language as a tool and made his own parameters to identify the barcodes. He uses this self devised bar codes in sign language to serve the customer. Though blind, he never makes the customer feel that he is disabled and makes great effort to serve the customers.

### A SERVICE TO REMEMBER



On a regular day at Titan Eyeplus Bilaspur, Mr. Ramprakash was handling a customer with high myopic power. The customer had broken his spectacles and thus requested for a quick delivery. As the customer was visibly uncomfortable without his spectacles, Ramprakash placed a priority order for him. The order arrived on time but somehow the customer did not come to collect it. Ramprakash found it odd, as the customer had been quite vocal about the urgency of his requirement. But all calls on his mobile number were unreachable. He tried contacting the customer for another 4 days and finally decided to visit the residential address shared, and deliver the product by hand. But to his surprise, when he visited the house, it was locked. Ramprakash left for the store at that moment but later came to know that this customer was framed for a corruption charge and was behind bars.

The team was shocked and no one knew what needed to be done. Such an incident had never happened before. Everyone in the team had their opinions. Some believed it would be wise to stay aloof, others were worried that it could lead to a controversy, but Ramprakash was of the firm belief that it was his duty to deliver the product to their customer. This customer like any other customer- had visited their store, booked an order and spent his money on the product. Also, he might be in more discomfort than most of their customers because of his high power. He thought it was the right thing to do.

The team started by approaching the Jail authority, and explained to them their predicament. But the jail authorities immediately rejected the delivery request. Only immediate family could visit the convicts. After discussions with different teams across company, the store finally came up with a brilliant idea to serve their customer. Realizing that they could not personally deliver the product to their customer, they proposed to conduct a free eye test for all the convicts instead. An offer the authorities agreed to immediately. A mass eye checkup was organized, and to the team's surprise many inmates needed assistance. A local club in the city sponsored the spectacles for these convicts, and a delivery of 150 spectacles was done along with the delivery to our customer. When Ramprakash finally made this delivery, our customer completely broke down. He couldn't believe the level people could go to do their duty. The story was covered in a local newspaper. It highlighted the importance of 'doing your job' no matter what. It has inspired our store teams and touched the hearts of most of our customers in the area.

## A LESSON IN KINDNESS



DEPARTMENT STORES & MALLS  
CATEGORY WINNER  
**PRIYANKA DAS**  
MARKS AND SPENCER RELIANCE  
INDIA



One day a couple visited our Guwahati store. They were browsing from one section of the store to another. They looked mystified and were not communicating with anyone in the store. One of our Customer Service Assistants - Priyanka Das, witnessed this while she was on her way for lunch break and approached them. On asking for assistance, the lady customer responded by weaving her hands. Priyanka instantly understood that the customer had a speech disability. Priyanka left everything and started attending to her. She forgot that she had to go for lunch. She wanted to assist the customer herself and ensure she goes happily from the store. With a warm smile she took out her personal note pad and offered the customer to describe her requirements. The customer wrote she was looking for lingerie. Priyanka accompanied her to the lingerie section and patiently explained the features and benefits of each of the styles by using pen-paper; gestures; touch and feel of the fabrics. She even helped her in the fitting room. The customer tried lingerie and expressed through gestures that it fitted her well and she felt comfortable.

When they reached the cash till for billing, Priyanka realised that even her husband couldn't speak. She again used her notepad, wrote the billing details and also explained them about our membership program. It took her time to close the transaction from start to end but she did not lose her calm and served the customers with utmost patience and care.

The overall experience which Priyanka offered was exceptional. The service also greatly inspired Priyanka's colleagues towards great customer service.

Priyanka's customer attention and awareness managed to convert the customer, otherwise they would have been missed easily. Although the bill value was not very high but customer's delightful feedback increased the store's net promoter score.

## COMMITMENT BEYOND THE CALL OF DUTY



A customer bought a pair of shoes at the Lifestyle - Velachery, Chennai store for his marriage. Upon reaching his hometown, the customer realized he had received the wrong product and contacted the Lifestyle store for the same.

Kavitha T at the Customer Service Desk staff apologized and requested the customer to visit the store and collect the right pair of shoes. The customer explained that he was currently not in the city but at his hometown - a remote area in Andhra Pradesh and needed the shoes for the engagement function the very next day. Kavitha pacified the customer and assured him that they would help him out immediately.

Kavitha consulted the Store manager and the Head Cashier regarding the issue. A collective decision was taken that the product would be couriered to the customer's address. Kavitha called the customer to record his correct home delivery address to which the customer informed that there was no courier service present in the town. Kavitha was in a dilemma and informed the same to the Store Manager. However, this did not deter Kavitha from pursuing this to make sure the customer received the right product.

Around the same time, a cashier at the Velachery store - Mr. Manoj Kumar whose hometown was near to the customer's, applied for leaves. With the help of the Store Manager, Kavitha explained the situation and requested him to personally deliver the product to the customer. He readily accepted the responsibility of the same.

Kavitha informed the customer that the correct pair of shoes would be delivered to his residence by next morning by the store staff. Manoj reached the customer's address right on time and delivered the right product, much to his delight. The customer was extremely happy and excited about the exemplary service provided by Kavitha.



DEPARTMENT STORES & MALLS  
CATEGORY WINNER  
**KAVITHA T**  
LIFESTYLE STORES

## GOING THE EXTRA MILE



Mr. Sridhar who was to catch a connecting flight at Mumbai airport, visited the World of Titan kiosk, and bought two watches that he wanted to gift to his wife and sister on returning back to India after a long time.

The customer asked to gift wrap the watches while he comes back in sometime, however, in a hurry he forgot to pick his buy and boarded the flight.

Hiren frantically searched for the customer around the airport and tried calling on the provided number but was unable to locate the customer and dropped a text message on the contact number.

The Customer called Hiren in a worried voice, informing that he reached Chennai airport to which Hiren promised to get back to him with a solution and took down his residential address. With help from his manager, Hiren got in touch with the team in Chennai. He located a store that would be on the way for the customer and realized that they had the same watches in stock.

Then he contacted the customer and informed him of the arrangements he has made and to pick up the watches from the store.

The customer thanked Hiren for his commitment, resourcefulness and effort to ensure he helped the customer out.



SPECIALTY STORES CATEGORY WINNER

**HIREN PARMAR**  
WORLD OF TITAN



SPECIALTY STORES CATEGORY WINNER

**CHETHAN K**  
RUOSH

## RAIN OR SHINE



One day before he was to leave for Dubai Mr. Nigel visited RUOSH Phoenix market city in Bangalore to finish his wedding shopping.

The shoes Mr. Nigel finalized on, was out of stock in the size that he wanted. Seeing the disappointment on his face, Manjai offered Mr. Nigel to pick up the shoes from the RUOSH Indiranagar store. Manjai informed RUOSH Indiranagar to wait till 9:30 PM so that Mr. Nigel could pick up the shoes, although the store closes at 9:00 PM. RUOSH Indiranagar kept the store open till 9:30 PM. Despite trying Mr. Nigel's number for several times, due to heavy rain and low connectivity, they could not reach him and hence the RUOSH Indiranagar team had to close the store.

However, Chetan was not at ease with this kind of failure to serve the customer. So he called him again at 11 PM and finally could reach him, Chetan quickly asked his address and asked the RUOSH Indiranagar team to open the store once again, picked up the shoes and delivered the shoes at his residence at 12 AM despite heavy rains.

## THE RIGHT PITCH



SPECIALTY STORES CATEGORY  
WINNER

**SYED IRFAN**  
**LEVI STRAUSS**



Irfan had gone for a break outside the mall, and he happened to see 3 buses outside the mall which were full of Malaysian tourists who were having difficulty to park the buses, Irfan went beyond call of duty and went to the Mall office with the help of his manager and arranged parking for the vehicles. He then spoke to the tourists and asked if they would like to visit the store. There were four of them who initially visited the store. Irfan started helping them with the products by giving them the right size and fit to try as they understood very little English. Irfan patiently attended to them and explained to them about the fit and fabric details as per their requirement, The tourist loved his service and helpful nature so much, that they got other tourists to the store & they ended up having ninety customers. The stylist handled multiple customers at the same time with the same energy and dedication as the store team had only six members of staff in the store. All the stylists in the store exhibited amazing team work and ended up selling 52 units, and made a revenue of Rs.2,04,453 and also did alteration of 34 bottoms and all this happened in 3 hours of time. The tourists were then personally escorted from the store directly to their bus. The staff set a splendid example of dedication, commitment, teamwork and out of the box thinking. The tourists guide was so impressed with such excellence in their service that he took a group picture to put it in his brochure and promised more tourists in future.

## SAVED IN TRANSLATION



Four customers (Iraqi Nationality) including one lady came to the Unlimited store with an intent to buy clothes for the whole family. They loved the ambience and the range of apparel available in the store. Right at the entrance, a staff member tried to approach them but language was a barrier as the customers did not speak English or Hindi. Nevertheless, Rahul decided to go ahead and try to interact with them on a positive note and make the customers feel comfortable.

The customers attempted to speak with the staff in Arabic. Initially it was really hard for Rahul to understand what the customer was exactly looking for. He decided to use more expressions and sign language to understand customer needs. He also recalled that his Manager had worked previously in gulf and may have some idea about the language.

He then asked a fellow CSA to call the manager. In the meantime he quickly used Google translator in order to identify the customer's needs. When the manager arrived, he did understand a bit of Arabic. A short exchange of broken Arabic followed and the customers felt delighted with the entire experience. The manager and Rahul together briefed the customer about the store and the kind of merchandizing and pricing they were offering. They also offered tea.

The customer was dully satisfied with the merchandize and service and especially with the Indian Tea. They shopped worth Rs. 50000/- from the whole store and spent almost 5 hours interacting and trying to understand the indian culture and city life. During the time Rahul offered them tea and snacks one more time. Finally at the billing counter, when the customers tried to pay with Riyals, the team were surprised and clueless on how to proceed. But the manager took control of the situation as he was aware that in nearby areas they had a currency exchange shop. He then made the customer understand that the store could accept the payment only in local currency. He assured them that a solution was available and asked the customer to check the current exchange rate for the day. At the same time, he sent the money with a CSA and got the exchange. The customers were highly satisfied with the service and support by the whole team. They came to the store for two more days after this and spent a total of Rs. 1,50,000/-.



SPECIALTY STORES CATEGORY  
WINNER

**RAHUL SINGH**  
**UNLIMITED**

## 2018: CATEGORY WINNER: QUICK SERVICE RESTAURANTS

### DELIVERING A SCOOP OF HAPPINESS



The Baskin Robbins's exclusive lounge is situated 60KM outside Hyderabad City on National Highway 44. The usual routine included shop closing procedure and around 12:00 AM Arrola went to sleep in the lounge storeroom as he didn't have a vehicle to go home. Around 1:30 AM the night security guard woke him up saying there were some people who were traveling to Bangalore and had pulled over noticing the Big Baskin Robbins Signage at the store. They were excited to see that their favorite ice cream store was also situated in the middle of nowhere on a national highway. They couldn't resist their craving for their favorite ice cream and requested Arrola to serve them some delicious ice cream. Though the outlet was officially closed, he could not turn some happy faces full of expectations into sad ones. Within 2 minutes, he opened the store and served them as if there were the first customer of the day! He made sure to prove Baskin Robbins's slogan "HAPPYNESS IS HERE"!



QSR CATEGORY WINNER  
**ARROLA SIVA**  
BASKIN ROBBINS



QSR CATEGORY WINNER  
**NARENDER**  
DUNKIN DONUTS

### MAGIC MEMORIES



Our guest, Rishika Malhotra visited the Dunkin Donuts store at 11pm with her family. Her kid was crying and insisted for a specific variety of Donut - Classic Glaze and Death By Chocolate which were not readily available at that point of time.

However, the same were prepared exclusively for the guest by Narender. In the words shared by the guest, Awesome place to be at anytime of day. Thanks guys for your extra efforts done at night by preparing fresh donuts for my crying 3 yrs old kid. Thank you so much for bringing a smile on her face.

## 2018: CATEGORY WINNERS HYPERMARKETS/ SUPERMARKETS



SUPERMARKET & HYPERMARKET  
CATEGORY WINNER  
**MANJUNATH**  
BIG BAZAAR

### HELPING HAND



Manjunath from Big Bazaar knew the importance of serving a customer, especially if it is a pregnant woman. He immediately extended his service and took the list of products that she wanted to purchase. He not only collected all the products from across the store but also assisted her in billing. The lady was very happy with the service rendered by Manjunath.



**SUPERMARKET & HYPERMARKET  
CATEGORY WINNER**  
**FAIZAL HUSSAIN**  
**STAR BAZAAR**

## **KHUSHIYON KI DELIVERY**



One evening, a customer visited the Star Bazaar Andheri store in the morning before going on an international trip that evening. While leaving for the airport the next day, he remembered that he had missed out on picking up an important product while shopping the day before. He called up the Andheri Store to enquire if the said product was available and in the quantity he required. The product was definitely available. The store team immediately geared up for action, the product was picked, billed and packed. Now the objective was to get it to the customer before he left for the airport. We needed the most responsible and swift person in the team on the job. That is when Faizal stepped in and assumed the responsibility of delivering the items since he knew the area well. He left for the customer's house without any further delay but inspite of his best efforts he could not reach the customer's residence on time. Faisal was sure he did not want to let the customer down. He immediately turned towards the airport and managed to reach there just at the nick of time. Imagine the delight of the customer when he reached the airport to find a smiling Faizal waiting for him with his product and a smile that reflected his sense of pride at having met the customer's needs. Needless to say both the customer and Faizal were flying high that day.

## **2018: CATEGORY WINNERS: RETAIL SERVICES**

### **THE SAVIOR**



Rajesh is working in Wonderla as an Office boy supporting the staff on day to day office work indoor & outdoor. It was a Hartal day and Rajesh was stationed at the park reception to attend the morning calls. While handling reception is not part of his job role, he was deployed as a reliever on that day. He got a call from a guest who had visited the park on the previous day. The lady on the call was Ms. Ashely, who had lost her medicine bag which included custom made apparels that was used to treat her back pain. Rajesh who never had any experience in handling customer calls or complaints, decided to take responsibility to help the guest after listening to her concern. Rajesh went about asking the guest about the details. Ms Ashely told Rajesh that she had forgotten the bag either at the ladies changing room or at the food court. Rajesh collected the guest's contact number and told her that he would call her back after enquiring about the lost bag from the lost and found section.

Rajesh immediately went to the ladies changing room, the food court and even consulted the housekeeping ladies to confirm whether anyone had seen the bag. But no one had any idea about the same. Rajesh went to the lost and found section and the bag wasn't there as well. Rajesh called the guest and informed her that he had not been able to locate the bag. But upon seeing the sadness and worry of Ms. Ashley, Rajesh consoled her by saying that he will search the bag once again. Rajesh went and consulted the Joint General Manager Operations and he suggested to search the item in waste bins and lost and found section but Rajesh had already done it. Rajesh suggested about the searching of item at the waste segregation area. After seeing Rajesh's initiatives to find out the lost item, the Joint General Manager Operations made arrangements to search the bag in the waste segregation area. Rajesh came back again next day morning and continued the search. The medicine bag was found from the waste segregation area. Rajesh sent the images to the guest for confirmation that it was the same bag. The elated guest appreciated Rajesh for his help and told him that she would be coming to the park after few weeks to collect the lost item and requested him to keep the bag safe till then. The guest received the lost item only because Rajesh took the initiative to help the guest and did more than what his call of duty.



**RETAIL SERVICES CATEGORY  
WINNER**  
**RAJESH O**  
**WONDERLA HOLIDAYS LTD**

## A HAPPY CONNECTION



One day a customer came to Papiya's Store for clarifying some doubts regarding the bill he had received. While talking he received a call and Papiya overheard their conversation. The customer stated that he was tense as he was not able to transfer money to his son who was studying in another state. His son was in urgent need for some money for admission purpose. After he kept the phone, Papiya apologized for hearing his conversation and suggested a solution using M-Pesa, an app. He was curious to know about it and after explaining it to him, Papiya showed him a demo of prepaid recharge through his phone. He was convinced so Papiya proceeded to download the M-Pesa app on the customer's phone and transferred the money to his son's account. The customer was so delighted with the quick transaction that he came back in the evening with a pack of chocolates for the store & thanked Papiya for her service.



RETAIL SERVICES CATEGORY WINNER  
**PAPIYA DUTTA**  
**PURKAYASTHA**  
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INTELLIGENCE  
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RETAIL  
TECHNOLOGY



The Conference at IFF breaks it down into 4 power nodes, the essential corner stones for building a sustainable retail model.

### Intelligent Engagement

The need to access and share knowledge has never been as critical as it is today.

### Design For Experience

A store is a collection of a thought for a lifestyle, and non-stop customer experience is the most important branding tenet today among retailers.

### The Business Of Retail

In addition to understanding the tenets of retail operations, mastering the science of leasing and real estate are critical because fashion brands are growing at a faster pace than retail space.

### The Tech Of Everything

New-age consumers expect a consistent, seamless, and integrated experience across all retail touch points. Creating seamless shopping experiences requires the right set of unified technology, with a heavy emphasis on the back-end systems and integration to make it all work as one.

## Conference Highlights

Class-leading insights from the heads of world's most renowned fashion brands and retailers, & international marquee speakers on:

- / Winning With Fashion Innovation
- / Consumer Insights On Evolving Categories from over 10 million customer base
- / Transformation Through Innovation
- / Bringing Alive The Future Of Fashion & Lifestyle
- / India The Promised Land For Foreign Brands
- / The Business - Where The Top Line Is The Waistline  
And The Bottom Line Is The Hemline

### IFF Grand Finale:

#### V2ForU:

Success Stories of Collaborations between Retailers and Malls

#### SOLOx:

- 10 Vibrant Fashion CEOs to present
- # Untold Stories # Mega Life Lessons
- # Bold Opinions # Outstanding Outcomes
- # Biggest Business Dreams

### Star Attractions:

- \* **C-Suits Luncheon Meet** with a Visionary
- \* **Roundtables/ Exclusives** with CEOs/CIOs/CXOs & Heads of Design/ Innovation/Category Buying & Merchandising/ Sourcing/ Retail Design & VM
- \* **Presentations**
  - / Most Valuable Fashion Startups
  - / Most Effective Marketing & Promotions Campaigns
  - / Most Profitable Design Concepts
  - / Most Exciting Innovations in value chain/ distribution and retail channel including fashion & lifestyle ingredients/ construction materials/ finishes/ processes/ technology/ products
- \* Most Effective Tech Implementations by Retailers with Tech partners

## MASTERCLASSES & CERTIFICATE PROGRAMMES

### 1. Executive Masterclass with

**Michael Jacobian,**  
Leading Fashion Retail Transformer



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For 30 years, Michael Jacobian has worked with the world's finest retailers to transform traditional Selling Environments into Buying Environments. This transformational approach and content is easy to understand, internalize and apply in all retail channels, Brick & mortar, Online and Mobile. His impressive portfolio covers more than 75,000 stores, more than 3 million associates & managers trained and a whopping \$1 trillion sales. His clients include: Nordstrom, Bloomingdale's, Lord & Taylor, Chanel, Gucci, Ralph Lauren, Staples, Casual Male XL, The Collective, and many more...

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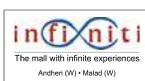
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**NISHANTH T MATHEW**  
FASTRACK

## HEARTFELT GESTURE

On receiving an unexpected call from a customer who was unable to physically come down to the store to buy the watches she wanted to gift her friend, Nishanth decided to do it the other way round and visited the customer's location with all the things she required.

To his surprise, he found out that the reason the customer could not visit the store herself was because she was a person with disability. Nishanth showed her all the watches in her budget, gift wrapped them and promised to deliver them to her friend's address.

Nishanth did not stop there; having noticed that it was early afternoon and she must have not eaten, he inconspicuously parceled her lunch from a nearby restaurant.

## QUICK ON HIS FEET

One such day when HyperCITY witnessed heavy footfall on an otherwise low Tuesday. It was getting difficult to handle customers at the aisles and billing counters. Sunil a speech and hearing impaired employee at Hypercity decided to step in and help out.

Despite being appointed only as a packer, he used his presence of mind and decided to help the customers out. He utilized the time the cashier was billing the items by managing the queue at various counters and guided the customers for faster checkouts; the time which he could rather just waited. Once the cashier was done billing he went back to his place and finished packing and again went to manage the queue and managed to and fro. Customers were happily following his guidance and were awed by his spirit, effort and quick actions around the counter as one of them said "it is amazing how he is managing people who are wired to understand things through words".



**SUNIL PARMAR**  
HYPERCITY RETAIL  
INDIA LTD



**MANGESH AVERE**  
THE MANDHANA RETAIL  
VENTURES LTD (BEING  
HUMAN CLOTHING)

## LOOK BEYOND

Mr Desai entered the Being Human store with a purpose of just window shopping but Mangesh, with his excellent customer service, and his ability to communicate without words as a person with disability offered him such good choice of merchandise that Mr. Desai not only ended up buying for himself but also for his sons. Mangesh was able to help choose garments for Mr. Desai's son just by looking at their photographs.

Mr. Desai was very impressed with his choice of clothes and it was indeed a delightful experience for him. This is what a customer wants – quick and quality shopping! Mr Desai not only got the best merchandise but also in a very short time. Mr. Desai appreciated Mangesh's service at the counter while billing and later brought chocolates for Mangesh as a token of appreciation.



**PRADEEP SWAMI**  
DOMINO'S PIZZA

## **HONESTY IS THE BEST POLICY**

On a dark rainy evening, when Abhishek delivered his order on time, he realized that he had received a 500 rupee note instead of 100 rupee from a customer. Despite the rains, he went all the way back in the rain to return the extra Rs.400. This took the customer by complete surprise and he applauded Pradeep for his honesty.



**MANISHA TRIPATHI**  
MARKS AND SPENCER  
RELIANCE INDIA

## **IF ONLY MONEY MAKES YOU RICH**

In today's materialistic world, it is rare to know people like Manisha, who with her exceptional customer service received a much-deserved reward by a loyal customer. She could have easily and happily spent it on herself but she chose to donate the whole amount to CRY, to ensure good future for underprivileged children of the society. And she didn't do this once, but twice.

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## JACK OF ALL TRADES



**BHARGAV K**

GAP

On Sunday, the 29th of October 2017, there was a huge crowd in the store due to which all the staff were busy attending the customers. Seeing this, Bhargava handling inventory took up the initiative to help his team in need, despite front-end sales not being his core responsibility. Due to the energy and enthusiasm Bhargav showcased, customers really liked his attitude and behaviour. He then started explaining about the features and benefits of the products and ensured high levels of customer service to the customers. Seeing the exhaustion of some of the faces of the customers, Bhargav offered them coffee and took them to the coffee shop. This display of customer engagement resulted into customer delight and the customer shopped for Rs. 2.72 lakh. Bhargav ensured that he home delivered the product to the customer's place due to which customers were so happy with Bhargav's service they called him and wanted to meet him and have dinner with him.

## QUICK THINKING

Dwight Anthony noticed a seemingly worried customer at the Brand Factory store one day. In conversation, the customer shared that he had lost his cellphone and had been frantically looking for it. Without wasting any minute, Dwight, reached out to the Customer Service Desk, checking if they have received any lost phone. However, there was no such submission of phone. Realizing that It is an Apple product, Dwight using his presence of mind, remembered that cellphones from Apple have a feature of being traced from another Apple phone. He found another customer with an Apple cell phone and requested to use the feature to trace Mr. Jaiswal's phone and Voila!! They managed to trace the cellphone and Mr. Jaiswal got his cellphone back. Mr. Shivam Jaiswal was overwhelmed with such kind of customer service and thanked Dwight whole heartedly.



**DWIGHT ANTHONY**

BRAND FACTORY

## AN EXTRA MILE FOR A SMILE



**MUSHTAQ AHMAD**

METRO SHOES

A customer walked in to an outlet of Metro store with a specific requirement of West Coast shoes. However, those were not available in the store, but without refusing to fail on serving the customer, Mushtaq decided to take him on his bike to another outlet. There he helped the customer to pick not just one but 2 pairs of shoes!

Mushtaq didn't stop there, after the sale was closed, he dropped the customer to his destination. The customer was extremely delighted by the efforts put in by Mushtaq and he even mentioned that he had never received such excellent service before!

## WHEREVER YOU ARE

A senior citizen, Mr. Venkataraman contacted an outlet of World of Titan, Chennai complaining about the difficulties he has been facing in functioning an HTSE watch he had received from his son as a gift.

Suresh decided to visit his house, as he was not in a condition to travel to the store.

There he spoke to Mr. Venkataraman at length and suggested to charge the watch under a table lamp. But realizing that the lamp does not have a bulb, Suresh went to a nearby store and bought the bulb and fixed the lamp.

Once Mr. Venkataraman was satisfied, Suresh took a leave, leaving behind a father who could finally enjoy his son's gift.



**R SURESH**

WORLD OF TITAN



**PAWAN KUMAR**

MANYAVAR

## THE BRAVE HEART

On a cloudy day when Mr. Singh & his family visited the Manyavar store, little did he know that he will be stuck in the rain and Pawan Kumar, an associate at the store who helped him choose the best outfit possible for his son's birthday, will also be his savior.

After completing their shopping, when the Singh family had left the store, Pawan's customer service instinct made him do a quick check after half an hour. He noticed the entire family was still waiting at a corner for the rain to subside. Pawan decided to help them and quickly offered them shelter and relief. Not only that, as there was a heavy downpour, he requested one of his friends to personally drop the Singh Family to their residence.

## A STITCH IN TIME SAVES NINE

A couple from Bhutan visited the Pantaloons store at Vega Circle, Siliguri. They had very limited time to shop as they had a flight back. The couple was looking for Women Western wear however there wasn't any experienced staff available in the morning shift to assist them.

Manju Thapa from the ladies ethnic department overheard their conversation while she was doing replenishment in her section at the same floor. In the nick of time she sensed the urgency and extended her help to the couple. She understood their demand quickly by probing and closed the shopping experience within a very short duration. The couple was so impressed with the service extended by her that they gave her Bhutan currency as a token of appreciation and love. They promised to visit Pantaloons Vega Circle in their next visit in town. Manju not only wooed the customer, but also won them for a life time.



**MANJU THAPA**

PANTALOONS- ADITYA  
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**BEST HR INITIATIVE OF THE YEAR: 2017 - 2018**



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