

# I JUST DID IT.

10th Edition / February 2021



Tales of Exceptional Customer Service in Retail - The Indian Way

Presented by



RETAIL  
AWARDS  
2021



## NOTE FROM CEO



Dear Friend of TRRAIN,

2020 has been an unforgettable and difficult year. The world came to a halt, malls, stores everything was shut and everybody was quarantined at their homes. However, when I look back, I saw something admirable that took place; the rapid transition to digital, the work from the home norm, and the role essential workers played in our lives. We saw the kirane wale uncles, grocery stores, pharmacies, delivery boys go out of their way to make their customers happy in an unprecedented situation. And for that, we must celebrate and honor them.

Every year, we honor customer service excellence at the stage of TRRAIN Retail Awards, but this year, we honored true heroes. The 10th edition of TRRAIN Retail Awards was held virtually due to COVID-19 restrictions, but the stories and heroes we heard and met (virtually, of course!) were truly inspiring. Defying the odds, they fought against COVID-19 to deliver happiness to customers. This proves to us once again that, nothing stops in retail.

I would like to thank our partners and the Retailers Association of India for making TRRAIN Retail Awards 2021 possible this year! I would also like to thank the audience who joined us to celebrate these heroes. Lastly, I would like to congratulate and thank the heroes of retail.

Year after year, Images Group has supported us by presenting the winning stories, and we are ever so grateful to them. With that we proudly present the winning stories of TRRAIN Retail Awards 2021 enclosed in this e-booklet, I Just Did It.

Namaskar,  
Ameesha Prabhu,  
CEO, TRRAIN

## TRRAIN - JOURNEY SO FAR

Founded in 2011 by Mr. B S Nagesh, Trust for Retailers and Retail Associates of India (TRRAIN) is a public charitable trust, which works towards empowering people in retail. The organization is dedicated to bringing about lasting change in the lives of associates in retail, both at work and at home. Based on the pillars of pride, respect, inclusion and skill development, TRRAIN has managed to shed light on the most important and often overlooked part of the retail industry – its associates.

With Retail Employees' Day which is celebrated every year on 12th December, a day dedicated to the millions of retail associates. TRRAIN has been able to reach over 100 million individuals in the digital space and has seen more than 1000 brands, 100+ malls and over 8 lakh kirana store owners celebrate this day in India. Since inception this day has not only been celebrated in India but has reached a global scale with Philippines, UAE, Turkey and Bangladesh joining the celebrations.

The idea of TRRAIN Retail Awards is based on the pillar of respect where TRRAIN attempts to make the associates, the most important connection between brands and the customers feel respected by being recognized and encouraged for their service thereby contributing to retail at large.

With TRRAIN's livelihood programs Pankh – Wings of Destiny and TRRAINHer Ascent, TRRAIN attempts to make the retail industry more inclusive. Pankh – Wings of Destiny has opened up a new world of opportunities for more than 18,000 Persons with Disabilities (PwDs) and is on its way to becoming one of the most impactful inclusion livelihood programs in the nation. Since 2018, TRRAINHer Ascent TRRAIN provides retail training and employment opportunities in retail for women. TRRAINHer Ascent has impacted the lives of 3000+ women and continues to expand and create livelihood for many more women.

Owing to the growing demand TRRAIN team has developed a technology platform – RISE which stands for Retail Inclusion and Sustainable Employment. This unique platform is used to make the process of recruiting Persons with Disabilities and women who are freshly trained and eager to join the retail industry, extremely simple.

With all the initiatives scaling greater heights, TRRAIN team embarked on a new journey in 2017, which has seen tremendous traction from the retail community. TRRAIN Circle – Friend Ho Toh Aisa, a digital platform for employers and employees to engage together for better outcomes at work and a happier life at home. It is a social enterprise with the vision of enabling better outcomes for frontline employees and businesses; it now has more than 1 lakh retail associates and retailer members who are enjoying the various

## TRRAIN - JOURNEY SO FAR

features of the platform.

Another initiative TRRAIN has ventured into is – Be A Supermarketwala, a collaboration with Damodar Mall the author of the book. With this initiative TRRAIN attempts to empower traditional retailer stores by guiding them on how to modernize their stores in order to help them sustain the rapidly changing times and increasingly more aware and varied customer profiles.

To know more about TRRAIN's initiatives visit [www.trrain.org](http://www.trrain.org) or write us to [info@trrain.org](mailto:info@trrain.org)

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



**PRIYADHARISHINI, WORLD OF TITAN  
VELLACHERRY, CHENNAI**

## *IN SICKNESS AND IN HEALTH*

A true inspiration, Priyadharishni didn't let her COVID-19 diagnosis stop her from providing excellent support and help to customers. During the lockdown, Titan's employees were reaching out to patrons. Priyadharishni spoke to a loyal customer who was keen on buying a watch but couldn't visit the store. Priyadharishni not only guided him using the images from the company's website but also helped him understand the loyalty point system.

Even when hospitalised, she stayed in touch with the customer, out of her own interest. Priyadharishni regularly followed up with him, shared photos of the merchandise via Whatsapp, and finally converted the sale while bravely fighting the illness.



**MOHAMMED ZEESHAN, RATNADEEP RETAIL  
HYDERABAD**

## *A HERO IN DISGUISE*

In November, 2020, a distressed customer from a nearby village visited the store. Upon speaking to her, Zeeshan realised that her kids were alone at home and she needed to return quickly. Understanding her concern, he assured her that he would deliver the products the next morning. The next day, however, there were heavy rains, flooding and water logging. When the customer called to cancel the delivery, Zeeshan asked if she had essentials at home; to which the customer said that she did not have milk for her kids.

Upon hearing this, Zeeshan swiftly sprung into action and rushed to her house with essentials. Zeeshan and 4 other associates formed a human chain, clasping their hands together to ensure that nobody slipped into the invisible pothole around the house. After receiving the parcel, the customer was overwhelmed with emotion and thanked Zeeshan for his noble deed with tears in her eyes.



**SATHISH, INDIAN TERRAIN  
CHROMPET, CHENNAI**

## *CUSTOMER CENTRICITY IS KEY*

Sathish won a customer's heart in April, 2020, when the country was plagued by the pandemic. A loyal customer of Indian Terrain had a wedding coming up and wanted to buy outfits for it. But was unable to come to the store due to COVID-19 restrictions. The customer explained to Sathish that it was a family friend's wedding and he needed to be there but did not have clothes for the occasion. Sathish understood the customer's need and came up with a win-win solution to make the customer happy.

He opened the store at 5 AM and showed the customer multiple outfits via a WhatsApp video call. After the customer chose what he wanted, Sathish personally delivered the products to the customer. He left the store at 7 AM to deliver to the customer 15 km away by following the correct protocols and delivered happiness to the customer. The overjoyed customer expressed his gratitude to Sathish for his timely support.



**AKSHAY KUMAR, INDIAN TERRAIN  
ERNAKULAM, KERALA**

## *SMALL GESTURES EQUAL GREAT JOY*

In July 2020, a loyal customer, reached out to Indian Terrain with a request. She wanted to gift her son something special for his birthday. Her son is a doctor who was fighting on the front line of COVID-19. The customer expressed her feelings about wanting to make him feel special since she couldn't be with him. Akshay, understood her plight and showed her the collection via WhatsApp video calls and helped her select a product. The package was gift-wrapped and he personally went to the hospital, 10 kms away, to deliver it. However, he was denied entry due to security reasons.

He patiently waited for the son's shift to get over and introduced himself as a regular courier to maintain the surprise. He kept his identity a secret as the son unwrapped the gift with wonder. The son was speechless at such a kind gesture during these times. Both mother and son expressed their gratitude on call and when the lockdown lifted, they also visited Akshay and made more purchases!





**BINEESH, JOCKEY INDIA  
THIRUVELLAR, KERALA**

## *NOT ALL SUPERHEROES WEAR CAPES*

In December 2020, Bineesh assisted a customer with his purchases and delighted him with his service. However, as soon as the customer stepped out of the store, he was hit by a speeding car while trying to cross the road and fell unconscious. Bineesh witnessed this and rushed him to a nearby hospital. At the hospital, the doctor needed B+ blood for the customer and there was a shortage of that blood type.

The hospital staff tried to contact the customer's relatives for the blood but they couldn't contact anyone as the mobile was locked. Bineesh was there throughout this time, by the customer's side. Realising the risk to the customer's life, Bineesh contacted his friend network and posted messages in multiple WhatsApp groups. Fortunately, he found a few matching donors from his friend group and arranged for the blood in an hour. When the customer regained consciousness, he and his family wholeheartedly thanked Bineesh, expressing their gratitude.



**DEVI, TANISHQ**  
Gopalapuram, Chennai

## *HONESTY AND PERSEVERANCE*

Devi displayed exemplary character at her job by not only helping a customer recover her jewellery, but also refusing monetary rewards and instead vowing to help someone in need. A regular customer visited the showroom, and was trying on various earrings. Devi noticed that in the trial, one of the customer's earring screws had fallen to the floor. She immediately returned it to the customer, who was impressed by her integrity. As a token of thanks, the customer purchased a 4 gram gold coin worth INR 17,000 for Devi, who refused the gift, politely. Upon her heavy insistence, Devi accepted the coin but as per company policies, later returned it to the Ethics Department with the customer's blessings.



**ANJALI MALOTHL, RATNADEEP RETAIL  
TOLICHOWKI, HYDERABAD**

## *ATTENTION TO DETAIL*

On a Saturday morning, Anjali greeted a customer who was hosting a dinner party and helped her pick seasonal produce, pleasing her. Later, Anjali found a ring in a vegetable pile. She immediately informed her manager who then checked the CCTV footage, but to no avail. She then recalled the customer who bought a large amount of vegetables and was recently engaged. Anjali got her contact details from her bill and called her up. She didn't disclose the matter as it was a delicate matter. Instead, she asked for her feedback.

During the call, the customer's voice sounded a little sad and low. Anjali then asked what happened. The customer explained her stress of losing her ring. She then asked her which ring it was and other details. Anjali then told her about the ring that they found and asked the customer to come collect it. When the customer arrived she broke down in happy tears upon seeing the ring and expressed her gratitude to Anjali, profusely.



**HEET, KFC (SAPPHIRE FOODS)  
GUJARAT**

## *HUMILITY AT IT'S FINEST*

One busy day, Heet, a disabled employee, found a branded bag. The bag contained a beautiful box; inside it, were exquisite watches, but it was open and without a bill. He immediately informed and handed it to his manager. They waited for the owner to return, but no one came. Heet, one to never accept defeat, went to the brand's store with his manager. They requested the manager to share details of the customer. The manager remembered the watches because it was a costlier watch however, he denied sharing the customer details as per policy.

Heet, with his persistence convinced that manager to call the customer and explain the situation. After calling the customer Heet went back to his post. Later, the customer came to KFC and gave a tight hug to Heet. He said that the watch was very special to him as he had proposed to someone and wanted to gift her the watch. To express his gratitude the customer offered to buy Heet any item at the mall. While Heet politely refused, the customer is now a regular visitor of KFC.



**SHAMIT MONDAL, WESTSIDE  
KOLKATA**

## *DELIVERED MUCH MORE THAN HAPPINESS*

Shamit regularly attended to an international customer, who ran a boutique in Bangladesh. However, international travel restrictions in 2020 had put a stop to her frequent store visits. When Shamit contacted her, she was keen to shop but was skeptical about the delivery. Due to the high cost, regular courier wasn't an option. Shamit contacted tour operators and learned about agents who also work as private couriers.

As a trial run, the client made a purchase of INR 10,000, and once the method proved to be reliable, she bought products worth over INR 1 lakh in 2 months. The client was on cloud nine due to the timely delivery and was able to reopen her store and sustain herself. Shamit's active efforts and determination to find an alternative delivery method had helped her business survive and livelihood!



**VIPIN DHYANI, RAYMOND -  
READY TO MEASURE  
NOIDA**

## *HARD WORK ALWAYS PAYS OFF*

In 2020 during a virtual conversation, one of Vipin's regular customers expressed an interest in certain collections and products. But being a businessman with a tight schedule, the customer rarely had free time.

This didn't deter Vipin. He made 3 trips for 5 hours each to the customer's house which was over a 100 kms away, and overall a 13 day consultation, over the phone and on-ground; for an in-person concierge service consultation. Noting that the client didn't have hectic travel plans like usual, Vipin also convinced him to take this opportunity and revamp his entire wardrobe. Vipin not only impressed this customer with his knowledge but he also turned his brother into a customer during one of his visits. At the end of his last visit, Vipin converted a sale of over INR 5.5 lakh.



**DARPAN VYASH, TBZ  
LUCKNOW**

## *GOING THE EXTRA MILE*

In September, 2020 when the pandemic was at its peak in Lucknow. A customer had to attend a wedding, her brother's wedding. Her brother and her were extremely close and she needed to attend the wedding; for it, she needed to make some purchases. Since she lived 300 kms away from the TBZ outlet, she was frustrated with travel restrictions and new regulations. Darpan took the initiative to show her various collections through video calls. He also understood her dilemma of wishing to try on the products before buying them. Taking the necessary permissions, he made a surprise home visit to her with the selected pieces. The customer was truly delighted and touched by this gesture, and apart from making several purchases, she even extended a wedding invitation to Darpan!



**SALMA, PIZZA HUT (SAPPHIRE FOODS)  
BENGALURU**

## *CUSTOMER FIRST*

Exhibiting incredible passion for her work, Salma bravely served customers with a smile all through the lockdown and became the first woman delivery person in the region. Salma is the sole breadwinner of her family, one of the top-performing associates at the outlet, and a master of customer delight. When the store reopened after lockdown restrictions eased, she was the first team member who volunteered to return to work. She's among the few women delivery riders in India and has a knack for handling tough situations. Sharing her thoughts about the pandemic, Salma said, "It's an enormous crisis. If we are careful enough, we can take care of ourselves and take care of our customers' needs as well."



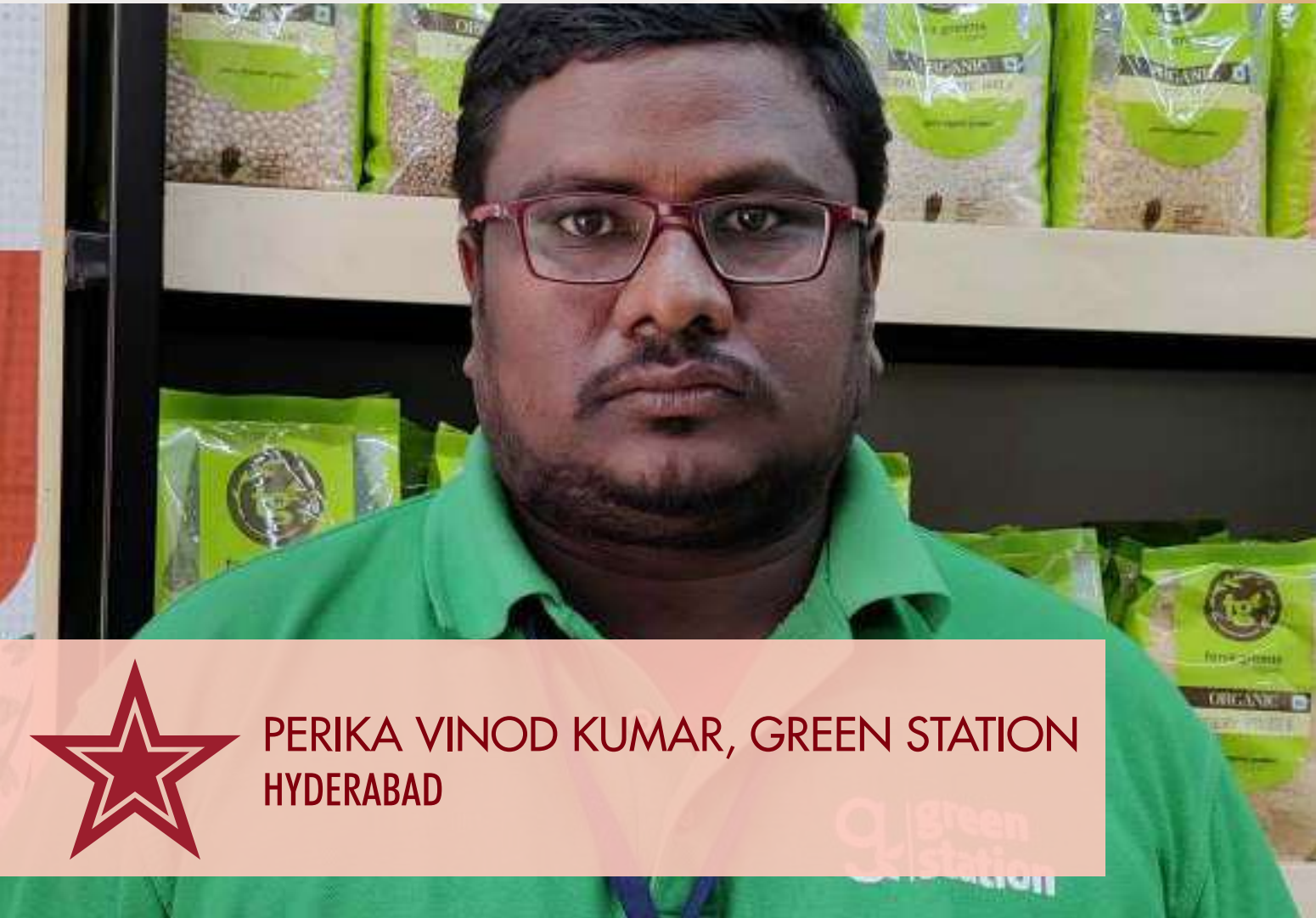


**SUMAN, BIGBASKET  
CHOMPRET, CHENNAI**

## *A BRAVE HEART*

Suman braved heavy rainfall and flooding to ensure that a customer's delivery reached him on time, showcasing his commitment to providing excellent service, come rain or shine. In 2020, cyclone Puravi badly affected Chennai and caused severe water logging across the city. The company's delivery vehicles were unable to access the roads. Even in this situation, Suman was working hard to fulfill orders and ensure essentials reached customers.

However, one of his deliveries was in a completely water logged area of the city and his vehicle broke down on the way. The company-provided trolleys could not be used in the flooded area either. Suman picked up the heavy crates and waded through thigh-deep water for over 500 metres. When he reached the residence, the customer was extremely impressed by Suman's dedication and appreciated him for timely delivery despite the weather.



**PERIKA VINOD KUMAR, GREEN STATION  
HYDERABAD**

## *SELFLESS ACT IS A SIGN OF STRENGTH*

Vinod went beyond his job role, exhibiting true compassion and selfless service during the lockdown by bringing his customers essentials from a distant pharmacy. During the lockdown, Green Station was fulfilling the high demand for home deliveries of organic food.

Vinod is well-known in the locality by the customers, and during one such delivery, a customer requested Vinod to also bring along some essential medicines along with her order. He understood her situation and despite his workload, procured the medicines for her from a store over 4 kms out of the way. The customer was grateful and delighted with Vinod's willingness to help, prompt service, and attention to safety.



**VIRUPAKSHAPPA, GROCERY RETAIL  
(VALUE FORMAT) - RELIANCE RETAIL  
MYSURU**

Reliance  
Retail

## *MAKE A DIFFERENCE*

Virupakshappa stood strong by the brand at a critical stage and delivered essentials to over 350 families during the lockdown on a bicycle. During the lockdown, Virupakshappa was a part-time associate at the outlet, who had recently started home deliveries. At the time, there wasn't enough manpower or any logistics in place. Despite major commutation challenges, he reached hundreds of families on his bicycle! His sheer commitment and drive impressed the management, who offered him a full time role. Today, Virupakshappa's story is an example and inspiration to his colleagues.



**CHETHAN S A, TITAN EYEPLUS  
LUCKNOW**

## *CUSTOMER SERVICE OPHTHALMOLOGIST*

On Dussehra, a young girl and her family faced a terrible mishap, a shard of glass had gone in her eye. They rushed to a hospital but couldn't find an ophthalmologist due to the national holiday. In distress on what to do, they saw a Titan Eyeplus store and hoped that someone would be there to help them.

At the store, Chethan was present. He examined the girl's eye and advised them to consult a doctor. They explained to him that they already visited the hospital but no ophthalmologist was present. Thinking it through, Chethan still advised them to go and check as he didn't know how he could help. Later that day, he called them to ask if they had got help, to which they disheartenedly disagreed. He asked them to return to the store and contacted his college professor who was an ophthalmologist. With her virtual guidance, Chethan extracted the glass piece out of the girl's eye himself. The girl was overcome with relief and published her experience in an online review.



**HIMANSHUKUMAR, STAR BAZAAR  
AHMEDABAD, GUJARAT**

## *SOLDIER: FOR HIS PEOPLE AND CUSTOMERS*

When most of the world shut down, Himanshukumar eased the lives of over 750 customers. Himanshukumar has been with the store for over 10 years and is the go-to person for all regular customers for any help. In 2016, he created a WhatsApp group with buyers to boost customer connect and communicate offers.

In 2020, during the lockdown, he realised that the group was a boon for shoppers and made 3 others, leading to sales of INR 6.7 lakh! He used his own vehicle for doorstep deliveries and also paid from his own pocket as one could not take stock outside the store before billing. Despite curfew challenges, Himanshukumar travelled to the store daily. Not only did he help customers but he also helped his colleagues by picking them up and dropping them home even if it meant making multiple trips.

### HR INITIATIVE OF THE YEAR



### INCLUSIVE WORKPLACE



### SKILL CATEGORY:

*Contracted Highest Apprentices In Retail  
(C.H.A.I.R)*



*Guarded Retail Employees Amidst Turbulence  
(G.R.E.A.T)*



# THANK YOU FOR HELPING US MAKE A DIFFERENCE!

We would like to thank all our donors, partners, regional and national jury members and participating organizations for their continued support, contributions and generosity to TRRAIN Retail Awards 2021.

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MALLS

Presents



Partners



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