



RETAIL EMPLOYEES' DAY

12-12

A TRRAIN-RAI Initiative

Background

The significance of shop floor employees among retail employees is undeniable as they are essentially the **'face' of the business**.

They hold the relationship with the customer, and the effective engagement of these employees is a fundamental part of successful workforce management.

The heart and soul of every retail outlet store is customer service and the experience delivered to them, which makes it even more important to recognize their efforts.

Conceptualised by TRRAIN Retail Employees' Day is celebrated on the 12th of December

every year, encouraging employers and customers to recognize the efforts of retail associates and express gratitude to them.

Retail Employees' Day 2022 at a glance

Till **2022**, we saw customers, top leadership and all stakeholders come forward to create the **biggest gratitude movement** of our retail heroes. This day got celebrated by -

22 Million +
Employees

8,50,000+
SMSE's

Across **31 Countries**

1,000+
Brands celebrated

100+
Malls celebrated

Every year, on **12th December** we see
millions of **smiles** & spread **joy** to millions of
employees...

This year, on

Retail Employees' Day

We want to bring the world
together, digitally, in a **bigger way**
than ever before & create a
lasting impact...

#CheersToYou

Wishing employees at various touch points!



Window displays



Employee entrance



Employee canteen



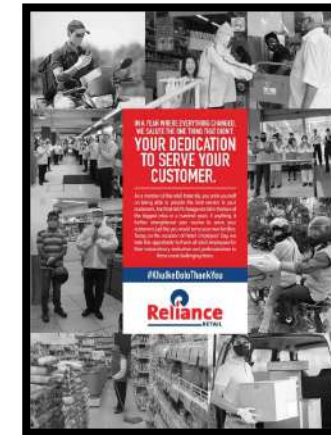
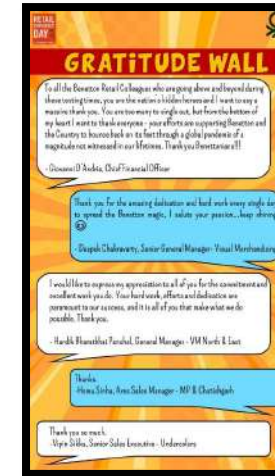
Standees at employee touch points



Employee locker

Thank you message for employees

- Personalised messages and videos from top management
- Thanking them at various touch points
 - Using digital or physical communications like:
 - Whatsapp messages
 - Thank You emails
 - Company intranet portal
 - Employee back-office area
 - Employee desktop backgrounds
 - Employee canteen
 - Attendance registration area



Decoration & Cake cutting



Decorating store / mall &
cake cutting

Bollywood Welcome!



Red carpet entrance



Bollywood music / Dhol

Photo wall

Pictures of your employees on wall as a sign of appreciation



Give your employees a special discount!



Go the extra mile : Organise a SPA



Organise sports event

Organise a sports event or take your employees out on the turf



Celebrate the day with family

Family members of employees are invited for games/interactive sessions



Interactive activities - Games

Have a fun day with your employees by playing interactive games with them!



Gift Hamper

Give your employees gifts!



Certificate of appreciation



Organise fun workshops & entertainment for your employees!

- Pottery Workshop
- Financial Literacy Workshop
- Standup comedy
- Painting workshop

Launch welfare schemes for the betterment of employees



RED Memorabilia

Create a host of RED merchandise to be gifted to all the employees in the mall



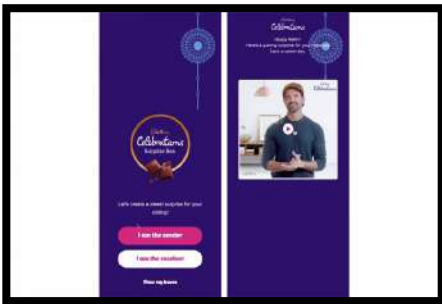
Involve suppliers and vendors

Retail Employee Day opens a doorway between retailers and suppliers

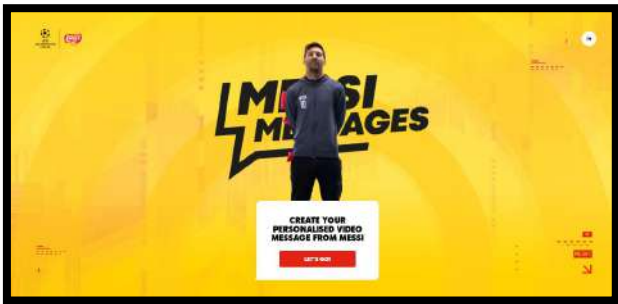


Go the extra mile! - Augmented reality

Get your brand ambassador involved and create an augmented reality!



Click [here](#) to view



Click [here](#) to view

Name a star after your employees!

Your employees are the stars of your stores! Let them know it by naming a star after your employees:



Become a Genie & grant wishes

Ask your employees to submit 3 wishes individually and make 1 or all 3 of their wishes come true



Surprise them: Send comedians!

While they're working, organise a comedy special with comedians coming in as customers & giving them a great laugh!



Photo booth!



Virtual event

A few event ideas for your employees:

- A virtual cultural event
- A virtual concert



Virtual RED celebrations!

Get all your employees across stores, warehouses, corporate office to come together for a virtual celebration. What can you do?

- A Thank You video from the top management
- A Thank You video from customers
- A virtual cake cutting
- Exciting virtual activities & games



Virtual Employee workshops

A series of workshops can be organised for Retail Employees to benefit & add value to their lives. Some workshops that can be done :

- Financial Literacy
- Self defense workshop for the women
- Basic health care & hygiene
- Motivational talks
- Mental health



Caricatures

Invite a caricature artist to come into the workplace to compose funny drawings for everyone. Fun for all!



Boss For A Day

Let one or two of your employees take charge and make decisions for a day. Give them greater responsibilities and higher standards to live up to.



Movie

Afternoon movie to entertain and delight your staff members. One you could set this up in a break room or meeting room. Alternatively, you could also give away movie tickets to your employees along with the coupons for popcorn and soft drinks



Concert/Karaoke

Bring in a local artist or band to perform for your team members. If possible, find musicians that cater to the tastes of your workers and play songs you know they enjoy or arrange for a karaoke.



Cooking / Baking Challenge

Make it a corporate bake or a cooking team challenge. Divide the staff into groups and get them to make a particular savory or sweet dish. Invite a chef to judge the competition.



Flash Mob

Hire a choreographer to get your HR team into a flash-mob routine then spring the surprise on the associates at the most unexpected time.



Inviting celebrities / brand ambassador to the store

Make it a corporate bake or a cooking team challenge. Divide the staff into groups and get them to make a particular savory or sweet dish. Invite a chef to judge the competition.



A day in a life of a retail associate

Record a video on day in a life of a associate and screen it on brands social media platforms, in store screens, mall screens



Hosting employees awards ceremony

There can't be a better way of showing employees their importance than awarding them for their great work. Employees feel happy when they are acknowledged for their work in front of everyone.

Also, you can plan to make your workplace award ceremony more fun with some goofy employee award titles.



Celebration ideas involving Customers

Tent Cards

Put up tent cards at various touch points with the communication of thanking your employees through emojis or a QR code.



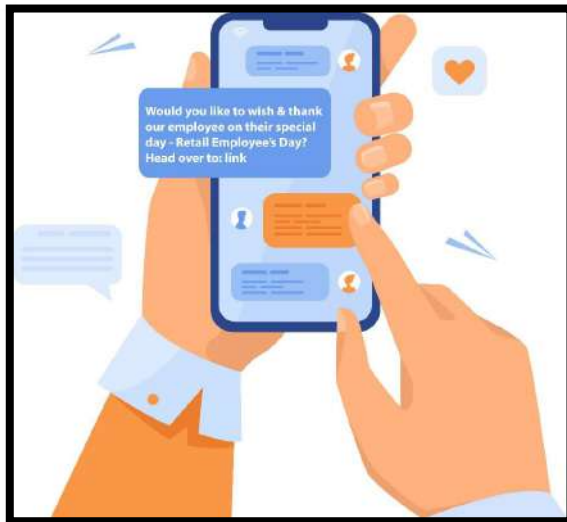
Standeers

Put up standees at various touch points with the communication of thanking your employees.



Messages

Insert a Retail Employees' Day line into all post-purchase messaging to customers. Or a special message reminding them of RED and wishing the associates in case they meet in the course of the day.



Social Media

Talk about RED on your brand social media & encourage your customers say Thank you



Via Your app & website

- Put up a banner informing your customers it's Retail Employees' Day & encouraging them to say Thank You with the link to the microsite
- At the end of the payment you can ask the customers to wish the delivery person a happy Retail Employees' Day & thank them on the microsite



Post-it Wall

Install a post-it wall in the mall/store encouraging customers to leave Thank You messages for your employees



Thank you Tree

Place a Tree at the exit gate / Atrium space with a bowl of blank notes on the side & encourage customer to write on them & stick it on the tree



Signage

Put up a sign

- Outside your store
- Inside your store



In the food courts, customise your cups

Paste a sticker of the RED logo. So when your employees serve the customers, they're instantly reminded to thank their server and awareness about RED is spread

#KhulkeBoloThankYo
u Join the
movement.



Messages to your customers

Insert a Retail Employee Day line into all post-purchase messaging to customers. Or a special message reminding them of RED and wishing the associates in case they meet in the course of the day.



Appreciation video

At the end of a shopping experience, you can ask your loyal customer to give a message to the associate who helped them. After receiving a few of them, compile them & show it to your employees!

#KhulkeBoloThankYou
u Join the
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Thank you Sticker / Badge

Thank you written on stickers in the shape of a star shape that customers can hand over to the associate or put up as their badge.



Sticker
Badge



Say it with a Note

Write a Thank you note for your favourite Associate, who helped you make your shopping experience better.



Become a part of RED's Digital Wall

Every year, we at TRRAIN, create a digital wall where we post
ALL celebrations on our social media!

Send your celebration pictures to red@trrain.org & use
#RetailEmployeesDay when you post pictures on your
Brand / personal accounts to become a part of the digital wall!

Cover photos to Retail Employees' Day – Facebook & Twitter
Website Banner thanking your employees encouraging your customers to say thank you on the Thank You platform.

Pre RED – a week prior;

Collect a few stories of how your employees came to become retailers, what is/were their story/struggles? – Post them throughout the week

- Hold engaging contests for customers and employees
- YouTube series – 3 videos:
 - Set of 2 employees will answer FAQs from customer & aspiring associates

questions collected from various social media platforms

- Initiative a week long campaign where you involve the influences associated with you to encourage their followers to take thank retail employees

During RED –

- Live stream the exciting activities you have planned for your employees, get on the spot feedback from your employees,
Create posts wishing/thanking your employees – On different social media platforms with link to the Thank You platform

Post RED –

- Post videos of your employees talking about the things they liked during this day, did they feel appreciated & so on



Local Radio & Media can be invited to the mall to cover the entire event. All the celebrations, customer & employee engagement activities can be a huge PR opportunity for the mall



Radio

Re-tweets



Brand ambassador
wishing on RED



TV

Newspaper





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