

Celebrating customers!

The 'dukaan' and 'bazaars' have been replaced by chain stores and malls, respectively, but customer service is still the hallmark of a retailer, but the rules have changed.



(L to R): Ranjeet K. Laungani, VP, Nielsen India; Sandip Baneerjee Head of Operations, DLF Malls; Santosh Srivastava, MD, Gitanjali Jewellery; Amar Agrawal, MD, SPA Group; Sumit Kumar, VP –North, TCI SCS; Samir Kuckreja, CEO and Founder, Tasanya Hospitality; and Sanjeev Kumar Sharma, Head of Leasing, Omaxe

A few decades earlier the retail sector was rather simply organised, with a *dukaandaar* (shopkeeper) and his few *grahaks* (customers), and happy *grahaks* ensured the success of the business. And, with the emergence of modern retail post 2000, the *dukaan* was transformed into a chainstore, and the bazaar to a mall, and the distance between a *grahak* and *dukaandaar* grew considerably. No doubt, this sector grew

and also slowly matured, but retailers are still scratching the surface with regard to the customer service experience. Retailer recently organised a panel discussion on 'Delivering Excellence in Customer Service', and leaders in customer loyalty and customer experience shared their thoughts on a creating a differentiated experience, given that excellence is a default requirement. This was followed by an awards presentation.

The key themes at this event:

CONNECTING EFFECTIVELY LIKE 'KIRANA' STORES

The domestic retail industry has traditionally been dominated by 'kirana' shopkeepers and they understood their consumer well, and services were also appropriately geared. No doubt, over the past decade there has been a proliferation in malls across the country, but consumers are still loyal to their neighbourhood 'dukaandar'.

Modern trade has utilised the latest in IT and allied



(L-R) Gaurav Marya, Chairman, Franchise India Holding, awarded Team Magppie



TCI-SCS awarded best logistics service provider



Ishana recognised in specialty retail category



Team Aura Thai Spa received award



Domino's Pizza recognised for excellence in QSR category

CATEGORY	COMPANY NAME
Best In Customer Service - Apparel Retailer	Raymonds
Outstanding Customer Service - Jewellery Retailer	Gitanjali Jewels
Best In Customer Service Delivery - Footwear Retail	Metro Shoes
Customer Service Excellence - Speciality Retail	Ishana - The Conscious One
Best In Customer Service Excellence - E-Retail	HomeShop18
Great Customer Care - Beauty Salon	Rod Anker Hair Stylists
Leading Spa Excellence - Customer Service	Aura Thai Spa
Best Customer Service - Fine Dine Restaurant	MainLand China
Outstanding Customer Service - Café Restaurant	Café Coffee Day
Excellence In Customer Service - QSR	Domino's Pizza India Jubilant FoodWorks
Best In Customer Service - Regional Retailer Of The Year.	Kamaths Ourtimes Ice Cream (Natural Ice Cream)
Best Customer Service - Large Format Store	HyperCity Retail India
Customer Satisfaction Innovation Of The Year	SB INTERNATIONAL
Best Use Of Social Media And Communication Strategy Award	Myntra.com
HR Employee Engagement Strategy of the Year	Helios Watches
Customer Service Leadership Award	Dr. Batras Positive Health Clinic
Customer Feedback Strategy Award	Blue Dart Express
Best Application of Technology Award	SSIPL Retail
Best Loyalty Solution Provider	AIMIA
Quality Customer Service Enabler of the Year	Gripsell eApps & Technologies
Best Logistics Provider	TCI Supply Chain Solutions
Outstanding Business Services	Payback
Delivering Customer Service Excellence at Home	Domino's Pizza India Jubilant FoodWorks
Excellent Customer Service in Kiosk Retail	VLCC
For Consistent Customer Service in Financial Service	India Infoline
Top Customer Service in CDIT & Telecommunications	Croma
Best in Customer Service- Home Retailer	Magppie
Best in Customer Service - Food and Grocery	Godrej Nature's Basket
Best Customer Service Delivery by a Mall	DLF Place
Best Customer Service Delivery by a Mall	INORBIT Malad
Best in Customer Service- Retailer of the Year	Tanishq