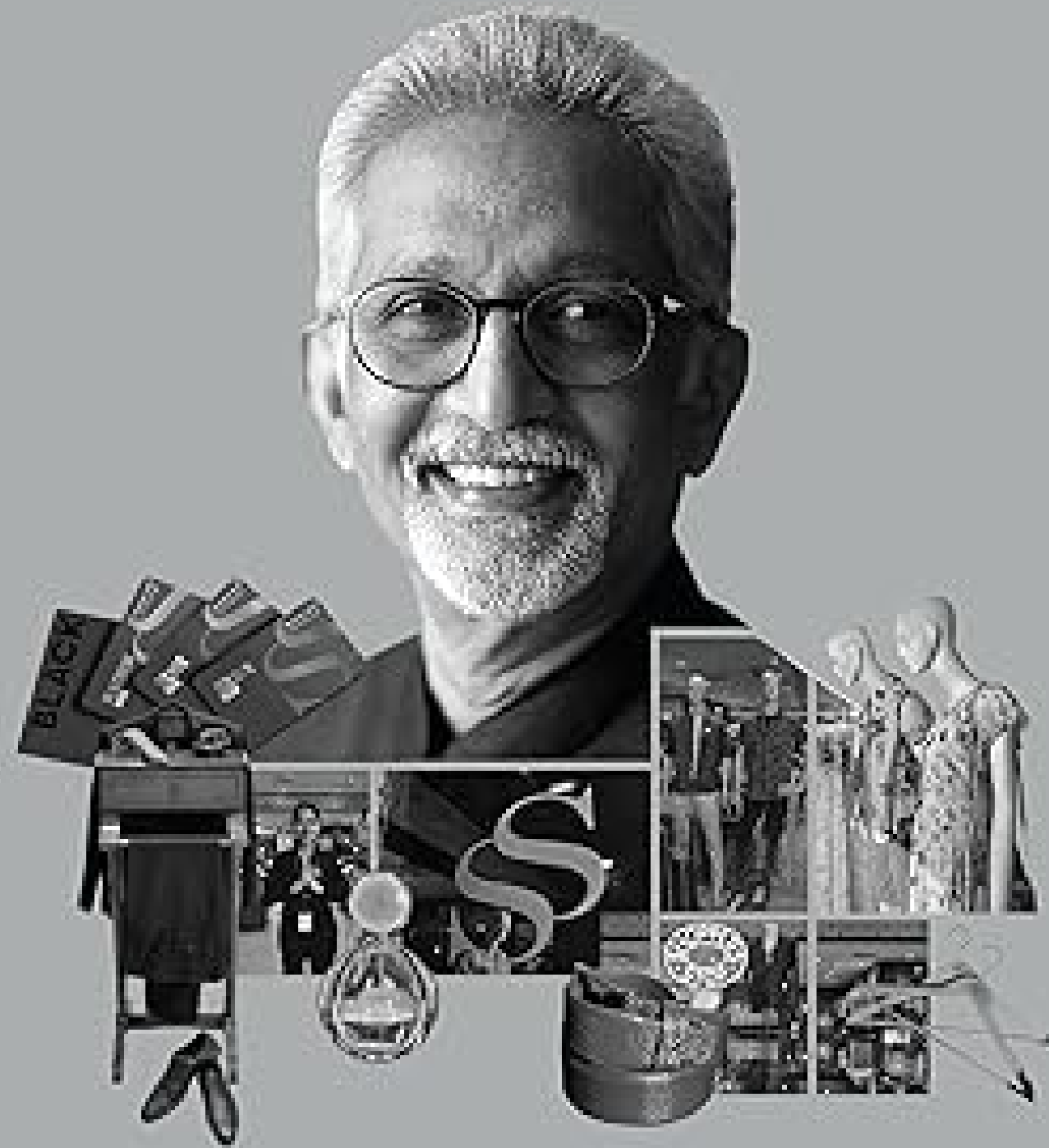




SERVE

Business from the heart — The SHOPPERS STOP way



B S NAGESH
WITH RITU D FERRAO

Serve

BOOK HIGHLIGHTS

At Shoppers Stop, the mission went beyond mere transactions; it was about crafting a memorable experience for every customer who walked through our doors

Our company was a democracy where everyone was equal and all our decisions and initiatives revolved around this belief

From My Roots To Real World

The approach to adversity for the author's Anna was simple: find a solution.

Accepting the issue at hand and thinking pragmatically in a crisis gave him the upper hand. His sense of duty & service towards his family enabled him to overcome his fears & think straight

The author realized that true contentment came from being of service to those around us

The Launch Of Shoppers Stop

A revolution means asking people to reimagine the world.

How to get people to reimagine the retail world? How to show people what the new shopping experience would look like? How to convey the intangible emotions of company & consumer connections?

With the right vision and the key account manager from the contract, Preethi Maroli, who handled the portfolio & understood the vision, the planned advertisements & branding became the tools to achieve the goals

Partner In Progress

There has always been a shared goal: To give our customers the best shopping experience.

Customer is king, but our connection with our partners was equally important to us

There is a process called the “Milk Run”.

It is a delivery system in which one temp travels between various suppliers to collect different items & deliver them to one retailer

The Pillars Of Progress

One of the most important links in the retailer chain is the “Retailer”.

The retailer plays a crucial role as the connection point between vendors & the customers. They WERE this link

They were determined to avoid a hierarchical system where seniority meant pushing one’s views without being questioned.

From the onboarding process, it was emphasized that everyone had the right to voice their opinions, & everyone had the right to disagree if they felt something wasn’t right

The Right Recruit On The Right Route

**Whenever a new store is launched, on either the first/second day of operation, a Parichay event is hosted
The event invited the parents of all our associates to visit the store.**

While the parents shopped, their children served them from behind the counters.

The initiative made the parents proud of their children's work and showed Shoppers Stop's commitment to nurturing careers.

If 2 individuals could maintain genuine, warm smiles for an extended period without any apparent reason, they were ideal candidates for front-end associated.

While qualities like courtesy & discipline can be taught, the authenticity & warmth of sincere smiles can't be trained.

I realised the essence of hiring people who could perform their jobs competently & with a genuine smile, that'd resonate with our customers. This applied to even the housekeeping & maintenance staff on the floor

Master of Belonging & Aspirations (MBA)

Research showed that Shoppers Stop was like a university, where people joined not just to work, but to learn & grow before moving on

A radical change happened when kids whose parents worked in the public sector companies started choosing Shoppers Stop as their employer

Build A Brand

Creating a brand means giving a unique personality to a product, service or company.

It's about forming an identity that sticks in people's minds

Think of it as giving the brand a name, a face, a voice and a style that makes it easily recognizable & unforgettable.

The ultimate goal? Rise above the noise & evoke positive feelings to build long- term connections with the customers

The customers, who were as invested in the success of the brand as we were, saw the brand as one of their own .

The mutual trust has always been a rewarding feeling to carry home every night

Merchandise Matters

A crucial aspect is visual merchandising, which focuses on how & where to present products.

It involves understanding seasonal demands & customer needs, such as display travel-app summer outfits/ specific attire or 2 wheeler & 4 wheeler commutes

Merchandise Matters

Visual merchandising also entails ensuring coordinated sets of clothes are in stock & the presentations on mannequins are accurate and appealing.

It requires constant communication with merchants & coordination with the supply chain

The Universal Definition of Retail

Retail is a business that operates from 1 sq foot, attends to one customer at a time, and delivers one moment of delight, magic & misery.

This is the universal truth of retail, whether it is a small mom- and- pop shop (a single, small shop usually run by a married couple) or a chain of stores

Expansion Escades

Building and expanding a business involves more than just increasing capacity & capital; it requires developing capabilities

Success, often arises from overcoming unexpected challenges and being open to change

To It or Not To It

Believe in the person you are, and believe that you can become what you want to be

Standing across from the crowd can be scary, but if you know who you are & choose to stick to it, the crowd will slowly but surely start to stand behind you

Magical Moments

Initially, Shoppers Stop was branded as ‘The Ultimate Shopping Experience’. A few years later, it was realized that the customers were expressing something more profound about their time with the brand

They shared that they’d not just shopped, but felt something special during their visit.

In response to that sentiment, the tagline was changed to ‘Feel The Experience While You Shop’

Magical Moments

This shift reflected on the brand's focus on providing an engaging & memorable experience to them, alongside shopping

Following are the lessons along the way:

1- There's always a solution

2- Don't tell people what they can or can't do

Magical Moments

3- Lack of funds can never be an excuse to not excuse your wildest desires

4- You can turn a challenge into an unforgettable event

5- At times, providing a stage for people to share their joy is the greatest gift you can give them

Magical Moments

6- Like in magic, in retail too, sometimes it is the intangibility of a situation that is a bigger reward than being able to buy tangible things

7- Acknowledge your mistake. Apologise sincerely. Advocate justice.

These are the elements that transform a department store into a brand to reckon with

8- Criticism is not always bad. It can turn into an opportunity,

Disclaimer

This is just a summary. This summary is as per my interpretation and learning Please excuse any errors

For a better understanding, reading the book is highly recommended

Please excuse any errors

Thank You For Reading

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