

SHOPPERS STOP

START SOMETHING NEW



SHOPPERS STOP

Never Grow Up has been associated with Shoppers Stop Limited for the last six years, during which we have collaboratively executed a multitude of projects.

SSL RADIO – Shoppers Stop has their own radio. Leveraging this resource, we recommended that mini-pep-tips be played right before employees began their shifts. These would act as subtle service reminders and could be executed in an engaging manner. 350 one liner messages were written based on six organizational parameters. These were then placed into an RJ script, recorded at the studio and were played at the stores, one every day.

BIF – Black In Fashion

In this initiative, dress code guidelines were designed for Customer Care Associates and managers. These policies contained easy to remember ‘Do’s & Don’ts’ and were disseminated through mailers, posters and handy to use, pocket-friendly ‘Z cards’; the content and design of which was done by NGU. Also, twice a week grooming tips were shared through e-mailers.

WHAT TO WEAR

- Formal Shirt
- Mandarin Collar Shirt
- V-Neck T-Shirt
- Round Neck T-shirt
- Collared T-Shirt
- Hendley T-shirt
- V-Neck Sweater
- Round Neck Sweater
- Sleeveless Sweater
- Polo Neck Sweater
- Black Jeans, Chinos
- Formal Pants
- Short hair
- Spiky Hair
- Trimmed Moustache
- Formal Slip-On Shoes
- Formal Lace Shoes
- Loafers/Moccasins
- Black Sport Shoes
- Black Sneakers
- Ankle-Length Boots

WHAT NOT TO WEAR

- Rolled Up Shirt Sleeves
- Unbuttoned Formal Shirts
- Shorts / Long Kurta
- Deep Necks
- Sleeveless Shirt
- Sweatshirt
- Bomber Jacket
- Denims & Leather Jacket
- Faded/Torn Jeans
- Cargo Pants, Shorts
- Three-Fourths
- Leather Pants
- Patty Tail
- Stubble
- Beard
- Floater/Slippers
- Sandals
- High-length Boots
- Flashy Belts
- Wrist Band

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LOOK YOUR BEST AT WORK

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GROOMING TIPS

- Hand Hygiene: Wash hands with soap and water for 20 seconds.
- Facial Care: Use a gentle cleanser and moisturizer.
- Hair Care: Use a conditioner and avoid heavy styling products.
- Skincare: Use a sunscreen and avoid tanning beds.
- Nails: Keep nails clean and trimmed.
- Oral Care: Brush teeth twice a day and use mouthwash.
- Eye Care: Use eye drops if needed and avoid eye makeup.
- Body Care: Use a deodorant and avoid body hair.

THANKYOU

RED – Retail Employees’ Day

A TRRAIN & RAI initiative, RED is annually celebrated on 12th December – An initiative to recognize the employees in the retail sector and thank them for their efforts. The day is aimed at appreciating the work they do and understanding the significance of their jobs in our lives.

A Big Thank You
to all our
Customer Care
Associates

We  You

Happy Retail
Employees’ Day

**RETAIL
EMPLOYEES’
DAY** DEC 12
A TRRAIN IDEA

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RED 2016 – Along with **hoardings** and a **photo booth**, we also facilitated a **social experimental video** that comprised of customers having to shop without any assistance from Customer Care Executives.

A Clap mob was hired, where individuals entered the store as customers and at a certain point, started clapping together, clicked selfies with the employees, and thanked them.



RED 2017 – A unique motion sensor standee was placed in the prime metro cities store. When somebody stood in front of it, they would be greeted with a ‘Thank You’ message. Simultaneously, a social media campaign ‘Shake Hands’ was created where we insisted on individuals/customers greeting and thanking the employees with a shake hand.

A hidden message on
Retail Employees Day?
What could it be?
Step forward to know.

**Thank
You**



RETAIL
EMPLOYEES'
DAY
DEC 12
A TRRAIN IDEA

SHOPPERS STOP
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What do we say
to our stars
who make
things happen?
Wave and find out

**Thank
You**



RETAIL
EMPLOYEES'
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A TRRAIN IDEA

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Thank you from the store witnessed secret thank you cards being sent across departments, a night before RED. To begin the day's celebrations, **Welcome LED** setup was done where a video was curated and played. This video had 'R.E.D.' formed with a collage of the employee's faces at the store. The families of SSL employees were sent **Shukriya letters**, them for supporting the employees while they work at SSL (5000 letters were sent across the nation)



Members of the head office went to meet and **thank the family** of a differently-abled employee who had risen through the ranks in her 9 years at SSL. They went along with a hamper which included a shake hands thank you trophy, a letter and a box of sweets. All of this was captured, and a short film was created.



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