



# IMAGES Retail Technology Awards 2019

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By IMAGES Retail Bureau



**I**MAGES Retail Technology Awards (IRTA) 2019, held at Grand Hyatt, Mumbai on August 26, 2019, celebrated some of India's outstanding achievements in the retail industry. IRTA honoured excellence in digital innovation and implementation in the retail industry.

The categories were designed to ensure that not a single out of the box idea went unnoticed. The awards were rolled out highlighting the key aspects of retail operation- customer experience, innovation and excellence in operations.

**Method:** The entries underwent an extensive research and evaluation process designed to determine winners in truest sense of the term.

**Data Collation & Validation:** The entries were scrutinised and validated with respect to the applications and data supporting that are received, in accordance with the pre-determined set of rules and regulations.

**Online Entry Forms:** The entry forms were available online both for the retailers and the service providers.

**Jury Process:** All entries were first scrutinised by an independent jury that shortlisted the top entries in each category. A final jury then reviewed then shortlisted entries and determined the winners.

## Jury Panel:

- **Arun Gupta**, Managing Partner & Director, Ingenium Advisory
- **Umesh Mittal**, Group Head – IT, Alchemy Capital
- **Chaitanya Wagh**, Chief Technology Officer, JM Financials
- **Mukund Prasad**, Professor IT, HR & Strategy, NMIMS (ex-CIO Welspun Industries)
- **Prasad Puddipedi**, Head-Global IT Competence Centre, Hafele India
- **Rajiv Singla**, India - Business Relationship Manager (ACL)
- **Suresh Iyer**, CIO of Blue Star
- **Khushru Sigamporia**, Director - IT, Indian Hotels (Taj Group of Hotels)



## IMAGES MOST ADMIRERED RETAIL TECH IMPLEMENTATION OF THE YEAR: **LOYALTY & CUSTOMER ENGAGEMENT**



Enrich Salon introduced a concept termed as 'Spin-Wheel App' where the customers could win more prizes and cashback, by making a purchase from the app. Enrich witnessed an increase of 25 percent in the sales from this value added offer system. The jury rated the service as an experience with surprise and uncertainty, which engaged the customer with excitement and a sense of anticipation.



**Received by:** Bhupesh Dinger, Director, Enrich

**Presented by:** Chaitanya Wagh, Chief Technology Officer, JM Financials

**Nominees:** Lifestyle, Puma, Shoppers Stop - 1st Citizen, Croma

### SHOPPERS STOP

Shoppers Stop has launched a new concept of 'Brand Earned Burned' that promises a different experience that goes beyond value based points that helps to enhance customer engagement. With this implementation, the brand witnessed 32 percent of growth in First Citizen Sales in Kids and 33 percent in First Citizen ABV. The participating brands also saw a growth rate from 18 to 54 percent.



**Received by:** Devadas Nair (Chief Supply Chain) and Amin Kassam (Chief of Operations), Shoppers Stop

## IMAGES MOST ADMIRERED RETAIL TECH IMPLEMENTATION OF THE YEAR: **CUSTOMER EXPERIENCE**



Park Avenue came up with a visualising tool where the customer can see a 3D customisation of the product. The customer can select from 7.86 trillion choices to customise his product. As a result of enhanced customer delight, the ticket size went up to ₹1200-1400. 279 doors signed up for the technology.



**Received by:** Anju Shetty (Head-Strategic Initiatives), Sharad Walia (Business Head) with the team

**Presented by:** Chaitanya Wagh, Chief Technology Officer, JM Financials

**Nominees:** Reliance Smart, Senco Gold, Chaayos, Jean-Claude Biguine, Paradise Food Court

## IMAGES MOST ADMIRERED RETAIL TECH IMPLEMENTATION OF THE YEAR: **MARKETING & PROMOTIONS**



In an attempt to make their marketing campaign popular and successful, Puma took a big step towards linking in-store sales to online engagement with its new concept 'Online Ads Driving Store Visits Attribution' which won them the award in this category. Puma became one of the first brands in India to attribute store visits from performance ads on Google.



**Received by:** Abhishek Ganguly, MD, Puma India

**Presented by:** Mukund Prasad, Professor, NMIMS (ex-CIO Welspun Industries)

**Nominees:** Chaayos, Naturals Salon, Project Eve



**IMAGES MOST ADMIRED RETAIL TECH IMPLEMENTATION OF THE YEAR: MOBILE & OMNICHANNEL**



**lenskart.com**

Lenskart's concept of 'Gamification & AI to predict design trends using AR' helped its customers in choosing the products easily. With this concept, Lenskart was able to get people to shop online & predict trends in eye wear beforehand. Till date, 12,000+ app Downloads so far has been registered with 10,000+ store visitors trying it everyday.



Received by: Siddharth Baid, AVP, Lenskart and team

Presented by: Mukund Prasad, Professor, NMIMS (ex-CIO Welspun Industries)



SPAR's new concept coined as 'SPAR Mobile Commerce' that is basically an integration of customer touchpoints and journey on the mobile is an innovation that deserves an applause. The concept creates instant checklists of items that needs replenishment or any other attention. Apart from this, it also helps in increasing customer satisfaction index, SOP Adherence, increased floor Staff productivity & accountability.



Received by: Rajith Rajan, Head - Infrastructure, SPAR

Presented by: Mukund Prasad, Professor, NMIMS (ex-CIO Welspun Industries)

Nominees: Croma, Shoppers Stop, W

**IMAGES MOST ADMIRED RETAIL TECH IMPLEMENTATION OF THE YEAR: BUSINESS ENABLER**

**SHOPPERS STOP**

Shoppers Stop's 'Category based recommendation engine' continues to retain technology leadership with investments in new age technologies towards customer centricity. With this technology, Shoppers Stop created a decision matrix which determined the customers' past purchase behavior and identified the best fit time to target that particular audience.



Received by: BVM Rao (Chief of HR) and Shireesh Khare (Head Projects) Shoppers Stop

Presented by: Sanjeeb Padhee, Sales Head, Unicommerce

Nominees: Croma, Puma, SSIPL, W

**IMAGES MOST ADMIRED RETAIL TECH IMPLEMENTATION OF THE YEAR: SPECIAL JURY AWARD**



PVR's effort - 'Accessible Cinema Program #Cinema4AI' has been setting a benchmark with use of technology to enable differently abled persons to experience the magic of cinematic wonders. The concept is enabling visually impaired individuals to enjoy movies with 'Audio Description' with the help of XL Cinema app.



Received by: Bhawna Misri, (VP - BD) and Chandresh Daftary (Senior VP - Operations Value Format Cinema), PVR

Presented by: Sanjeeb Padhee, Sales Head, Unicommerce