

Retail Committee

Friday, 5.04.2019

The Customer Experience- a next competitive battleground



The Indo-French Chamber of Commerce & Industry had successfully conducted its first Retail Committee Meeting for FY 2019-20 on Friday, 5th April 2019 in Mumbai. The meeting was very interesting as it gave the members an insight on 'The Customer Experience- a next competitive battleground'.

The session started with a brief introduction on IFCCI by Mr. Bruno Bronquard, Regional Director of IFCCI Mumbai which was followed by a welcome speech by Mr. Francois Arpels, Co-founder of Brands & Beyond and Chairman of the Retail Committee. He also introduced the next speaker.

Mr. Matthieu Rochette-Schneider, General Manager - Greater China & South East Asia and Mr. Aamir Attarwala, Overseas Marketing Consultant from Centdegrés jointly presented “Offline/Online – New Rules of Retail for a new age of customers”.

They stated the importance of an Omnichannel and Digital presence as a key factor for success. They shared examples of successful brands who have adopted the concept of showrooms as well as web rooms with accessibility and awareness of internet.

Mr. Hozefa Attari, Co-founder of Networkbay Retail presented “Tech as the new disruptor”. He explained the different models implemented by global retailers who use technology either to transform retail experience based on half store-half app experience to customers, some who curate personalised offerings for each customer, some retailers that create super powered sales associates, some retailers that experiment at the Shelf’s edge and some that use retail as a service.

The third topic was on “Intelligent Algorithms – a key to help retailers ensure compliance and customer centricity” which was presented by Ms. Shilpa Rao, Head for Retail Strategic Initiatives at Tata Consultancy Services.

Ms. Rao presented on the chatbots, intelligent mix, and store space optimization through algorithms by giving us examples about clients who have witnessed a marginal increase in their sales. She also stated that price and promo optimisation can be achieved through Big Data and leveraging Artificial intelligence can drive-in store compliance and assist in hyper personalisation for customers.

The final presentation was on “The magic and logic of Customer experience” which was presented by Mr. Francois Arpels. He spoke about the next six retail trends that can help drive customer experience.

He also shared how retail spaces can evoke emotions and engage clients, reframe customer touchpoints, be social hubs, personalise in-store experience, maintain their authenticity while being more transparent and providing enhanced assistance to customers.

Mr Arpels concluded the seminar by thanking the participants and requesting them for their inputs on topics/themes in order to format our next retail committee meeting.

We would like to thank Mr. Dinesh Bakshi- Zonal Head of Pernod Ricard India for their kind hospitality.

Participants List

S.No.	First name	Last name	Company name
1	Nagma	Ansari	Ahilaya
2	Sana	Ansari	Ahilaya
3	Rishab	Suresh	The Gourmet Jar
4	Vikramjeet	Singh	BIC Cello Pvt Ltd
5	Kapil	Pawar	BIC Cello Pvt Ltd
6	Sudeep	Gupta	Cars24
7	Matthieu Rochette	Schneider	Centdegrés
8	Gaelle	Doré	Centdegrés
9	Aamir Ilyas	Attarwala	Centdegrés
10	Pavithra Anand	Chugh	Decathlon Sports India Pvt. Ltd.
11	Neisha	Fernandes	Hermes India Retail And Distributors Pvt. Ltd.
12	Samir	Srivastav	Jean-Claude Biguine Salon & Spa
13	Pranav	Rawal	Jean-Claude Biguine Salon & Spa
14	Rajiv	Madhukar Sheth	Just Scents Pvt. Ltd.

15	Ratika	Bhargava	Kama Ayurveda Pvt. Ltd.
16	Shivani	Thakker	Kama Ayurveda Pvt. Ltd.
17	Rohit	Khandai	L'oreal India Private Limited
18	Vikram	Gunjal	L'oreal India Private Limited
19	Shanth	Kumar	NAOS Skin Care India Pvt. Ltd.
20	Hozefa	Attari	Network Bay
21	Aditya	Nair	Pernod Ricard India (P) Limited
22	Anand	Agrawal	Pernod Ricard India (P) Limited
23	Nikhita	Jain	Pernod Ricard India (P) Limited
24	Varun	Soni	Pernod Ricard India (P) Limited
25	Rashi	Singh	Pernod Ricard India (P) Limited
26	Gopinath	Dadi	Pernod Ricard India (P) Limited
27	Mohammad	Rafique	Pernod Ricard India (P) Limited
28	François	Arpels	Rise in Lifestyle Crafts Luxury
29	Pascal	Risser	Savencia Fromage & Dairy India Pvt. Ltd.
30	Abhinav	Agarwal	Skp Business Consulting Llp - Mumbai
31	Shilpa	Rao	Tata Consultancy Services Ltd. (Tcs)
32	Nandan	Mehta	Tata Consultancy Services Ltd. (Tcs)
33	Dharmarajan	K	Tata Unistore
34	Aditi	Pai	Vallonne Vineyards
35	Advait	Pai	Vallonne Vineyards
36	Bruno	Bronquard	IFCCI
37	Shweta	Pahuja	IFCCI
38	Kesha	Doshi	IFCCI
39	Tracy	Fernandes	IFCCI
40	Ashish	Shukla	IFCCI

About Indo-French Chamber of Commerce & Industry (IFCCI)

Established in 1977, the Indo-French Chamber of Commerce belongs to a worldwide network of 120 French Chambers (CCIFI) in 90 countries with over 33,000 companies. One of the most active bilateral chambers in India, the Indo-French Chamber is a private association that promotes mutually beneficial trade relations between India & France and caters for its members' needs and interests. The Chamber has four offices in Mumbai, New Delhi, Chennai, Bangalore and two representations in Chandigarh and Pune. For more information, please visit <https://www.ifcci.org.in/>

For committee enquiries, please contact:

Shweta Pahuja
Head – Business Support Services
Phone: (022) 68 45 98 11
E-mail: shweta.pahuja@ifcci.org.in

For media enquiries, please contact:

Ishita Jain
Manager, Communications
Phone: (011) 30 68 10 83
E-mail: ishita.jain@ifcci.org.in