

PONNI SUPERMARKET



Housekeeping Chechi

a Great Retail Service Story

Sijin B+
Challenge Your Best



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As told by
Sijin Bt,
Trainer





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One fine morning, a very loving couple entered into PONNI supermarket

The couple were expecting their first baby

It was their first visit to PONNI. They were expecting a new shopping experience from PONNI supermarket



But, unfortunately, there was nobody to welcome them to the new shopping experience.

They were in total darkness.

Suddenly, House Keeping Chechi noticed their helplessness and **SPEEDLY** rushed towards the lovely but lonely couple. Because, she believed in the **SEAMLESSNESS** of responsibilities



Chechi greeted the couple with smile,

“Good morning
madam”

“Good morning Sir”



She offered them with a trolley. She noticed that the lady is pregnant. Chechi **PASSION**ately lead her through the aisles by pushing the trolley.

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During the shopping Chechi enquired about her special diet and pregnancy care

She said,

“I am following doctor’s prescription only”



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At that time chechi advised the expectant mother to concentrate more on the diet and recommended some traditional pregnancy tips



Suddenly, the lady started weeping.....


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Astonished Chechi enquired,

“What happened madam?”

The lovely expectant mother started telling her story.






“My mother is suffering from amnesia. When, we came to know that I have conceived I told my mother. But my mother can’t even remember me”

“PONNI SUPERMARKET”

The lady continued by grabbing the hands of housekeeping Chechi. . . .



“I expected this to be done by my mother. But she didn't. I find yourself in the place of my mother”.

The illustration shows a pregnant woman in a pink dress with white circles, being held by a housekeeper in a dark blue uniform and white headscarf. They are standing in front of a supermarket with a sign that reads 'PONNI SUPERMARKET'. The background is a stylized, light green and yellow illustration of a busy street scene.



It was a moment of sentiments, love and affection.

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The couple finished their shopping.

A CSA billed. At that time, Chechi bagged the items they purchased. Food item and non-food item in separate bags.



The husband came to know about the motherly touch and love of Chechi. He offered her Rs.100 as a symbol of gratitude.



Chechi refused to take the money by saying..

“No, thank you Sir. This is my duty. You can expect this from all other staffs working with Ponni Supermarket. We are being paid by the company to serve you.”



Our house keeping chechi's **INTEGRITY** and **COMMITMENT** to company impressed the couple very much.



This made them to visit PONNI again and again to meet chechi. They purchased regularly, most of the times for the sake of chechi.

The lovely couple told this incident to most of their friends. They also started shopping from **PONNI** to feel the new shopping experience



After the delivery, way back to their home they stopped at PONNI to meet chechi with their new born.

They asked chechi for blessings and said,



“Thank
you”

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The image shows the exterior of a supermarket named 'PONNI SUPERMARKET'. The sign is in large, white, bold letters on a dark background. The store's entrance is visible, showing a glass door and windows. Inside, there are shelves stocked with various goods, including a 'SALE' sign and a 'WELCOME' sign. A person is visible inside the store. The overall scene is brightly lit, suggesting a sunny day.

When I shared this incident during a training, I asked about the crux of the story. I got so many answers.



Integrity

Commitment

Passion

Seamlessness

Speed

Service

Relationship

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But, I told them...



“If Chechi can
give them
superior
shopping
experience,
WE CAN”



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