



*Do You Know Them?
They Work Here!!
Look At The Last Page
To Find Out Who They
Are.*



FRONT END Newsletter

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"The difference between a successful person and others is not a lack of strength, not a lack of knowledge, but rather in a lack of will."

Vincent T. Lombardi

E.L.M.S. GOAL:

95.0%

**STORE SCORE
WEEK ENDING
SEPTEMBER 6,
2008:**

85.0%



ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the Company Goal of 95% or better for week ending Sept. 6 2008:

<u>NAME</u>	<u>SCORE</u>
Amanda Cales	115.9%
Heather Hogan	102.4%
Betty Noe	102.0%
David Lemelin	99.8%
Mary Irwin	95.7%
Lora Huffman	95.6%



THOSE THAT MADE GREAT IMPROVEMENT OVER ELMS PERVIOUS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Michael Malek	22.31%
Maggie Rhodes	18.38%
Matt Fritz	13.53%
Amanda Cales	13.52%
Ashley Harris	10.82%
Jordan Steele	10.00%



This week score is a **HUGE IMPROVEMENT** over last week score. We went from 81.0% to 85.0% that is an improvement of 4.94%. That is **AWESOME!!!!** Keep up the **GREAT WORK!!!**



SCO NEWS



SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Cantaloupe
4050



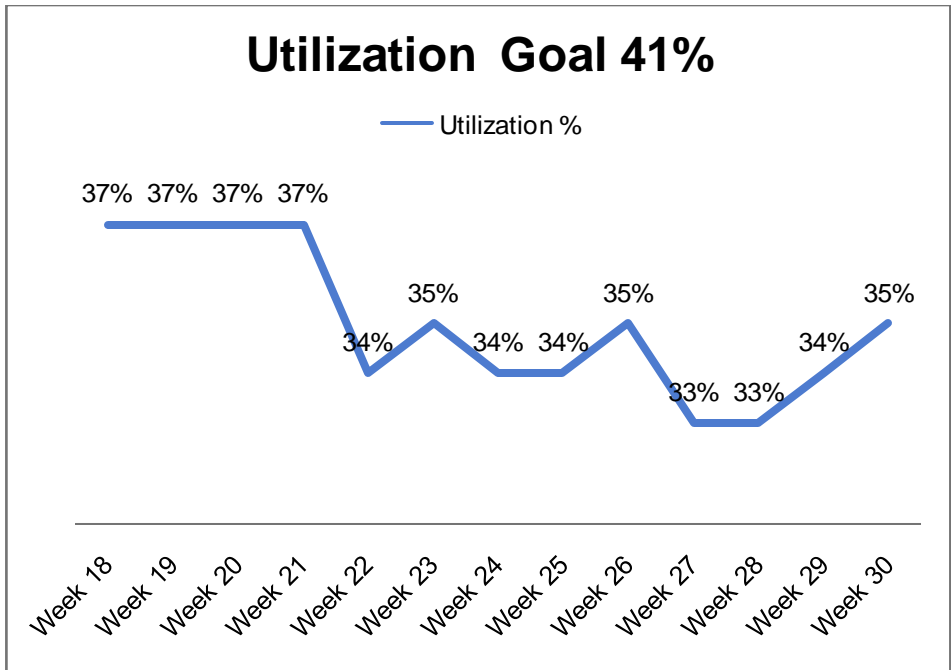
Red Seedless Grapes
4023



Green Peanuts
4935



Avocado
4046



41.2%



We are doing an excellent job spending 80% of our time interacting with the customers. Now we need to focus more on inviting customers to use SCO. As you can see for the past 13 weeks we have not meet the goal. The *SCO Utilization Goal* is **41.2%**, and we have yet to achieve this. **In most cases, all that is needed to achieve our goal is about 10 -12 more customers per hour, per day.** This is a very achievable goal. Can we rise up and meet this challenge?



SEPTEMBER BIRTHDAYS & ANNIVERSARIES



Birthdays

Lisa Collins

David Lemelin

Lucas Breeden



Happy Birthday!

Date

September 2

September 13

September 20

Anniversaries

Alice Pinckard

Lora Huffman

Date

September 14, 1982

September 28, 1981

Years

26

27

RING TENDER EFFECTIVE, WHAT IS THAT?



Not to be confused with Percent Effective, Ring Tender is an indicator that tells us whether or not our Front End is moving Customers through the check lanes quickly and efficiently. The ELMS system calculates the time it should have taken a cashier to process an order based on the order size and method of payment, then divides that number by the actual time it took the cashier to process the order. A store that consistently achieves a 95% or better every week will have fewer instances of lines backing up throughout the day. Floor supervision, managing queue lines, extended hours on all available express lanes, increased self-checkout utilization, and proper training on productivity for all new cashiers and courtesy clerks are keys to achieving success on our Front End every day. Being Ring Tender Effective is part of Kroger's Customer 1st Strategy of providing *World Class Service!*

HOW MUCH TIME AM I GIVEN FOR EACH TASK?



BEING RING
TENDER
EFFECTIVE IS
PART OF
KROGER'S
CUSTOMER 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!

<u>Description</u>	<u>Value (in Seconds)</u>
Item Scanned-Standard	1.523
Manufacturer Coupons Scanned-Standard	2.041
Item Scanned Express Lane-Standard	2.900
Item Lookup-Standard	3.464
Item Weight from Scale-Standard	3.531
Cancel Key (Item Void)-Standard	4.766
Change From Till-Standard	7.402
Age Verification-Standard	7.988
Manual Card Entry-Standard	17.708
Cash Tendered-Standard	20.635
Gift Certificates-Standard	26.339
Debit Cards-Standard	26.515
Credit Cards-Standard	31.877
EBT Cash-Standard	51.077
EBT Food Stamps-Standard	51.077
Manager Override-Standard	60.571
WIC Vouchers-Standard	61.078
Personal Check-Standard	63.200





BAGGING TIPS, STRIVE FOR FIVE

- Strive for 5 – place at least 5 items in each bag.
- Use junior bags when only bagging a few items.
- Build walls using boxes.
- Glass items should be in the middle and on the bottom of the bag.
- Glass items should be separated by NON glass items.
- Weight should be distributed evenly across all bags.
- Reuse bags that have come apart from the top tab (wicket).
- Maximum wickets per rack – 3.
- Is plastic OK? Paper bags should not be offered, only used for special customer requests.
- All crushables should be placed in the same bag.
- Do not bag large items.
- Do not double bag unless requested specifically by the customer.
- Separate raw meat from other items.

What Customers Are Saying About The Way Their Groceries Are Bagged!

I get so peeved when someone packs my health and beauty products in with my Tyson chicken. I have started to use the Self check more and more so that I don't have to worry about it :)

Posted on 02/21/2008 at 8:02:25 PM

I hate it when the baggers pack the stuff the wrong way and it's either too heavy or it's completely unbalanced. Maybe grocery stores should have all baggers read this.

Posted on 03/24/2008 at 2:03:58 PM



WHAT DO YOU THINK?

How often would you like to see the Front End Newsletter: Weekly, Bi-Weekly or Monthly?

What features would you like to see?

What features would you not like to see?

Got something to add: story, comment or suggestion let me know and I will try to include it!

Does this type of communication interest you?

Is this a good idea or a bad idea? What do you think?

Give me your feedback.

Who Are These Outstanding Courtesy Clerks? Tommy Lyons and Gerry Anders

