



FRONT END NEWSLETTER

INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 ELMS STAR Cashier
- Page 2 Birthdays & Anniversaries
- Page 3 Newsletter Is On The Web
- Page 3 "KEY" People
- Page 3 Fun & Games
- Page 4 The 5 L's



"The real opportunity for success lies within the person and not in the job."

Zig Ziglar

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING
FEBRUARY 7, 2009:

84.4%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending Feb. 7, 2009:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	107.4%
Amanda Cales	104.3%
Betty Noe	98.7%
Heather Hogan	97.5%
Michael Malek	97.5%
Lora Huffman	97.3%
Megan Metcalf	97.1%
Tanza Leatherwood	96.8%
Lucas Breeden	96.2%
Mary Irwin	95.7%



THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Jim Christopher	21.08%
Brandon Hollifield	12.91%
Chris Braden	10.21%



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 87.0% TO 84.4% THAT WAS A DECREASE OF 2.99% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS GOAL OF 95%!

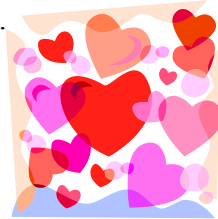




ELMS "STAR" CASHIER



The ELMS "STAR" Cashier program was developed by Randy and Holly to recognize and reward cashiers who are CUSTOMER 1ST by setting higher standards in achieving and/or exceeding the ELMS Goal of 95%. To win this monthly award, the cashier must have the highest ELMS average and scores for at least 75% of the month. The winner will get his/her name on the ELMS "STAR" Cashier Award Plaque, wear the STAR pin for a month, signifying their "STAR" quality and have their choice of a \$10 gift card from McDonalds, iTunes, Starbucks, Subway, Moe's, Kroger, Blockbuster or Snappy Tomato Pizza. January's ELMS "STAR" Cashier was Cody Thornburgh. Cody had an average of 108.5% for the month of January. Who will be the February's ELMS "STAR" Cashier? Will it be you? Find out next month...



FEBRUARY BIRTHDAYS & ANNIVERSARIES

Birthdays

Lindalee Russell
 Michael Malek
 Jessica Jones
 Nicole Jones



Date

February 5
 February 5
 February 15
 February 19

Anniversaries

Melissa James
 Sandi Shaw

Date

February 7 2008
 February 16 1992

Years

1
 17



65 Roses

Store 525's goal for Cystic Fibrosis is \$2,500. The amount we have raised as of Feb.13th is \$2641. We are at 105.6% of our goal.

Here are our top three sellers:

1. Sandi Shaw
2. Cody Thornburgh
3. Amanda Mills

Well, we have reached the end of our fundraising for Cystic Fibrosis and we have reached our GOAL of \$2500. Fantastic Job!

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Golden Pineapple

4430

Fresh Nectarines

4036

Blood Orange

4381

Red Seedless Grapes

4023



Congratulations!

The Winner of The Newsletter Trivia Contest, Issue 22, was.....

Kay Knight



LOOK!



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





SURFING THE WEB

Your Front End Newsletter and Store Newsletter are now on the web!!!

To view the online Newsletters go to www.your525newsletter.synthasite.com. You need Adobe Reader to view the Front End Newsletter and Store Newsletter. If you have any suggestions to what could be added or deleted, please share your comments with me. The site also has ELMS tips and tricks as well as some links to other websites such as Kroger.com, ExpressHR, Atlanta Employee Info Page, Clicks! For Cystic Fibrosis and Adobe.com to download the Adobe Reader to view the Newsletters.



Let's congratulate these GREAT CASHIERS for averaging an ELMS score of over 95% for at least 21 weeks from August 8, 2008 to January 13, 2009:

Amanda Cales		104.4%		24 Weeks
Sandi Shaw		102.8%		23 Weeks
Cody Thornburgh		101.2%		21 Weeks
Lora Huffman		99.5%		25 Weeks
Mary Irwin		96.9%		22 Weeks
Lucas Breeden		95.4%		25 Weeks

Each one of these GREAT CASHIERS received a KEY for their outstanding service, by providing our customers with a quick and efficient checkout. Thanks guys you are GREAT!!!

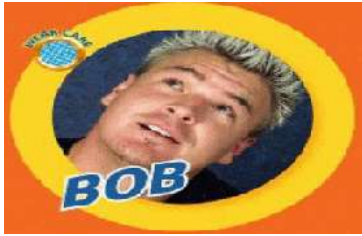


Fun & Games
Sports & TV Trivia



- Butterfly and freestyle are associated with:
A) Curling B) Swimming C) Skiing
- Which actress starred in the special about spousal abuse called "The Burning Bed":
A) Farrah Fawcett B) Cheryl Ladd C) Cybill Shepherd

REMEMBER, ASK FOR ME,
BOB!



TACKLE TOUGH CUSTOMERS WITH THE 5 'LS'

Sometimes dealing with upset customers is challenging. When you face tough customers, you need to think on your feet, know just what to do and say to make the conversation go smoothly and be ready to turn a potential disaster into a positive service experience.

Follow these Ls to help you tackle tough customers with ease:

1. **Listen.** What are the customers really trying to say? Can you understand both the words and the message? Listen for the unspoken messages between the lines to be absolutely sure you know what tough customers are telling you before you attempt to offer solutions.
2. **Look.** Watch the customers' body language for signals that will indicate their true feelings.
3. **Loosen up.** You can't just sit back, relax and refuse to take the situation seriously. But if you're all tied up in knots while talking with an upset customer, you're going to be so busy focusing on your nerves that you can't focus your attention where it belongs – on the customer. Breathe deeply and regularly, relax your shoulders and let the knots in your stomach unwind. When you're relaxed, you're able to help get your customer into a relaxed state as well.
4. **Let go.** Release your preconceived notions about what the customer wants. You may have remedied similar situations in the past. But the customer in front of you now is a unique individual – and is the only one who really matters at the moment. So lose those assumptions and open your mind to this customer's needs.
5. **Learn.** The best employees learn from customers – especially those who have a bone to pick. Those customers are the ones who teach you the most about staying calm under fire and maintaining your professionalism under challenging circumstances.

After every encounter with an upset customer, ask yourself what you said and did that worked well and what you'd do differently the next time you face a difficult customer.



 **President's Day** 

February 16th is Presidents Day

Washington's Birthday is a United States federal holiday celebrated on the third Monday of February. It is also commonly known as **Presidents Day**.

Courtesy Clerk Info



Parking Lot Safety

- Secure stray shopping carts promptly
- Push no more than 4-6 carts at one time
- Wear a reflective vest when working outdoors
- Watch for and report damaged mats, doors, pavement and other unsafe conditions

