



FRONT END NEWSLETTER

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4 ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending October 31, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Sandi Shaw	117.4%
Lora Huffman	115.0%
Cody Thornburgh	107.7%
Amanda Cales	105.2%
Kim Snyder	101.7%
Heather Hogan	101.1%



"As we express our gratitude, we must never forget that the highest appreciation is not to utter words, but to live by them."

John F. Kennedy

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING OCTOBER 31, 2009:

85.7%



6 Cashiers Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>Name</u>	<u>Improvement</u>
Austin Boling	18.69%
Laurie Clark	11.58%



THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 88.8% TO 85.7% THIS WAS A DECREASE OF 3.49%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

9.3 MILES TO ATLANTA



Will we ever make it to 95? It's just a little further down the road! Oh so close last week.

Remember, Ask For Me, BOB!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:





-  *Granny Smith Apple*
4139
-  *Red Bartlett Pear*
4410
-  *Jonagold Apple*
4147
-  *Black Seedless Grapes*
4056



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

This is the **FIRST TIME** in NINE MONTHS we have been below 90% on our WIG SCORE! **REMEMBER:** Engagement Starts With You! Make sure you Engage with every Customer and ask every KPF prompted Customer to apply. Floor Supervisors **MAKE SURE** we are meeting the **QUEUING STANDARD OF 1 PLUS 1**. Here are Wildly Important Goals and our year to date scores:

- ❖ **Engaging**  **87.5%** → **85.3%**
- ❖ **Front-End Supervisor** **100%** → **WIG Average**
- ❖ **Total Queuing** **86.9%** → **WIG Average**
- ❖ **KPF (Since the 7th Period / 6 of 9)** **66.7%** → **WIG Average**
- ❖ **Express Lane Open** **100%** 
- ❖ **Ring Tender Percent Effective** **89.3%**  

Where do we stand on WIG? At the end of the 3rd QTR we are 37th on Engagement in the Atlanta KMA and we are in 8th place (tied for 4th) in Zone D for Total WIG Score. But what is sad about this is? **Well we were Number 1 in Zone D for the longest time, but not anymore!** Too many bad shops! But we can regain our Number 1 spot again with shops like the one Sonya had! Sonya was Mystery Shopped on Nov. 1 and got 100% on everything. Her excellent shop improved our WIG Score from 84.1% to 85.3%. **Great Job Sonya!**

November Birthdays & Anniversaries

Birthdays

- Tabbi Geisler
- Susannah Ishmael
- Randy Clark
- Ben Savell
- Melissa James



Date

- November 2
- November 6
- November 7
- November 26
- November 28

Anniversaries

- Holly Lawson
- Heather Hogan
- Bob Rollins
- Betty Noe

Date

- November 5, 1986
- November 6, 2007
- November 7, 2008
- November 11, 1980

Years

- 23
- 2
- 1
- 29

New Web Address:



<http://your525newsletter.yolasite.com>

Be sure to visit Your525Newsletter online at

<http://your525newsletter.yolasite.com>

Your 525 Newsletter Online now has a new address and new look too!! Come by and check it out and be sure to drop me a line. Please share your comments and suggestions with me about how to improve the site or what you would like to see. I would love to hear from you!



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

Breast Cancer Awareness Final Info!

Store 525 has raised a total of \$5622 for the Susan G. Komen foundation! Unfortunately our final numbers were not enough to keep us in the Number 1 Spot for the Atlanta KMA, but we did take second place. Our Final Number for the Bake Sale was \$1190. Our Top Three Sellers of "Pink Ribbon Icons" were rewarded for their tremendous efforts with gift cards. Here are our Top Three Sellers:

- | | | |
|-----------------|--------|-----------------|
| 1. Kim Snyder | \$1162 | \$100 Gift Card |
| 2. Lora Huffman | \$1044 | \$75 Gift Card |
| 3. Sandi Shaw | \$639 | \$50 Gift Card |

In addition to the prizes for First, Second and Third Place, there was a bonus prize of \$100 Gift Card. The Winner of that prize was Lora Huffman. Great Job to Everyone and Thanks to all that helped in this great cause.

A CHANCE TO WIN!

ONE ELMS PERFORMING EMPLOYEE WILL WIN THIS FOOTBALL GRILL ON NOV. 16. ALL THAT YOU HAVE DO IS SCORE A 95% OR BETTER TO RECEIVE AN ENTRY. SO BE SURE TO LOOK FOR YOUR ENTRY FORM IN YOUR WEEKLY "GOAL" DEN EGG AND DROP IT INTO THE ENTRY BOX AT CUSTOMER SERVICE! RETAIL VALUE \$59.99!



Fun & Games
Sports & TV Trivia



- Which number did Chicago Bears Gale Sayers wear?
A) 10 B) 20 C) 40
- What was the name of Lucy's banker boss on the "The Lucy Show"?
A) Mr. Morgan B) Mr. Mooney C) Mr. Mason

Answers on the next page, Good Luck!

Tax Exempt Information

Customer Requirements

It is **NOT** acceptable for the purchaser to write “On File” in the Registration No. Block on the Sales Tax Exempt form. Every column must be filled in AND the Signature of Purchaser secured for every sale. This is necessary at the time of each sale even though the customer may make several purchases the same day. Ditto marks (“ ”) or “same as above” are not acceptable.

This week's Sports & TV Trivia answers:

1. C)- 40



2. B)- Mr. Mooney



Associate 20% Kroger Brand Sale Nov. 15th– Nov. 21st, 2009

Employee Discount is COMING!!! The discount includes products labeled as “Kroger” brand. In addition, the discount applies to all brands manufactured by The Kroger Co. including Private Selection, Naturally Preferred, Active LifeStyle, Pet Pride, and more. The discount will be automatically applied when your associate Kroger Plus card is used. Here is a list of Front End Employees that are NOT set up to receive the Employee Discount:

- DELMAR CARROLL
- SHANNA HOOKS
- SHAWNA SALDANA

Please verify that you are receiving the employee discount and if you are not receiving discount please see Susannah Ishmael so you can take advantage of this discount, just in time for the holidays. Discount will take 3-7 days to be activated if card is not set up. Discount does not include Fuel, RX, and select prepared items.

Do you assistance to improve Ring Tender???

Here are some tips to help you improve!

- Ask for loyalty card, coupons
- Always check and assist the Customer with unloading the bottom of the bascart
- Minimize time looking for barcodes, learn where barcodes are typically located, (on the bottom of most boxes and the sides of most bottles/cans)
- After two failed attempts to scan, key in the UPC – Immediately report items that don't scan, bad barcodes, prices not in the system
- Minimize talking between Cashiers and Courtesy Clerks to allow complete focus on the Customer and the order. This will help prevent the majority of mistakes made at the checkstand
- Use two handed scanning process, maintain a fluid motion and listen for the “beep” and do not watch the display
- Scan all coupons with a barcode
- Understand all tender processes fully – know how to handle and process a WIC, charge, check, EBT, debit and credit card without assistance
- For Checklanes operated with a Courtesy Clerk, complete scanning all items and process the tender before assisting with the bagging process (depends on the size of the order and available space on the checkstand)
- For Scan & Bag checklane operation, place each item in a bag and pass full bags to customer before processing the tender and completing the order
- Cashiers should close the cash drawer as soon as possible after the tendering process



ELMS “STAR PERFORMER” FOR OCTOBER

The winner of the ELMS “STAR PERFORMER” for October is Lora Huffman with an average monthly score of 129.9%. Lora has won a \$10 gift card for her outstanding performance. Who will be November's winner? It could be you!