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# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending November 15, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	111.0%
Chris Braden	103.2%
Sandi Shaw	97.7%
Lora Huffman	96.0%



"If a fellow isn't thankful for what he's got, he isn't likely to be thankful for what he's going to get."

**Frank A. Clark**

E.L.M.S. GOAL:

**95.0%**

STORE SCORE WEEK ENDING  
NOVEMBER 15, 2009:

**85.3%**



# 4 Cashiers Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

*This Week We Did Not Have One GREAT CASHIER Improve Their Score By 10% Or More But Denise Oliver Made Great Strides In Improving Her ELMS Score Last Week. Denise Improved Her Score By 7.22%. GREAT JOB DENISE!!*

THIS WEEK SCORE WAS A DECREASE VS LAST WEEK SCORE. WE WENT FROM 85.7% TO 85.3% THIS WAS A DECREASE OF 0.47%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

**9.7 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!***



**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** 88.1% 
  - ❖ **Front-End Supervisor** 100%
  - ❖ **Total Queuing** 85.7%
  - ❖ **KPF (Since the 7<sup>th</sup> Period / 7 of 11)** 63.6%
  - ❖ **Express Lane Open** 100%
  - ❖ **Ring Tender Percent Effective** 89.1% 
- 84.4%**  
**WIG Average**
- 

Where do we stand on WIG? At the end of the 3<sup>rd</sup> QTR we are 37<sup>th</sup> on Engagement in the Atlanta KMA and we are in 8<sup>th</sup> place (tied for 4<sup>th</sup>) 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 there is light at the end of the tunnel, with our latest shop, our store score went from an 83.5% to **84.4% Great Job Denise!**

**PLU SALE ITEMS FOR THIS WEEK:**

**LEARN HIGH USAGE PLU CODES:**

Sweet Onion

4166

Collard Greens

4614

Golden Pineapple

4430

Celery

4070



***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**

**Date**

**Years**

Holly Lawson

November 5, 1986

23

Heather Hogan

November 6, 2007

2

Bob Rollins

November 7, 2008

1

Betty Noe

November 11, 1980

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 1<sup>ST</sup> STRATEGY OF PROVIDING WORLD CLASS SERVICE!**

# Signature Capture



Starting Tuesday, Dec. 1, when Customers pay with a credit card, they simply sign the pin pad instead of signing the paper slip.

**How this will work: The Customer is prompted for their signature once the credit card is swiped.**

- Total the transaction
- Press EFT for Credit Card
- Customer swipes Credit Card (approval/decline takes place)
- Pin Pad will show "Processing Please Wait"
- Cashier display will show "Wait for Signature"
- Pin pad will prompt the Customer to sign upon approval "Please sign"
- Customer will sign the pin pad and press "Done" or "Clear" to restart signature
- The order will complete
- Receipt will print
- **DO NOT SIGN FOR CUSTOMER**



**What if the pin pad is not Capable of Accepting a Signature at that Time?**

**If the pin pad is not able to capture the Customer's signature:**

- Cashier display will show an error message "B347 Pin Pad not Capable"
- Press "Clear"
- Receipt and paper signature slip will print
- Ask the Customer to sign the paper signature slip
- Paper slip should be kept in the Cashier till



Fun & Games

Sports & TV Trivia



1. What style of sailing craft has two hulls side by side?  
A) Sloop B) Catamaran C) Yawl
2. On "All in the Family" what was Mike and Gloria's last name?  
A) Stokowski B) Stivic C) Schwartz

**Answers on the next page, Good Luck!**

## Its 1-2-3 Reward Certificate Time!

1-2-3 REWARDS cardholders will receive their REWARDS certificates on or about Nov. 23. Here are some important tips for you to know:



### A CHANCE TO WIN!

THE WINNER OF THE FOOTBALL GRILL IS...  
**AMANDA CALES!**



1. Customers **do not need to sign** (endorse) their REWARD Certificates, and customers can redeem one or more 1-2-3 REWARDS Certificates per transaction.
2. **Tender** the REWARD Certificates as you would a check and place in your till with other checks.
3. The date on the check is the Issue Date and **NOT** the Expiration Date.
4. Remember, Customers with 1-2-3 REWARD Certificates are some of our BEST Customers.

This week's Sports & TV Trivia answers:

1. **B)- Catamaran** 
2. **B)- Stivic** 



This is the issue date, not the expiration Date!



## Can Hunger 2009



**Campaign runs from Nov. 15th through Dec. 31st**

**Company Goal for 2009 is \$300,000**

**Store Goal is \$15,000**

We are the NUMBER 1 Store in Zone D and the Division with our first week's sales of Can Hunger Icons of \$3485 and we are at 23.2% of our goal. Great Job everyone promoting Can Hunger. We need to continue our commitment to this worthy cause so we can make someone's holiday season a little brighter. The week 2 incentive is the top 10 stores will receive (5) \$20.00 gift cards to use as employee incentives. Here are our top 3 sellers:

1. Lora Huffman \$551
2. Sandi Shaw \$403
3. Kim Snyder \$365

### Facts About Hunger

With over 12 percent of senior citizens living in poverty today and one of out of six children at risk of going hungry at some point each month, it is now more important than ever to make sure no one goes to bed hungry



### ELMS "STAR PERFORMER" FOR NOVEMBER

The November Award has 2 weeks in the books with 2 weeks still to go, but as of right now here are the top 5 contenders. Who will it be?

It could be you!

1. Cody Thornburgh 111.0%
2. Chris Braden 103.2%
3. Heather Hogan 102.4%
4. Sandi Shaw 99.7%
5. Lora Huffman 96.8%