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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:

NAME

Cody Thornburgh

Chris Braden

Sandi Shaw

Lora Huffman



111.0%

103.2%

97.7%

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%

4 Cashiers Made Goals

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!!

STORE SCORE WEEK ENDING NOVEMBER 15, 2009:

85.3%

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!

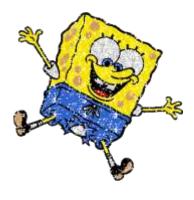
9.7 MILES TO ATLANTA





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!



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Sweet Onion 4166 Collard Greens 4614



Golden Pineapple 4430

Celery 4070





ENGAGEMENT STARTS WITH YOU!!

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

*	Engaging (88.1%	34.4%
*	Front-End Supervisor	100%	WIG Average
*	Total Queuing	85.7%	Wind
*	KPF (Since the 7 th Period / 7 of 11)	63.6%	
*	Express Lane Open	100%	

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 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!

Ring Tender Percent Effective 89.1%

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	<u>Date</u>	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 1ST
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!

A CHANCE TO WIN!

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



This week's Sports & TV Trivia answers:

1. B)- Catamaran



2. B)- Stivic





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?

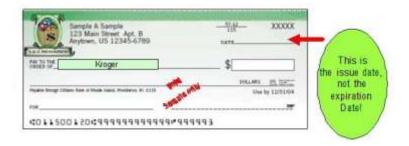
It could be you!

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%

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:

- 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.





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