



# FRONT END NEWSLETTER

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"Self-trust is the first secret of success."

**Ralph Waldo Emerson**

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING AUGUST 22, 2009:

**87.6%**



## ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending August 22, 2009 and are instrumental in helping us reach our WIG goal:

NAME	SCORE
Chris Braden	103.0%
Sandi Shaw	102.2%
Cody Thornburgh	101.1%
David Lemelin	99.8%
Lora Huffman	95.4%
Amanda Cales	95.0%



# 6 People 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 Chris Braden Made Great Strides In Improving His ELMS Score Last Week. Chris Improved His Score By 8.99% And Was Our Top Performer. GREAT JOB CHRIS!!*

**THIS WEEK SCORE WAS A SLIGHT INCREASE VS LAST WEEK SCORE. WE WENT FROM 87.5% TO 87.6% THIS WAS AN INCREASE OF 0.11%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!**

**7.4 MILES TO ATLANTA**



Will we ever make it to 95? It's just a little further down the road!

***Remember, Ask For Me, BOB!***



# Signature Capture...Coming Soon!

As you may have heard, we will soon be converting to a new application at point of sale for Electronic Payments, called Signature Capture. This new software will be loaded onto our current debit/credit pinpads and will require the customer to sign with the pen that is attached to the pinpad, onto the window of the pinpad. This means no more signed credit slips. Wahoo!! You should be familiar with this process as it is widely used in the current marketplace. What is signature capture? SIGNATURE CAPTURE is--A peripheral device that electronically captures an individual's signature for customer identification and transaction applications. Atlanta does not have a roll-out date as to when this new software will be installed yet but this new software will be an exciting addition to the front end check out process!

Here is an example of what Signature Capture will look like:

*Bill Cook*

## **AUGUST BIRTHDAYS & ANNIVERSARIES**

**Birthdays**

	<b><u>Date</u></b>
Amanda Cales	August 2
Claire Dodson	August 2
Karie Ely	August 4
Marla Orchid	August 5
Kay Knight	August 12
Hasmukhbhai Patel	August 16

**Anniversaries**

	<b><u>Date</u></b>	<b><u>Years</u></b>
Sharon Hargrove	August 1, 2006	3
Nicole Jones	August 4, 2008	1
Michael Malek	August 14, 2008	1
Nathan Fritz	August 19, 2008	1
Andrew Reinerio	August 20, 2008	1
Josh Reinerio	August 20, 2008	1
Dana Fulkerson	August 25, 1999	10

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

*Seedless Black Grapes*  
4056

*Sweet Potato*  
4816

*Eastern Peaches*  
3117

*Seedless Watermelon*  
4032



# New Web Address:



<http://your525newsletter.yolasite.com>

Be sure to visit Yours525Newsletter 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!**

## KPF (MasterCard) Information

I have a couple of things to let you know of that are new to KPF and WIG Scores.

**First Thing:** starting on September 13, 2009, KPF will be a measurement on the Mystery Shop and part of our WIG score! We are NUMBER 1 in Zone D on the current WIG Scores and have been all year long, but with our low KPF score of 68%, we would no longer be NUMBER 1 in Zone D with the addition of the KPF measurement. The Goal for KPF is 80% and this is a very achievable goal. Just make sure to mention the MasterCard offer to **EVERY CUSTOMER PROMPTED CUSTOMER**. This will ensure a better KPF and WIG score and gives us our spot back at Number 1 in Zone D!

**Second Thing:** Tamika in KPF has informed us that she will no longer be providing the \$15 Gift Cards for associates that perform perfectly on Mystery Shops. Tamika will pay those associates who scored perfectly through the 6<sup>th</sup> period, but not in the 7<sup>th</sup> or 8<sup>th</sup>. Michael Weaver, Zone D Front End Specialist, will be looking for ways to reward those associates that scored perfectly on the Mystery Shops for the 7<sup>th</sup> and 8<sup>th</sup> periods since they were told that they would receive the \$15 Gift Card. I know that this is an inconvenience; since KPF will now be a Cashier measurement on the Mystery Shop, but we need to keep our focus on what is most important, Customer Service and putting our Customers First!



Fun & Games

Sports & TV Trivia



- The "Ebony Express" was a nickname for what track star?
  - A) Jesse Owens B) Carl Lewis C) Otis Davis
- Which sitcom featured Alex with a picture of William F. Buckley Jr. over his bed?
  - A) "Webster" B) "Silver Spoons" C) "Family Ties"



Answers on the next page, Good Luck!



### ENGAGEMENT TIPS

1. Would you like to Go Green Today?  
This opens up the conversation on the benefits of reusable bags to our environment and often promotes the sale of these bags reducing our bag cost down the road.
2. WOW! Have you seen the lottery?  
We sell the tickets at customer service and in our new Lottery Machine.

This week's Sports & TV Trivia answers:

1. A- Jesse Owens 
2. C-"Family Ties" 



### ELMS "STAR PERFORMER" FOR AUGUST

The August Award has 3 weeks in the books with 1 week still to go, but as of right now here are the top 5 contenders. Who will it be? You Guys Are Awesome!

- |                    |        |
|--------------------|--------|
| 1. Heather Hogan   | 104.8% |
| 2. Cody Thornburgh | 103.6% |
| 3. Sandi Shaw      | 101.8% |
| 4. David Lemelin   | 101.1% |
| 5. Alice Pinckard  | 98.8%  |

Congratulations To Dana Fulkerson; 10 Years With Kroger!



This past Tuesday, August 25, Dana Fulkerson celebrated 10 years with the Kroger Company. Dana started with us here at Kroger Northshore on August 25, 1999. And in that time Dana has become one of the most cherished Courtesy Clerks on our Front End. Our Customers truly appreciate the excellent customer service that Dana provides. We have received numerous customer comments on the excellent customer service that Dana has provided to our customers. Dana is excellent example of the Kroger Customer First Strategy and we here at Kroger Northshore truly appreciate all the hard work, dedication and customer service that you provide to our customers and to us here at Kroger!

Thank you, Dana!





### WIG GOALS



Remember ENGAGEMENT Starts With YOU!!

We are NUMBER 1 store in Zone D!!! We have separated ourselves from other stores with our excellent shops lately. Great Job Everyone! Starting on Sept. 13, KPF (MasterCard) will be part of our WIG Goals. If KPF were part of WIG scores now, we would have WIG score of 86.6%. The goal for KPF is 80% and we are at 68.0%! So make sure you ask every time you are prompted. So here is our Wildly Important Goals and our year to date scores:

❖ Engaging	90.0%	  <b>92.8%</b> <b>WIG Average</b>
❖ Front-End Supervisor	100%	
❖ Total Queuing	88.4%	
❖ KPF	68.0%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	89.3%	