Front End Newsletter

INSIDE THIS ISSUE

ELMS

"Success doesn't come to you... you go to it."
Marva Collins

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING AUGUST 30, 2008:

81.0%

E.L.M.S. EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the Company Goal of 95% or better for week ending Aug. 30 2008:

NAME	SCORE
Alice Pinckard	109.6%
Betty Noe	104.4%
David Lemelin	102.6%
Lora Huffman	102.4%
Amanda Cales	102.1%
Michelle Mullins	101.9%
Heather Hogan	99.2%
Mary Irwin	98.1%
Sandi Shaw	97.3%
Megan Metcalf	96.4%
Lucas Breeden	95.7%
Ethan Adams	95.3%

THOSE THAT MADE *GREAT IMPROVEMENT* OVER PERVIOUS SCORE

NAME	IMPROVEMENT
Alice Pinckard	25.11%
Dylan Goodreau	19.78%
James Tabor	14.79%
Michael Malek	14.51%
Matt Fritz	14.41%
Nicole Jones	13.64%
Betty Noe	11.66%

TIPS & TRICKS

ELMS

TIP FOR THE WEEK:

LEARN HIGH USAGE PLU CODES:

Bananas
4011

Red Delicious Apples
4016

Green Onions
4068

Green Cabbage
4069

Yellow Onions
4851

F.Y.I.

- Scan with a sense of urgency and with both hands
- Always check and unload the bottom of the bascart first
- Ask for the Kroger Plus Card and coupons <u>before</u> starting the order
- Maintain a fluid motion when scanning
- Listen for the terminal "beep" and do not watch the display
- Do not spend time looking for barcodes, learn where barcodes are typically located: on the bottom of most boxes and on the sides of bottles/cans
- After two failed attempts to scan, key enter the UPC
- Learn high usage PLU codes
- In anticipation of an override, do not wait until the end of an order to call for assistance
- Scan all coupons with a barcode
- Use order divider bars. Keep orders separate to avoid confusion
- Have pens, B.O.B. stickers as well as other supplies readily available to avoid delays
- Close cash register drawer as soon as possible, once the cash drawer is closed the E.L.M.S. clock is stopped
- For our underage cashiers, if you have beer in an order, page for assistance shortly before the end of the order to give your Floor Supervisor time to assist you in scanning the beer to avoid unnecessary delays
- BEFORE STARTING A SMALL ORDER, ask the customer, *"WILL THIS BE ALL FOR YOU TODAY?",* usually this will prompt customers purchasing cigarettes to ask at this time, getting the customer's request for cigarettes before starting the transaction will improve your efficiency

SEPTEMBER BIRTHDAYS & ANNIVERSARIES

<u>Birthdays</u>	<u>Date</u>
Lisa Collins	September 2
David Lemelin	September 13
Lucas Breeden	September 20

<u>Anniversaries</u>	<u>Date</u>	<u>Years</u>
Alice Pinckard	September 14, 1982	26
Lora Huffman	September 28, 1981	27

RING TENDER EFFECTIVE, WHAT IS THAT?

Not to be confused with Percent Effective, Ring Tender is an indicator that tells us whether or not our Front End is moving Customers through the check lanes quickly and efficiently. The ELMS system calculates the time it should have taken a cashier to process an order based on the order size and method of payment, then divides that number by the actual time it took the cashier to process the order. A store that consistently achieves a 95% or better every week will have fewer instances of lines backing up throughout the day. Floor supervision, managing queue lines, extended hours on all available express lanes, increased self-checkout utilization, and proper training on productivity for all new cashiers and courtesy clerks are keys to achieving success on our Front End every day. Being Ring Tender Effective is part of Kroger's Customer 1st Strategy of providing *World Class Service!*
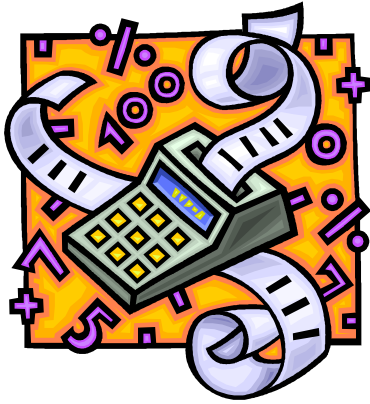
HOW MUCH TIME AM I GIVEN FOR EACH TASK?

Description	Value (in Seconds)
Item Scanned-Standard	1.523
Manufacturer Coupons Scanned-Standard	2.041
Item Scanned Express Lane-Standard	2.900
Item Lookup-Standard	3.464
Item Weight from Scale-Standard	3.531
Cancel Key (Item Void)-Standard	4.766
Change From Till-Standard	7.402
Age Verification-Standard	7.988
Manual Card Entry-Standard	17.708
Cash Tendered-Standard	20.635
Gift Certificates-Standard	26.339
Debit Cards-Standard	26.515
Credit Cards-Standard	31.877
EBT Cash-Standard	51.077
EBT Food Stamps-Standard	51.077
Manager Override-Standard	60.571
WIC Vouchers-Standard	61.078
Personal Check-Standard	63.200

ELMS

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

HOW IS MY SCORE CALCULATED?

Every task you perform within an order is added together. Then all your orders for the day are totaled together. Then the total time (Standard) it should have taken you to process the days orders is divided by the time it took you to process the days orders to determine your ELMS score.

This example is for those who don't meet the goal of 95% or underperform.

Time it should have taken you to perform the tasks you performed in the order: 2 minutes 30 seconds or 150 seconds.

Time it took you to process the same exact order: 3 minutes or 180 seconds.

Time it should have taken you /Time that it took you:

$$150/\underline{180} = 83.3\% \text{ Score}$$

This example is for those who meet the goal of 95% or exceed it.

Time it should have taken you to perform the tasks you performed in the order: 2 minutes 30 seconds or 150 seconds.

Time it took you to process the same exact order: 2 minutes or 120 seconds.

Time it should have taken you /Time that it took you:

$$150/\underline{120} = 125\% \text{ Score}$$

The difference in these two examples is only 60 seconds and a difference of 41.7% in the scores. A few seconds from each order you process, added together throughout the day, adds up and can make a HUGE difference in your weekly ELMS Score.

WHAT DO YOU THINK?

How often would you like to see the ELMS Newsletter: Weekly, Bi-Weekly or Monthly?

What features would you like to see?

What features would you not like to see?

Got something to add: story, comment or suggestion let me know and I will try to include it!

Does this type of communication interest you?

Is this a good idea or a bad idea? What do you think?