



## FRONT END NEWSLETTER

### ELMS EMPLOYEE PERFORMANCE NEWS

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*"Success comes before work only in the dictionary."*

## Anonymous

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING  
MARCH 14, 2009:

91.3%



Cashiers that meet the ELMS Goal of 95% or better for week ending Mar. 14, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	111.2%
Michelle Mullins	110.3%
Sandi Shaw	108.3%
Heather Hogan	106.9%
Alice Pinckard	104.3%
David Lemelin	102.6%
Denise Oliver	102.0%
Stefani Taylor	101.4%
Nicole Jones	101.2%
Megan Metcalf	100.0%
Marla Orchid	99.8%
Nathan Fritz	97.9%
Michael Malek	97.4%
Lora Huffman	95.3%



**14 People Made Goal!**

### THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Denise Oliver	19.16%
Stefani Taylor	19.01%



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 93.1% TO 91.3% THAT WAS A DECREASE OF 1.93% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!

# CASHIER TIPS IN RECOGNIZING LEGITIMATE INTERNET COUPONS



With the rise of counterfeit coupons, the ACP has provided these tips to help identify fraudulent coupons from legitimate coupons.

**No Free/High Value Coupons**

Most manufacturers *do not issue* coupons for “Free” products, and *avoid* high value coupons. Look for values disproportionately high relative to the price of the item (e.g. 75% or more).

**Customer Identifier(s)**

Some Internet Coupons may include customer name, identification number (PIN) and/or additional identifier barcode for an added level of security.

**Consistent Offer Value**

Offer value should be the same if printed in different areas on the coupon. Make sure value is consistent in all areas.

**Expiration Date**

Check for unusually long expiration periods or dates that appear to have been altered. Valid Internet Coupons often have short expiration periods (e.g., less than 3 months)

**Legal Language**

Manufacturers include legal language to protect against fraud and/or misredemption. Words such as “coupons are not to be altered, copied, transferred, purchased, sold, etc.” are included on most Internet Coupons.

**Easily Scannable Barcode**

Proper Internet Coupons use technology that creates clear barcodes. Look for barcodes that are unusually fuzzy or appear to have been altered.

**Color or Black & White**

Internet Coupons can appear in color or black & white. Use other guide-lines here as your primary reference for recognizing a valid Internet Coupon.

**Multiple Coupon Prints**

Look for multiple prints (more than 2) of the exact same coupon. Most valid Internet Coupons provide print controls that limit customers to 1 or 2 prints of a coupon.

**Obvious Alteration**

In general look for coupons that appear to be obviously altered. Common sense goes a long way!

## MARCH BIRTHDAYS & ANNIVERSARIES

**Birthdays**

Lora Huffman  
Doug Flynn  
Larry Dixon



**Date**

March 10  
March 25  
March 25

**Anniversaries**

Kay Knight  
Sonya Kron



**Date**

March 3 1973  
March 12 1995

**Years**

36  
14



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

*White Seedless Grapes*  
4022

*Jumbo Cantaloupe*  
4050

*Broccoli Crowns*  
3082

*On The Vine Tomatoes*  
4664





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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!

## SELF CHECKOUT

SCO is getting a new software upgrade. So why are these changes happening to SCO? To make the SCO more user friendly. The upgrade will be in our store on April 6 and will help:

- Build positive customer relationships
- Increase Utilization
- Reduce Interventions
- Improve SEPR Scores
- Improve Speed of Checkout
- Improve Queuing

### Self Check Out

New changes are coming to Self Check Out. Here is a sneak peek at the new Start Screen.



Fun & Games  
Sports & TV Trivia



1. Mia Hamm is associated with:  
A) Soccer B) Volleyball C) Thoroughbred racing?
2. Whose best friend was Maynard G. Krebs:  
A) Gilligan B) Ritchie Cunningham C) Dobie Gillis?



**REMEMBER, ASK FOR ME,  
BOB!**



MDA has kicked off and here are our top 3 sellers of MDA Shamrocks:

1. Sandi Shaw
2. Lora Huffman
3. Mary Irwin



**“STAR PERFORMER”  
FOR MARCH**

The March Award has 2 weeks in the books with 2 weeks still to go, but as of right now here are the top 5 contenders.

- |                     |        |
|---------------------|--------|
| 1. Cody Thornburgh  | 112.9% |
| 2. Sandi Shaw       | 109.1% |
| 3. Michelle Mullins | 106.5% |
| 4. Amanda Cales     | 106.1% |
| 5. Alice Pinckard   | 105.7% |

**THE FIRST COUPON**

The first coupon was created by drugstore owner Asa Candler, who in 1894 had just purchased the formula for a new beverage called Coca-Cola. He gave out tickets good for a free drink at his soda fountains. A year later, Post Cereal issued a coupon good for 1 cent off of a box of Grape-Nuts. And the rest was discount history.



*Here is a 2 week challenge from Atlanta:*

Have our store ELMS score at 95% by April 4<sup>th</sup>, 2009. I know that this is a very accomplishable goal and all we have to do is focus on giving our Customers the quick and efficient checkout service that they deserve and a shopping experience that makes them want to return. I know that we will meet this challenge, because **OUR PEOPLE ARE GREAT!**



**95% By April 4!**



**WIG GOALS**



Right now we rank 1<sup>st</sup> in Zone D with a 97.6%

Here are the Wildly Important Goals and our year to date scores:

❖ Engaging	100%	
❖ Front-End Supervisor	100%	
❖ Total Queuing	92.9%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	88.4%	

**We Are #1.. In Zone D!**