



# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

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"Aim for the stars and maybe you'll reach the sky."

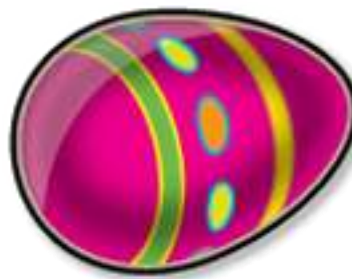
**Reinhold Niebuhr**

E.L.M.S. GOAL:

95.0%

Cashiers that meet the ELMS Goal of 95% or better for week ending Mar. 28, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Stefani Taylor	111.9%
Cody Thornburgh	109.7%
Michelle Mullins	109.1%
Sandi Shaw	106.1%
Mary Irwin	105.3%
David Lemelin	104.9%
Alice Pinckard	103.7%
C.J. Miller	102.6%
Megan Metcalf	102.0%
Nicole Jones	100.8%
Heather Hogan	99.1%
Karen Tenney	98.8%
Lora Huffman	98.2%
Sonya Kron	97.6%
Brandi Lawhorn	97.5%
Michael Malek	96.4%
Nathan Fritz	95.4%



**17 People Made Goal!**



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

<u>NAME</u>	<u>IMPROVEMENT</u>
Brandi Lawhorn	12.72%

*Great Job!*

STORE SCORE WEEK ENDING MARCH 28, 2009:

93.1%



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 93.2% TO 93.1% THAT WAS A DECREASE OF 0.11% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!



## KEYS FOR ELMS SCORE



### EARN AN ADDITIONAL \$100

Yes that is correct! Now you can earn an additional \$100, in addition to your \$2 per application, just for getting customers to apply for Kroger 1-2-3 Rewards MasterCard. All that is required from you is that you have 20 applications turned in for approval for the quarter. In addition to the quarterly \$100 incentive, the weekly \$2 per application incentive will now be paid by the period, every 4 weeks, instead of every week. More details about this new incentive to come in the following weeks. So be sure to ask EVERY PROMPTED CUSTOMER TO APPLY. Doing so will not only get you possibly 1 application closer toward the quarterly incentive but also get you 100% on the KPF part on the mystery shop.

Did you know that if you maintain an average ELMS score of 95% or better for at least 21 of the first 26 weeks of the Kroger fiscal year that you will earn a Key. The first 26 weeks of the Kroger fiscal year run from February 1, through August 1, 2009. We are 8 weeks into the Kroger fiscal year and so far here are the Great Cashiers with enough weeks, as of March 28, 2009, and an average of 95% or better:

<u>Name</u>	<u>Weeks Earned</u>	<u>Score</u>
Cody Thornburgh	8	109.5%
Michelle Mullins	5	106.7%
Amanda Cales	3	104.3%
Sandi Shaw	8	102.0%
Alice Pinckard	7	101.8%
David Lemelin	5	101.8%
Heather Hogan	7	101.2%
Megan Metcalf	8	100.6%
Stefani Taylor	4	100.5%
Tanza Leatherwood	4	99.4%
Michael Malek	8	97.4%
Nicole Jones	7	97.3%
Lora Huffman	8	97.2%
Mary Irwin	6	97.0%

## APRIL BIRTHDAYS & ANNIVERSARIES

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



*Asparagus*  
4080



*Cantaloupe*  
4050



*Mangoes*  
4959



*Green Beans*  
4066

### Birthdays

Denise Oliver

Greg McLemore

C.J. Miller

Stefani Taylor



### Date

April 11

April 17

April 21

April 30

### Anniversaries

Karie Ely

Mary Irwin

### Date

April 5 2003

April 6 1981

### Years

6

28



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online at

[www.your525newsletter.synthasite.com](http://www.your525newsletter.synthasite.com). Be sure to drop me a line and 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!**



## NEW ELMS CONTEST

Since "You Are Great Cards" are no longer an incentive for ELMS Performance Scores, Holly and Randy have come with a period (4 weeks) contest as an incentive instead. Every week that you score 95% you get an entry to win a \$25 Kroger Gift Card. But the better you score, the more entries you get for that week. A winner will be drawn at the end of the period!

Here is how you earn your entries:

**SCORE 95.0% TO 99.9%-EARN ONE ENTRY**

**SCORE 100.0% TO 104.9%-EARN TWO ENTRIES**

**SCORE 105.0% TO 119.9%-EARN THREE ENTRIES**

**SCORE 120.0% AND ABOVE-EARN FIVE ENTRIES**

The 3<sup>rd</sup> Period contest will start March 29<sup>th</sup> and run through April 25<sup>th</sup>, 2009.

Good Luck to all our Great Cashiers in your efforts in winning this Great Prize just for being Customer First and providing our Customers with a quick and efficient checkout process.



Fun & Games  
Sports & TV Trivia



- In which game does "close" count:  
A) Baseball B) Boxing C) Horseshoes?
- At which university was "The Paper Chase" filmed:  
A) Harvard B) Yale C) Princeton?

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



MDA has ended and here are our top 3 sellers of MDA Shamrocks and their Kroger Gift Card winnings: \*(Results not official)

1. Lora Huffman \$100
2. Sandi Shaw \$75
3. Marla Orchid \$50

*Great Job!*



**ELMS  
“STAR PERFORMER”  
FOR MARCH**

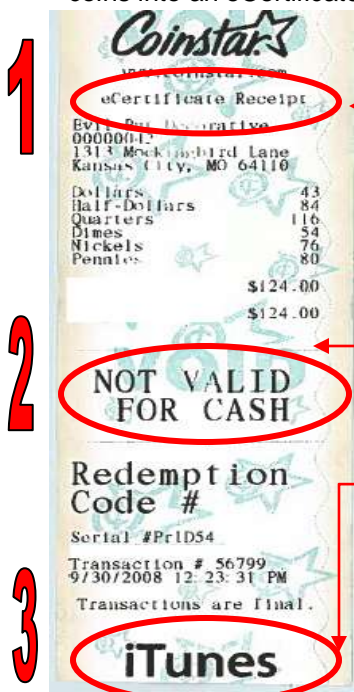
The winner of the “STAR PERFORMER” for March is Cody Thornburgh with an average monthly score of 111.8%. Cody has won this award for the third time in a row. Cody has won a \$10 gift card for his outstanding performance. Who will be April’s winner? Can anyone take Cody’s spot?

**NEW COINSTAR “eCERTIFICATES”**

Our Coinstar Kiosk will now offer customers a "Fee Free" option when cashing in their coins. Customers can elect to have the balance of their coin redemption in the form of an eCertificate redeemable on-line at



select retailers. You need to make yourself become familiar with the new eCertificate to prevent any accidental in-store redemptions. Coinstar has developed this revolutionary new program that distributes eCertificates from our Coinstar coin-counting machine. This innovative and exciting program allows our customers to conduct coin counting transactions for FREE when choosing to turn their coins into an eCertificate.



Some key things to look for to tell if the voucher is a Coinstar voucher or an eCertificate voucher.

1. The label at the top states “eCertificate Receipt”
2. It states “NOT VALID FOR CASH”.
3. The receipt features the eCertificate Retailers Logo and **NOT THE KROGER LOGO.**

**DO NOT REDEEM THESE  
eCERTIFICATES FOR CASH!  
REDEEMABLE ONLINE ONLY!**

**WIG GOALS**



Right now we rank 1<sup>st</sup> in Zone D with a 98.3%

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

❖ Engaging	100%	} } } } } <b>WIG Average</b>
❖ Front-End Supervisor	100%	
❖ Total Queuing	95.0%	
❖ Express Lane Open	100%	
❖ Ring Tender Percent Effective	89.6%	

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