



# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

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*"A failure establishes only this, that our determination to succeed was not strong enough."*

### John Christian Bovee

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING APRIL 4, 2009:

91.9%

Cashiers that meet the ELMS Goal of 95% or better for week ending Apr. 4, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	115.7%
Alice Pinckard	108.5%
Michelle Mullins	105.6%
David Lemelin	103.4%
Nicole Jones	103.1%
Heather Hogan	102.4%
Lora Huffman	102.1%
Megan Metcalf	101.8%
Mary Irwin	100.6%
Karen Tenney	98.4%
C.J. Miller	97.9%
Michael Malek	96.2%
Marla Orchid	95.3%
Sonya Kron	95.3%



**14 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. As Our Great Cashiers Improve Their ELMS Score, The Store ELMS Score Will Improve As Well. So Let's Strive To Improve Our Scores Thus Improving The Store Score As Well.

THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 93.1% TO 91.9% THAT WAS A DECREASE OF 1.29% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOALS OF 95% EFFECTIVE!





**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. The first quarter ends May 23<sup>rd</sup>. 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.

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



*Red Seedless Grapes*  
4023



*On The Vine Tomatoes*  
4664



*Mangoes*  
4959



*Green Bell Peppers*  
4065

**3.1 MILES TO ATLANTA**

We were given a challenge by Atlanta to achieve an ELMS score of 95% by April 4<sup>th</sup>, 2009. In the three weeks that we had to achieve this goal, we came close but never reached the goal. First week of March 21, 2009 we had an ELMS score of 93.2%. Second week of March 28, 2009 we had an ELMS score of 93.1% and on the third week of April 4, 2009, we fell short, again, of this very obtainable goal with an ELMS score of 91.9%. Our inability to achieve the ELMS goal of 95% is really disappointing. I have worked at his store for over 10 years and I know how GREAT this store is and what this store is capable of and our ELMS scores do not reflect this or the TRUE GREATNESS OF OUR PEOPLE OR OUR FRONT END. Let's take a little pride and satisfaction in our job performance. Let's reach 95%!!! It can be done! Last week's score was 91.9%, so we are only 3.1% or 3.1 miles from the Atlanta ELMS Goal.



**APRIL BIRTHDAYS & ANNIVERSARIES**

**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



## HOW MANY ENTRIES DO YOU HAVE TO WIN WITH?

How many entries did you earn last week? If you are not sure, here is a tally of all those that earned entries, for the first week of this period contest, to win a \$25 gift card.

Don't forget to visit  
Your525Newsletter  
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!

<u>Name</u>	<u>Entries</u>	<u>Percentage Of Entries</u>
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• Alice Pinckard	3	11.5%
• Cody Thornburgh	3	11.5%
• Michelle Mullins	3	11.5%
• David Lemelin	2	7.69%
• Heather Hogan	2	7.69%
• Lora Huffman	2	7.69%
• Mary Irwin	2	7.69%
• Megan Metcalf	2	7.69%
• Nicole Jones	2	7.69%
• C.J. Miller	1	3.85%
• Karen Tenney	1	3.85%
• Marla Orchid	1	3.85%
• Michael Malek	1	3.85%
• Sonya Kron	1	3.85%



**BEING RING TENDER EFFECTIVE IS PART OF KROGER'S CUSTOMER 1<sup>ST</sup> STRATEGY OF PROVIDING WORLD CLASS SERVICE!**

Your entries are based on your weekly ELMS Scores, so in order to increase your chances for more entries, increase your weekly ELMS Score! There are 3 more weeks to earn chances to win the \$25 gift card. The better you perform the more chances you have to win!

# Win A \$25 Gift Card!



Fun & Games  
Sports & TV Trivia



1. Karpov and Kasparov are associated with:  
A) Hockey B) Chess C) Soccer?
2. Who played Tarzan on the TV series:  
A) Buster Crabble B) Ron Ely C) Johnny Weissmuller?

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



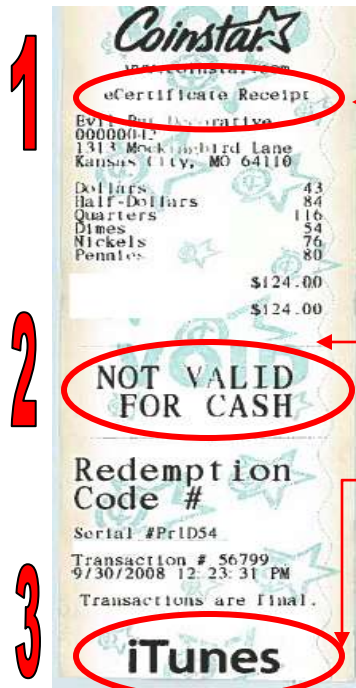
**ELMS  
“STAR PERFORMER”  
FOR APRIL**

The April Award has 1 week in the books with 4 weeks still to go, but as of right now here are the top 5 contenders. Who will it be?

- 1. Cody Thornburgh 115.7%
- 2. Alice Pinckard 108.6%
- 3. Michelle Mullins 105.6%
- 4. David Lemelin 103.4%
- 5. Nicole Jones 103.1%

**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	89.9%	

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