



# FRONT END NEWSLETTER

## ELMS EMPLOYEE PERFORMANCE NEWS

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*"If you don't know where you are going, you'll probably end up somewhere else."*

### Lewis Carroll

E.L.M.S. GOAL:

**95.0%**

Cashiers that meet the ELMS Goal of 95% or better for week ending May 23, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	104.2%
David Lemelin	102.5%
Megan Metcalf	100.7%
Heather Hogan	98.6%
Michael Malek	98.4%
Sandi Shaw	97.7%
Karen Tenney	96.6%
Lora Huffman	96.0%
Nicole Jones	95.7%
C.J. Miller	95.7%
Amanda Cales	95.3%



# 11 People Made Goal!

## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Kim Snyder	20.22%
Ellen Dukagjini	10.75%

*Great Job!*

STORE SCORE WEEK ENDING  
MAY 23, 2009:

**82.7%**



THIS WEEK SCORE WAS A DECREASE **OVER LAST WEEK SCORE**. WE WENT FROM 85.9% TO 82.7% THAT WAS A DECREASE OF 3.73% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

## 12.3 MILES TO ATLANTA



- Strive for 5 – place at least 5 items in each bag.
- Use junior bags when only bagging a few items.
- Build walls using boxes.
- Glass items should be in the middle and on the bottom of the bag.
- Glass items should be separated by NON glass items.
- Weight should be distributed evenly across all bags.
- Reuse bags that have come apart from the top tab (wicket).

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



*Fresh Limes*  
4048



*Jumbo Cantaloupe*  
4050



*Fresh Lemons*  
4958



*Fresh Yellow Corn*  
4078

## ELMS TIPS & TRICKS: TO IMPROVE RING TENDER EFFECTIVE

- ◆ 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 before 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

## JUNE BIRTHDAYS & ANNIVERSARIES



Birthdays

Ashley Riley  
T.J. Gibson

Date

June 10  
June 10

Anniversaries

Larry Dixon  
Sharif Ahmaed  
Doug Flynn  
T. J. Gibson  
C.J. Miller  
Karen Tenney

Date

June 2, 1975  
June 2, 2008  
June 6, 1983  
June 12, 2008  
June 19, 2008  
June 24, 2008

Years

34  
1  
26  
1  
1  
1

*New Web Address Coming Soon!*

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!



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



LaneHawk BOB is coming to Store 525 and we are scheduled to receive this new and exciting technology on June 17, 2009. Here is a little information to get you acquainted with LaneHawk BOB.

**What is LaneHawk?**

LaneHawk BOB is a loss-prevention solution that helps turn bottom-of-basket (BOB) losses into profits in *real time*. LaneHawk BOB detects and recognizes items, sends their respective UPC codes to the POS, and includes those items as part of the transaction. LaneHawk makes sure that stores get paid for their BOB items.

LaneHawk BOB is a visual scanner that recognizes items without having to read the UPC code. When LaneHawk recognizes a BOB item, it sends the UPC code information to the POS system via an Ethernet connection and acts like any other scanner attached to the system. LaneHawk BOB easily integrates with any POS system, including self-checkout.

**How It Works**

LaneHawk is simple. Using Evolution Robotics Retail's patented ViPR® technology (visual pattern recognition) for object recognition, LaneHawk BOB automatically detects and identifies specific items on the bottom of the cart from a predefined list of items. This is all done without having to read the UPC code.



**How LaneHawk BOB Fits into the Checkout Lane**

A smart camera is flush-mounted in the checkout lane, continuously watching for items. When an item is detected and recognized, its UPC information is sent directly through an Ethernet connection to the POS. The cashier verifies the quantity of items that were found under the basket, and continues to close the transaction. The item can remain under the basket, and with LaneHawk BOB, you are assured to get paid for it.



Fun & Games  
Sports & TV Trivia



1. The "Fighting Irish" are from:
  - A) Michigan State B) Boston College C) Notre Dame?
2. What western featured Chuck Connors as a single dad:
  - A) "Gunsmoke" B) "Maverick" C) "Rifleman"?

Answers on the next page, Good Luck!

## SHINING STARS CELEBRATION

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



Congratulations to the 10 finalist that will compete, in a bingo game, for a chance to attend the Shining Stars Celebration at Stone Mountain Georgia, on June 24, 2009. Of the 10 finalist, five employees are from the Front End: Lisa Collins, Lora Huffman, Melissa James, Michael Malek and Sandy Yates. The bingo game for the 10 finalists will take place Monday, June 1<sup>st</sup>.

The first two employees that get the “Cover All” on their bingo card will get to attend the Shining Stars Celebration. All those that have earned a Shining Stars entry, including those that attend the Shining Stars Celebration, are eligible to win Great Prizes, including Family Vacations, Cash, Gift Cards, TV’s, Stereos, Cars and much, much more!. This is an exciting time for all of us that are Customer First in serving our customers, as for the Shining Stars Program will continue into 2010. So let’s all continue support the Four Keys of the Customer First Strategy.



This week’s Sports & TV Trivia answers:

- 1. C- Norte Dame
- 2. C-“Rifleman”



**“STAR PERFORMER”  
FOR MAY**

The May 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?

- 1. Cody Thornburgh 103.5%
- 2. Amanda Cales 102.8%
- 3. David Lemelin 101.8%
- 4. Alice Pinckard 100.7%
- 5. Megan Metcalf 100.1%

## WIG GOALS

**WE ARE #1 IN ZONE D**

We have reclaimed the NUMBER 1 spot in Zone D!!!

GREAT JOB EVERYONE. We can retain our spot just by being Customer First. This is HUGELY IMPORTANT to everyone, especially the customer. We need to keep our focus on being Customer First and make our customers a TOP PRIORITY. So here is our Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 88.2%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 89.8%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.0%



**WIG Average  
92.6%**

**We Have Reclaimed #1 In Zone D!**