



FRONT END NEWSLETTER

INSIDE THIS ISSUE

- Page 1 ELMS Performance News
- Page 1 ELMS Great Improvement
- Page 1 This Week Score
- Page 2 Hot Scoring Cashiers
- Page 2 Customer Receipt Tracker
- Page 2 Birthdays & Anniversaries
- Page 3 SCO Certifications Start Today
- Page 3 Sports & TV Trivia
- Page 4 We Are Number 1
- Page 4 Other Stores Want Our WIG!



"When you believe you can-you can!"

Maxwell Maltz

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING JUNE 6, 2009:

89.3%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending June 6, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>		<u>SCORE</u>
SANDI SHAW		127.7%
C.J. Miller		109.0%
Cody Thornburgh		107.7%
Amanda Cales		105.5%
David Lemelin		102.8%
Megan Metcalf	100.8%	
Michael Malek	96.3%	
KIM SNYDER		95.5%
Nicole Jones		95.1%

9 People Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>		<u>IMPROVEMENT</u>
Kim Snyder		37.81%
Sandi Shaw		21.39%
Carol Winklepleck		14.81%
Chris Linzy		10.90%

THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 84.3% TO 89.3% THAT WAS AN INCREASE OF 5.93% WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!



5.7 MILES TO ATLANTA



Children's Miracle Network Fund Raiser

We have raised \$1424 of the store goal of \$2000. We have 2 weeks left to reach our store goal. So let's get out there and raise some money for this great cause. Here are the top three fund raisers in our store as June 11, 2009.

- 1. Kim Snyder \$395
- 2. Sandi Shaw \$335
- 3. Sandy Yates \$116

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Pineapples
4430



Jumbo Cantaloupe
4050



Green Bell Pepper
4065

Yellow Squash
4784



HOT SCORING CASHIERS!

What are **HOT SCORING CASHIERS?** They are cashiers that meet the ELMS Goal of 95% or better and improved their score by 10% or more from the previous week. This week's

HOT SCORING CASHIERS ARE SANDI SHAW AND KIM SNYDER!



Customer Receipt Tracker
Started June 6, 2009!



It's that time again; we have begun prompting our customers for "receipt" tracker in our store. As you know the reason that we are doing this is to learn how our customers feel about their shopping experience our store and to improve our division wide Customer Tracker results.

We need a strong start and need to capture at least 150 respondents in a two-week time frame. As in the past, when our customers answer this survey, they will have a chance to win one of five \$500 gift cards. The cashier that engages with this customer will also win \$100 gift card. Customer can submit their survey at www.myshopfeedback.com.

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 1ST
STRATEGY OF
PROVIDING
WORLD CLASS
SERVICE!**

ATTENTION ALL SCO ATTENDANTS: SCO CERTIFICATIONS START TODAY!

SCO Certifications start today, June 14th, 2009! The certification process reviews the knowledge, skills and abilities necessary to perform the position of self-checkout attendant. These behaviors or task must be understood, demonstrated and achieved to provide a "World Class" Shopping Experience to our customers. The core customer service skills are demonstrated by L.E.A.D., which stands for:

Location:

- Visible and approachable
- Circulates within center of robots
- Customer entry side 80% of shift

Engagement:

- Friendly greeting and invitation to use Self-Checkout
- Have a little bit of conversation with Customers
- Smiling and genuinely Thanking Customers anytime during the transaction

Anticipate:

- Proactive in observing Customers needs for assistance
- Partners with FES in queuing Customers
- Uses enhancements effectively

Demonstrate:

- Acts on verbal and non verbal Customer cues
- Shows enhancements to Customer
- Willing and available to assist Customers



Fun & Games
Sports & TV Trivia



1. Nancy Lopez is most famous for:
A) Tennis B) Golf C) Gymnastics?
2. Which TV show featured "Joe the Bartender" and "The Poor Soul":
A) The Jack Benny Show B) The Jackie Gleason Show C) The Carol Burnett Show?

Answers on the next page, Good Luck!

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



Congratulations to Jared Roberts! Jared has won the Period 4 ELMS Contest and received a \$25 gift card just for being Customer First in providing his customers with a quick and efficient check out process!

This week's Sports & TV Trivia answers:



1. B- Golf



2. B- The Jackie Gleason Show



**ELMS
"STAR PERFORMER"
FOR JUNE**

The June Award has 1 week in the books with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be? You Guys Are Awesome!

- | | |
|--------------------|--------|
| 1. Sandi Shaw | 127.7% |
| 2. C.J. Miller | 109.0% |
| 3. Cody Thornburgh | 107.7% |
| 4. Amanda Cales | 105.5% |
| 5. David Lemelin | 102.8% |

**ATTENTION ALL COURTESY
CLERKS & CASHIERS:**

Store 525 is **NUMBER #1**, in Zone D, for Items Per Bag!! We average **6.13** Items Per Bag. This is **HUGE**, because we have exceeded the KMA goal of **FIVE** Items Per Bag and we also help save the environment by reducing the amount of plastic being introduced into the ecosystem. In addition to being **NUMERO UNO** for Items Per Bag, we are also the **NUMBER #1** Store, in Zone D, in re-useable bag sales. Again, these two achievements are a testament to the great people that work here at **STORE 525** and our commitment to being the **NUMBER #1** Store in Zone D in all things we do. **THANK YOU FOR ALL YOU DO!**

YOU ARE THE GREATEST!!!



STRIVE FOR FIVE!

WIG GOALS

WE ARE THE TOP DOG!!

We have reclaimed the **NUMBER 1** spot in Zone D!!!
GREAT JOB EVERYONE. We have two stores that are trying to take our spot at **NUMBER #1**, 562 and 599, but we can retain our spot just by being Customer First. So maintaining our **WIG** scores is **HUGELY IMPORTANT** for everyone, especially the customer. So here is our Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 88.8%
- ❖ **Front-End Supervisor** 100%
- ❖ **Total Queuing** 86.1%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 89.6%



**WIG Average
91.7%**

We Have Reclaimed #1 In Zone D!