



FRONT END NEWSLETTER

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"Minds are like parachutes - they only function when open."

Thomas Dewar

E.L.M.S. GOAL:

95.0%

ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending June 13, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
SANDY SHAW	133.3%
Amanda Cales	115.9%
Cody Thornburgh	106.8%
Heather Hogan	104.6%
Megan Metcalf	100.2%
Karen Tenney	99.5%
C.J. Miller	98.6%
Kim Snyder	96.9%
Tanza Leatherwood	95.4%



9 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 But I Would Like To Point Out That **Amanda Cales** Is Making **Huge Strides** In Improving her ELMS Score. Last Week Amanda Scored A 115.9%. **VERY NICE AMANDA, KEEP UP THE GREAT JOB!!**

STORE SCORE WEEK ENDING
JUNE 13, 2009:

91.9%



THIS WEEK SCORE WAS AN INCREASE **OVER LAST WEEK SCORE**. WE WENT FROM 89.3% TO 91.9% THAT WAS AN INCREASE OF 2.91%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

3.1 MILES TO ATLANTA



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 or score 120% or better. This week's **HOT SCORING CASHIER IS SANDI SHAW!**

Lora Huffman "Key" Customer First Service

Lora recently received her 15th Key, a platinum key, and the very first platinum key to be awarded at Store 525. Lora is very engaging with our customers and does an excellent job. Lora's excellent customer service skills show that the service she provides is Customer First.

Great Job Lora!

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



**PLU SALE ITEMS FOR
THIS WEEK:**

**LEARN HIGH USAGE
PLU CODES:**



Fresh Asparagus
4080



Sweet Peaches
3117



Avocados
4046



On The Vine Tomatoes
4664

JUNE BIRTHDAYS & ANNIVERSARIES

Birthdays

Ashley Riley

Date

June 10

T.J. Gibson

June 10



Anniversaries

Date

Years

Larry Dixon

June 2, 1975

34

Sharif Ahmaed

June 2, 2008

1

Doug Flynn

June 6, 1983

26

T. J. Gibson

June 12, 2008

1

C.J. Miller

June 19, 2008

1

Karen Tenney

June 24, 2008

1

New Web Address:



<http://your525newsletter.yolasite.com>

Don't forget to visit Your525Newsletter online at <http://your525newsletter.yolasite.com> Your 525 Newsletter Online now has a new address and new look too!! Come by and check it out and 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!

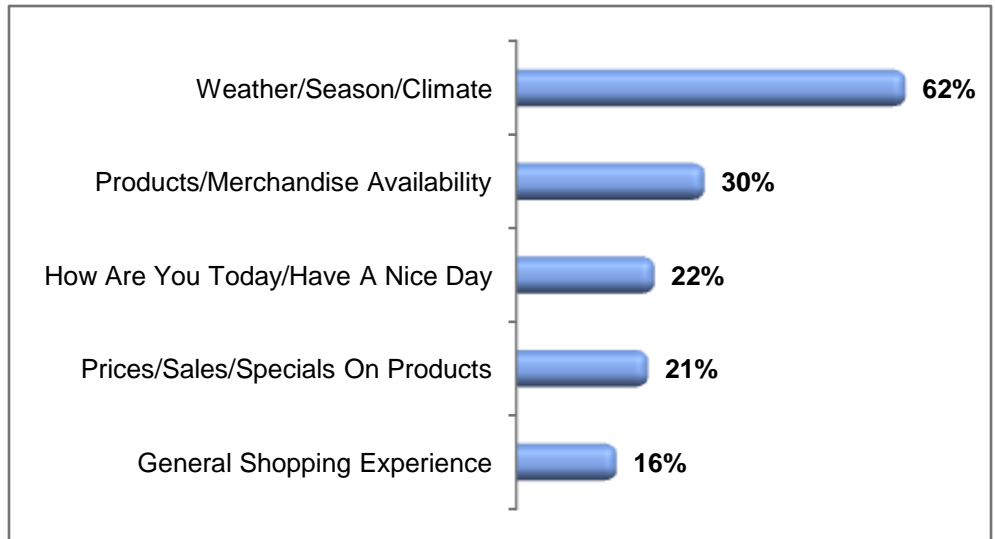


CASHIER ENGAGEMENT

- **Why**-Makes our customer feel valued and appreciated!
- **What is Cashier Customer Engagement**-A positive and pleasant conversation with the customer, beyond what occurs as part of the transaction.
- **Goal**-Everyone to Engage with Every Customer Everyday!
- **Cashier Friendliness**-Greet the Customer-Make Eye Contact-Smile Ask for their Plus Card-Thank the Customer-

ENGAGE!!!

Top Responses For Engagement



Fun & Games
Sports & TV Trivia



1. How many laps make a complete Indy 500:
A) 200 B) 250 C) 500?
2. Who played "Taxi's" dispatcher, Louie DePalma:
A) Danny DeVito B) Judd Hirsch C) Andy Kaufman?

Answers on the next page, Good Luck!



Did you Know - Children's Miracle Network serves it's hospitals by raising much needed funds to pay for life-saving equipment, preventative education, charity care and break-through research 24 hours a day, 365 days a year.

Children's Miracle Network Fund Raiser

Amount Raised \$1807

Top Three Fund Raisers:

- 1. Kim Snyder \$638
- 2. Sandi Shaw \$513
- 3. Sandy Yates \$116

This week's Sports & TV Trivia answers:



1. A- 200



2. A- Danny DeVito



**ELMS
"STAR PERFORMER"
FOR JUNE**

The June Award has 2 weeks in the books with 2 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 130.5%
- 2. Amanda Cales 110.7%
- 3. Cody Thornburgh 107.3%
- 4. Heather Hogan 104.6%
- 5. C.J. Miller 103.8%

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

DOLLY WOULD BE PROUD!!



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 89.5%
- ❖ Front-End Supervisor 100%
- ❖ Total Queuing 86.8%
- ❖ Express Lane Open 100%
- ❖ Ring Tender Percent Effective 89.7%



**WIG Average
92.1%**

We Have Reclaimed #1 In Zone D!