



FRONT END NEWSLETTER

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"Success has a simple formula: do your best and people may like it."

Sam Ewing

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 20, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
SANDY SHAW	127.5%
Amanda Cales	119.7%
Cody Thornburgh	118.5%
Lora Huffman	109.4%
Heather Hogan	103.3%
C.J. Miller	100.9%
Alice Pinckard	100.9%
Megan Metcalf	100.0%
Karen Tenney	99.1%
Mary Irwin	98.2%
Michael Malek	95.5%



11 People Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

<u>NAME</u>	<u>IMPROVEMENT</u>
Lora Huffman	15.52%
Cody Thornburgh	10.96%



STORE SCORE WEEK ENDING JUNE 20, 2009:

91.9%



THIS WEEK SCORE WAS THE SAME AS LAST WEEK SCORE. WE WENT FROM 91.9% TO 91.9% THERE WAS NO INCREASE. 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!**

WELCOME



OUR PEOPLE ARE GREAT!

Let's all welcome our newest Front End Employees:

Chris Saah (It's pronounced SAW) Garrison Smith, Joseph Sullivan, Kate Dermody, Matt Neises and Penny Bailey.

Welcome Aboard!

REMEMBER, ASK FOR ME, BOB!



JULY BIRTHDAYS & ANNIVERSARIES

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



Yellow Corn
4078



Sweet Peaches
3117



Bing Cherries
4045



Seedless Watermelon
4032

Birthdays

- Sandi Shaw
- Alice Pinckard
- Dennis Harbin
- Gerry Anders
- Heather Hogan
- Cody Thornburgh

Date

- July 4
- July 17
- July 18
- July 20
- July 23
- July 30



Anniversaries

- Megan Metcalf

Date

- July 1, 2008

Years

- 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!!! Engagement Tips

- How is your day going?
- Are you looking forward to the weekend?
- Did you find everything you needed today?
- Have an Attitude of Gratitude. Ask them how they're doing and treat them like a guest.
- Ask the customer if they would like to participate in our community efforts, such as Children's Miracle Network.
- Talk about the upcoming Holiday. WOW, July 4th is this Saturday!
- Thanks for bringing your reusable bags today!
- Buying Pet Food? What kind of dog or cat do you have?



Fun & Games
Sports & TV Trivia



1. At age 40, who became the oldest player to pitch a perfect game?
A) Nolan Ryan B) Randy Johnson C) Roger Clemens
2. Where would you find Andrew, the gentle Angel of Death:
A) "Angel" B) "Touch By an Angel" C) "Highway to Heaven"?

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 \$2039
Top Three Fund Raisers:

- 1. Kim Snyder \$746
- 2. Sandi Shaw \$591
- 3. Sandy Yates \$122
- Amanda Cales \$122

This week's Sports & TV Trivia answers:

1. B- Randy Johnson



2. B- "Touch By an Angel"



ELMS

"STAR PERFORMER"

FOR JUNE

The June 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? You Guys Are Awesome!

- 1. Sandi Shaw 129.5%
- 2. Amanda Cales 113.7%
- 3. Cody Thornburgh 111.0%
- 4. Heather Hogan 104.0%
- 5. C.J. Miller 102.8%

TIPS TO HANDLE RECALLS

Did you know that there is a recall list in the Cashier Communication Book at your register? The list is there to help you handle recalls quickly and efficiently on the checklane. Here are a few tips on how to handle a recall when you are prompted on the register display:

* When the register prompts B911 Restricted Qty Recall - DO NOT SELL

This item is a Class 1 Recall and you CAN-NOT over-ride. (You will also see this item in your Cashier Communication Book with the Code Date being ALL CODES.)

* When the register prompts B911 Restricted Qty Check Lot #

Cashiers need to check the Communication Book for the Code Date of the item. If the Code Date is **NOT** on the list all the Cashier has to do is hit CLEAR>OVERRIDE>ENTER to ring the product up. It does not require an Override Card and if the item is on Kroger-Plus it will ring up the Kroger-Plus.



WIG GOALS



WE WENT GREEN ON ENGAGEMENT

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 with a 90.8% and 599 with a 92.1%, 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 90.5%
 - ❖ Front-End Supervisor 100%
 - ❖ Total Queuing 88.1%
 - ❖ Express Lane Open 100%
 - ❖ Ring Tender Percent Effective 89.8%
- 92.7% WIG Average**



We Have Reclaimed #1 In Zone D!