



# front end newsletter

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

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	109.7%
Amanda Cales	102.9%
Lora Huffman	99.5%
David Lemelin	99.4%
Megan Metcalf	96.3%
Karen Tenney	96.1%
Chris Braden	95.3%



# 7 People Made Goal!

*"There is no failure except in no longer trying."*

**Elbert Hubbard**

## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

**95.0%**

NAME

Ashley Riley



IMPROVEMENT

18.71%

STORE SCORE WEEK ENDING JULY 4, 2009:

**86.9%**



THIS WEEK SCORE WAS A DECREASE VS *LAST WEEK SCORE*. WE WENT FROM 89.5% TO 86.9% THIS WAS A DECREASE OF 2.91%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

**8.1 MILES TO ATLANTA**



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



PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:



*Avocados*

4046

*Sweet Vidalia Onions*

4159

*Bing Cherries*

4045

*Seedless Watermelons*

4032

**the "plus" of being a kroger employee**

As an associate of the Kroger Family along with your Kroger Plus Card, Kroger offers you benefits and discounts from these great companies! For more information see a member of Management, Holly Lawson or Randy Clark or log-on to [www.myemployeeinfo.com](http://www.myemployeeinfo.com) and click on associate discount.

- **Kroger**-10% discount everyday on Kroger brand items
- **Starbucks**-10% discount on any handcrafted beverage, brewed coffee and service pastry purchase
- **Hewlett Packard**-offers substantial savings on a wide range of products
- **Dell**-offers specials and discounts on a wide range of products
- **Littman & Fred Meyers Jewelers**-10% to 20% discount on jewelry purchases
- **Cell Phone Plans**-discounts with Cingular, Sprint Nextel and Verizon on cell phone plans, discounts vary by company
- **Ford**-Vehicle Purchase Program offers special pricing to associates who purchase or lease eligible Ford vehicles
- **Hertz**-rental car discounts through the Ford Vehicle Purchase Program
- **ProFlowers**-offers a 10% discount off flowers
- **Fred Meyer store 24/7**-savings on 300,000+ CDS, DVDS, & video games
- **Microsoft**-Microsoft's most popular software and hardware at discounted prices
- **SarcomDirect**-heavily discounted corporate equipment such as, LCD flat screen monitors and laptop computers for purchase
- **i-Wireless**-30 free minutes with \$100 you spend in groceries plus 100 free minutes, when register for the i-wireless program

**JULY BIRTHDAYS & ANNIVERSARIES**

**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 1<sup>ST</sup>  
STRATEGY OF  
PROVIDING  
WORLD CLASS  
SERVICE!**



## LANEHAWK HAS LANDED



LaneHawk went live on July 9, 2009 and many of you have experienced this new and exciting technology. So here is a little information to get you more acquainted on how LaneHawk works. You will be receiving LaneHawk training within the coming week. **LANEHAWK DOES NOT REPLACE CHECKING FOR BOB, YOU STILL NEED TO CHECK!!!**

### What is LaneHawk?

LaneHawk is a loss-prevention solution that helps turn bottom-of-basket (BOB) losses into profits in *real time*. LaneHawk 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 we get paid for BOB items.

LaneHawk 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 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 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 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.



Fun & Games

Sports & TV Trivia



1. In which sport would you find Michael Schumacher, Alain Prost and Jackie Stewart?

A) Horse racing B) Formula One racing C) Soccer.

2. On "Dragnet" what was Joe's last name?

A) Gannon B) Friday C) Hamilton



**Answers on the next page, Good Luck!**



**ENGAGEMENT TIPS**

1. For customers with children that are helping load the belt, comment with “What great helpers you have with you today.”
2. For our female cashiers to compliment what their female customer is wearing. “Where did you get that outfit?” Etc.
3. Customer buying books? “I really like this author.” “What other authors do you like?” Suggest another great author or book to read.

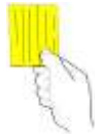
This week’s Sports & TV Trivia answers:

1. **B- Formula One racing** 
2. **B- Friday** 

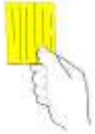


The July Award has 1 week in the books with 4 weeks still to go, but as of right now here are the top 5 contenders. Who will it be? You Guys Are Awesome!

- |                    |        |
|--------------------|--------|
| 1. Cody Thornburgh | 109.7% |
| 2. Amanda Cales    | 102.9% |
| 3. Lora Huffman    | 99.5%  |
| 4. David Lemelin   | 99.4%  |
| 5. Megan Metcalf   | 96.3%  |



**The Importance of Yellow Cards and The Negative Impact of Key Rings**



Are you aware of the negative impact that Key Rings have on Sales Forecasts, Schedules and Earned Hours?

It is difficult to guess how many hours we are missing out on because we do not know what items are not being scanned properly. We do know that Key Rings reduce the number of hours being Forecasted, Scheduled and Earned in various departments throughout the store.

The reason why is Sales and Labor Forecast are built upon history, and these Forecasts depend upon that history being accurate. With the incomplete historical data from Key Rings, these Forecasts are negatively impacted.

So the filling out a Yellow Card will help reduce the number of Key Rings by letting Danny Noe, the Store Scan Coordinator, know which items need to be corrected and added to the POS system so they will scan.

So by reducing Key Rings we can earn more hours in our Forecasts and Schedules.

**SO YOU CAN SEE IT IS VERY IMPORTANT TO REDUCE KEY RINGS.**



**WIG GOALS**



**WE NEED TO BE MORE EFFICIENT!!!**

We are still the NUMBER 1 store in Zone D!!! **GREAT JOB EVERYONE.** We have two stores that are trying to take our spot at NUMBER #1, 562 with a 90.1% and 599 with a 92.1%, but we can retain our spot just by being Customer First. Every score went up or stayed the same last week except Queuing. So let’s focus on getting our customers through the checklane more efficiently. So here is our Wildly Important Goals and our year to date scores:

❖ <b>Engaging</b>	<b>91.3%</b>	
❖ <b>Front-End Supervisor</b>	<b>100%</b>	
❖ <b>Total Queuing</b>	<b>86.9%</b>	
❖ <b>Express Lane Open</b>	<b>100%</b>	
❖ <b>Ring Tender Percent Effective</b>	<b>89.7%</b>	

