

FRONT END NEWSLETTER

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"There is little difference in people but that little difference makes a big difference. The little difference is attitude. The big difference is whether it is positive or negative."

W. Clement Stone

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING AUGUST 1, 2009:

88.2%



ELMS EMPLOYEE PERFORMANCE NEWS

Cashiers that meet the ELMS Goal of 95% or better for week ending August 1, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Cody Thornburgh	109.8%
David Lemelin	105.4%
Heather Hogan	105.4%
Amanda Cales	102.6%
Sandi Shaw	102.0%
Betty Noe	101.5%
Denise Oliver	96.6%
Lora Huffman	95.5%
Alice Pinckard	95.1%



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 **Denise Oliver** Made **Great Strides** In Improving Her ELMS Score Last Week. Denise Improved Her Score By 9.03%. **VERY NICE DENISE, KEEP UP THE GREAT JOB!!***

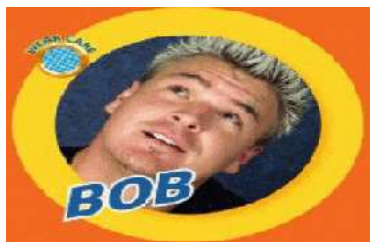
THIS WEEK WE HAD NO CHANGE IN OUR SCORE VS LAST WEEK SCORE. WE HAVE SCORED AN 88.2% THE PAST TWO WEEKS! WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

6.8 MILES TO ATLANTA



Will we ever make it to 95? It's just a *little* further down the road!

Remember, Ask For Me, BOB!



Are You Getting Wiggy With It!

The Customer's Shopping Experience is defined by the way we make them feel. And the checkout experience is the last memory Customers have about the time they spend in our stores.

The Front End Wildly Important Goal (WIG) is to provide a Checkout Experience that makes our Customers want to return. Great Service not only makes your job easier, it also ensures Satisfied and Loyal Customers.

Thanks for everything you do to keep our customers returning again and again!



AUGUST BIRTHDAYS & ANNIVERSARIES

<u>Birthdays</u>	<u>Date</u>	
Amanda Cales	August 2	
Claire Dodson	August 2	
Karie Ely	August 4	
Marla Orchid	August 5	
Kay Knight	August 12	
Hasmukhbhai Patel	August 16	
<u>Anniversaries</u>	<u>Date</u>	<u>Years</u>
Sharon Hargrove	August 1, 2006	3
Nicole Jones	August 4, 2008	1
Michael Malek	August 14, 2008	1
Matt Fritz	August 15, 2008	1
Nathan Fritz	August 19, 2008	1
Andrew Reinerio	August 20, 2008	1
Josh Reinerio	August 20, 2008	1
Dana Fulkerson	August 25, 1999	10

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Jumbo Garlic Clove
4608

Jumbo Cantaloupe
4050

Sweet Nectarines
4036

Gold Pineapple
4430



New Web Address:



<http://your525newsletter.yolasite.com>

Be sure 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. Please 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!

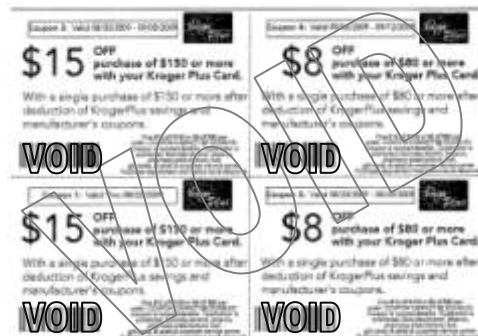
GREAT NEWS: LOYAL CUSTOMER COUPONS!

To help your store grow sales and loyal customers, Atlanta has mailed the Loyal Customer Coupon offers (see image below) to households throughout our area.

Our customers should be receiving these valuable coupons shortly. As a reminder, the people presenting these coupons at the register are among our very best customers! Based on their current shopping habits, they will receive one of many offers ranging from \$5 off of a \$45 purchase, to as much as \$20 off of a \$200 purchase. These offers are designed to reward our loyal customers and get them to spend a little more each time they visit our store. The coupons dates are from August 9th to September 12, 2009.

I know that you will get fired up about this excellent way to recognize our great and potential customers. Be sure to recognize and thank each of these customers as they redeem these coupons.

Thank you for keeping the Customer 1st!



Fun & Games

Sports & TV Trivia



- Who was the oldest rookie in the NBA at 31 years of age in 1995-1996?
A) Dean Garrett B) Avydas Sabonis C) Dikembe Mutombo
- This actor has played both Pres. John F. Kennedy and fictional Pres. Josiah Bartlet?
A) William DeVane B) Martin Sheen C) Campbell Scott

Answers on the next page, Good Luck!



ENGAGEMENT TIPS



1. When the customer buys certain product you can start by asking the customer how they prepare it, "I've never had this before do you cook it?"
2. I see you bought some gift cards today. You earn Double Fuel Discounts on Gift Cards Purchases and Pharmacy Prescriptions through the End of the Year.

Our Customers Notice Your Customer First Commitment!

Read the latest Customer Comment that came in just this week!

"Lora Huffman, Sandi Shaw, Betty Noe, Dana Fulkerson, Penny Smith, Doug Flynn and Alice Pinckard. These people know me by name and always say hi to me. They're always willing to help. I know I'm spending my money in the right place because of them. When they're not there you can tell it. Please do something special for all these people. Good people." Each of these employees will be receiving an "I Am The KEY" Key for their commitment to being Customer First. And BIG Thank You goes out all employees for supporting the Customer First Strategy.

This week's Sports & TV Trivia answers:

1. B- Avydas Sabonis 
2. B-Martin Sheen 



WIG GOALS





Remember ENGAGEMENT Starts With YOU!!

We have reclaimed the NUMBER 1 store in Zone D!!! Right now we barely have the lead. Store 599 is breathing down our necks with a 90.7%. Starting on Sept. 13, KPF (MasterCard) will be part of our WIG Goals. If KPF were part of WIG scores now, we would be in 2nd place with 85.5% and Store 599 would be in 1st place, with an 86.6%. The goal for KPF is 80% and we are at 66.7%! So here is our Wildly Important Goals and our year to date scores:



ELMS "STAR PERFORMER" FOR JULY

The winner of the ELMS "STAR PERFORMER" for July is Cody Thornburgh with an average monthly score of 109.3%. Cody has won a \$10 gift card for his outstanding performance. He has won this award 6 of the last 7 times! Who will be August's winner?

❖ Engaging		88.5%	} } } } } 91.7% WIG Average
❖ Front-End Supervisor		100%	
❖ Total Queuing		86.6%	
❖ Express Lane Open		100%	
❖ Ring Tender Percent Effective		89.5%	

