

# FRONT END NEWSLETTER

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Cashiers that meet the ELMS Goal of 95% or better for week ending January 23, 2010 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<b>11 Cashiers</b>	<u>SCORE</u>
Heather Hogan		108.9%
Michael Malek		106.5%
Amanda Cales		105.1%
Alice Pinckard		103.1%
Marla Orchid		102.5%
Lora Huffman		100.8%
Denise Oliver		99.0%
Austin Bowling	<b>Made Goal!!</b>	98.6%
Nathan Fritz		98.5%
David Lemelin		98.4%
Cody Thornburgh		97.4%



*“Trip over love, you can get up. Fall in love and you fall forever.”*

**Author Unknown**

## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

**95.0%**

Name

Improvement

Kay Knight  
Austin Bowling



12.89%  
12.30%

STORE SCORE WEEK ENDING  
JANUARY 23, 2010:

**91.8%**



**THIS WEEK SCORE WAS AN INCREASE VS *LAST WEEK SCORE*. WE WENT FROM 91.6% TO 91.8% THIS WAS AN INCREASE OF 0.22%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!**

**3.2 MILES TO ATLANTA**



**Strive for 95%!**

***Remember, Ask For Me, BOB!***



PLU SALE ITEMS FOR THIS WEEK:

**LEARN HIGH USAGE PLU CODES:**

*Red Delicious Apples*  
4016



*Fresh Avocados*  
4046



*White Seedless Grapes*  
4022



*Anjou Pears*  
4416



**WIG GOALS**

***ENGAGEMENT STARTS WITH YOU!!***

This past week was the final week of the 2009 fiscal year. With KPF included in our WIG score, we would have end up with a score of 81.1% for year. Next year, I believe KPF will be included in our total score, so we need to do a better than 81.1%. Areas of opportunity include Queuing, Ring Tender and most importantly KPF. Here are Wildly Important Goals and our 2009 fiscal year to date scores:

- ❖ **Engaging** 90.4%
- ❖ **Front-End Supervisor** 99%
- ❖ **Total Queuing** 84.9%
- ❖ **KPF (Since the 7<sup>th</sup> Period / 10 of 20)** 50.0%
- ❖ **Express Lane Open** 100%
- ❖ **Ring Tender Percent Effective** 90.4%



**81.1%**  
**WIG Average**

Nathan Fritz and David Lemelin were shopped last Sunday and both scored 100% on their shop measures. Great Job Nathan and David! We appreciate the fantastic job you do for us and most importantly the CUSTOMER!

***February Birthdays & Anniversaries***

**Birthdays**

	<u>Date</u>
Rob Bowen	February 2
Jordyn Bough	February 3
Michael Malek	February 5
Lindalee Russel	February 5
Emilee Hyatt	February 8
Brandi Lawhorn	February 15



**Anniversaries**

	<u>Date</u>	<u>Years</u>
Melissa James	February 7, 2008	2
Sandi Shaw	February 16, 1992	18
Stefani Taylor	February 16, 2009	1

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



## Being Customer First, Is KEY!



Here is an updated list of those that can earn a KEY for being Ring Tender Effective for the last 26 weeks of the 2009 fiscal year. Last week was the final week to earn a KEY. Cody, Sandi, Amanda, Lora, Kim and Michael have earned a KEY if they just maintain an average of 95% and Denise, Marla, Nathan and Brandon just need to improve their average score.



Name	Weeks Needed	Average Score
Cody Thornburgh	0	114.7%
Sandi Shaw	0	108.6%
Amanda Cales	0	105.1%
Lora Huffman	0	104.7%
Kim Snyder	0	96.9%
Michael Malek	0	95.4%
Denise Oliver	0	93.9%
Marla Orchid	0	93.6%
Nathan Fritz	0	92.4%
Brandon Hollifield	0	91.1%



Fun & Games

Sports & TV Trivia

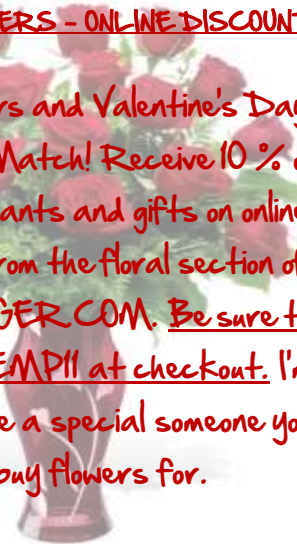


- In what year was the first organized baseball league formed?  
A) 1838 B) 1858 C) 1908
- In the "Green Acres" theme song complete line "Dah-ling I love you but give me \_\_\_\_\_"?  
A) A diamond ring B) Park Avenue C) A penthouse suite

Answers on the next page, Good Luck!

KROGER FLOWERS - ONLINE DISCOUNT

Kroger Flowers and Valentine's Day, The Perfect Match! Receive 10 % off all flowers, plants and gifts on online purchases from the floral section of [WWW.KROGER.COM](http://WWW.KROGER.COM). Be sure to enter code EMP11 at checkout. I'm sure you have a special someone you can buy flowers for.

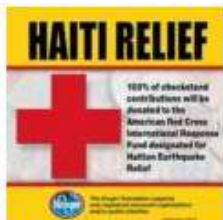


This week's Sports & TV Trivia answers:

1. B)- 1858



2. B)- Park Avenue



As of Saturday Jan. 23<sup>rd</sup>, the Zone D total for the Haitian Earthquake Victims is an incredible \$2,104!! These are tremendous results, thanks for your continued support and emphasis. Please maintain a high level of communication with our customers as they continue to look towards Kroger as a trusted community location for making donations. Listed below is a recap of the top stores in the Zone.

525 - \$3,015 – Still #1

530 - \$2,650

698 - \$2,343

686 - \$2,093

549 - \$1,331

**You Asked For It, You Got It!!**

After listening to feedback from cashiers and front end managers across the Atlanta Division and the Company, there will be some great changes that will **begin this week (Pd1 Wk1 2010)** with the cashier prompting and incentive program for the 1-2-3 Rewards MasterCard Applications. Below is information regarding these new changes. And of course, make sure you are **Inviting all Prompted Customers to Apply!**

**Moving the Prompt**

- The prompt will now occur as soon as the Loyalty card is scanned or Alternate ID is entered. **This will allow YOU more time to deliver the Kroger 1-2-3 Rewards MasterCard message to customers.**
- You, the Cashier, will hear a 2 second tone that does not require a Cashier intervention Example: "Clear, Clear"
- On the Keyboard screen the display message will show, "Discuss 1-2-3 Rewards MasterCard"
- You, the Cashier, should continue to scan during the 2 second tone. While scanning through the tone, you, the Cashier, will still be able to identify items scanned by the normal process, "beeping."
- While processing the transaction, you, the Cashier, are expected to perform the 5 Front-End Friendliness Behaviors (smile, greet, make eye-contact, engage, thank) and deliver the Kroger 1-2-3 Rewards MasterCard message every time they are prompted by the register.
- You, the Cashier, should continue scanning the order while offering the opportunity to earn the great rewards that a Kroger 1-2-3 Rewards MasterCard will give the Customer.

**2010 Incentive Plan****Cashiers:**

- For every customer you, the cashier, refer to Customer Service who completes a 1-2-3 REWARDS MasterCard application, will receive **\$2.<sup>00</sup> per application.**
- **By the second week of February, a CAM programming enhancement will be in place that will give cashiers credit for Brochure applications when they obtain an application from a non-prompted customer. This will be especially helpful in giving credit to those cashiers that get customers who are not prompted, yet inquire of a cashier at a check lane regarding the REWARDS card.**
- If you, the cashier, obtain at least **15 applications** during a fiscal quarter, you will receive an **additional \$100.<sup>00</sup>** incentive per qualifying quarter. (The fiscal quarters run: 1/31/2010—5/22/2010; 5/23/2010—8/14/2010; 8/15/2010—11/6/2010; and 11/7/2010—1/29/2011)
- **Earn up to an extra \$400.<sup>00</sup> per year!**