



# FRONT END NEWSLETTER

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Cashiers that meet the ELMS Goal of 95% or better for week ending February 6, 2010 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
Heather Hogan	109.0%
Cody Thornburgh	107.1%
David Lemelin	102.6%
Sandi Shaw	100.7%
Lora Huffman	99.7%
Amanda Cales	99.7%
Michael Malek	97.5%
Marla Orchid	96.6%

*8 Cashiers*

*Made Goal!!*



## THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

*"To the world you may be but one person, but to one person you may be the world."*

**Kristen**

E.L.M.S. GOAL:

95.0%

STORE SCORE WEEK ENDING FEBRUARY 6, 2010:

91.1%



This Week We Did Not Have One **GREAT CASHIER** Improve Their Score By 10% Or More But Carol Winklepleck Made **Great Strides** In Improving Her ELMS Score Last Week. Carol Improved His Score By 8.84%. *Great Job Carol!! Keep It Up!*



THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 92.6% TO 91.1% THIS WAS A DECREASE OF 1.62%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

**3.9 MILES TO ATLANTA**



**Strive for 95%!**

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



PLU SALE ITEMS FOR THIS WEEK:

**LEARN HIGH USAGE PLU CODES:**

*Cantaloupe*

4050

*Golden Pineapple*

4430

*Nectarines*

4036

*Broccoli Crowns*

3082



**WIG GOALS 2010**

<u>WIG MEASURE</u>	<u>WIG GOAL</u>	<u>OUR SCORE</u>
<i>Front-End Supervisor Goal</i>	80%	100%
<i>Engaging Goal</i>	90%	100%
<i>Non Front End Verbal Acknowledgement</i>	90%	66.7%
<i>Total Queuing Goal</i>	80%	100%
<i>Ring Tender Percent Effective Goal</i>	95%	91.1%
<i>KPF Goal</i>	80%	50%
<b><i>Total WIG Goal</i></b>	<b>86.4%</b>	<b>84.6%</b>

With our 1<sup>st</sup> shop we ranked 16<sup>th</sup> out of 20 stores in Zone D just because of TWO missed opportunities: KPF and Non Front End Verbal Acknowledgement. With two shops in we are now a little below goal. If we had scored 100% on just KPF on our 1<sup>st</sup> shop we would now have a WIG score of 93%. If we had scored 100% on both KPF and Non Front End Verbal Acknowledgement we would now have a WIG score of 98.5%. Two simple things made such a HUGE DIFFERENCE in our WIG score! We are far better than our WIG score shows, so let's take advantage of our missed opportunities and improve our WIG score and our Customer Service!

***February Birthdays & Anniversaries***

**Birthdays**

- Rob Bowen
- Jordyn Bough
- Michael Malek
- Lindalee Russell
- Emilee Hyatt
- Brandi Lawhorn



**Date**

- February 2
- February 3
- February 5
- February 5
- February 8
- February 15

**Anniversaries**

- Melissa James
- Sandi Shaw
- Stefani Taylor

**Date**

- February 7, 2008
- February 16, 1992
- February 16, 2008

**Years**

- 2
- 18
- 2

# 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!**



## Kroger & Shell: Teaming up to fill your tank for less!

We hope you are excited for the February 15<sup>th</sup> launch of Shell + Accumulation program. Kroger and Shell have joined forces so our customers and associates can redeem their fuel discounts at participating Shell stations as well as at Kroger Fuel Centers. **Save 10¢ per gallon for every 100 points earned at Kroger. You could save up to \$1 a gallon.** You will always receive the highest discount available. For example, if you have 200 unredeemed points in January and 300 unredeemed points in February, the 30¢ per gallon discount will be offered first (the greater of the two). The 20¢ per gallon discount will be offered next (once the larger offer is used) as long as it is used before the end of February. The Loyalty Department has added some great associate perks too! 100 fuel points will be added to each Associate's Kroger Plus Card! Plus you can earn 50 points for every eligible prescription you fill at the Kroger Pharmacy *and* "Double" rewards when purchasing qualifying gift cards!



## Today's Forecast...

Many of you may know but for those of you that don't, Austin Bowling has left Kroger to take a job as a weekend meteorologist at ABC station KSWO in Lawton, Oklahoma. Austin starts his new job Feb. 20<sup>th</sup> and you can view his weekend forecasts at [www.kswo.com](http://www.kswo.com). Congrats to Austin. We wish you well!



Fun & Games

Sports & TV Trivia



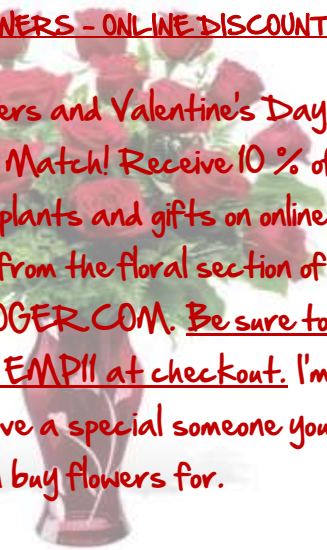
- Who is the all-time leader in PGA Tour wins?
  - Jack Nicklaus
  - Arnold Palmer
  - Sam Snead
- Complete the ad slogan: Phoning long-distance is "the next best thing \_\_\_\_\_"
  - to being there
  - to sliced bread
  - to local calling

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.*



**MYSTERY SHOP CONTEST!**



WE HAVE HAD TWO MYSTERY SHOPS SO FAR! THANK YOU TO THOSE EMPLOYEES THAT HAVE SCORED 100 % ON THEIR MEASURES OF THE SHOPS. THOSE EMPLOYEES ARE:

1. HASTMUKHBHAI PATEL
2. LYNN WATSON
3. T.J. GIBSON



EACH OF THESE EMPLOYEES ARE NOW ELIGIBLE FOR A CHANCE TO WIN AT LEAST A \$10 KROGER GIFT CARD AND POSSIBLE EVEN MORE! CASHIERS AND COURTESY CLERKS; JUST SCORE 100% ON YOUR PART OF THE MYSTERY SHOP AND THE GIFT TOTAL WILL INCREASE BY \$\$ PER SHOP AND YOU WILL ALSO BECOME ELIGIBLE FOR A CHANCE TO WIN! EASY AS THAT! WINNER WILL BE DRAWN ON OR AFTER MARCH 2, 2010! CASHIERS IF YOU WIN THE DRAWING, THERE WILL BE A BONUS IN STORE FOR YOU! HINT: THE BONUS INVOLVES YOUR ELMS SCORE!

This week's Sports & TV Trivia answers:

1. C)- Sam Snead 
2. A)- to being there 







**ELMS Star Performer For February**

The ELMS Star Performer Program is continuing for 2010 but the details are still being worked out. There is 1 week in the books for February, with 3 weeks still to go, but as of right now here are the top 5 contenders. Who will it be? It could be you!

**2010 ELMS Star Performer**

Month	Winner	Score
January	Sandi Shaw	106.9%
February		
March		
April		
May		
June		
July		
August		
September		
October		
November		
December		

	1. Heather Hogan	109.0%	
	2. Cody Thornburgh	107.1%	
	3. David Lemelin	102.6%	
	4. Sandi Shaw	100.7%	
	5. Lora Huffman	99.7%	