



FRONT END NEWSLETTER

ELMS EMPLOYEE PERFORMANCE NEWS

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Cashiers that meet the ELMS Goal of 95% or better for week ending October 24, 2009 and are instrumental in helping us reach our WIG goal:

<u>NAME</u>	<u>SCORE</u>
LORA HUFFMAN	130.1%
Amanda Cales	111.2%
Brandi Lawhorn	108.3%
Kim Snyder	108.2%
Chris Braden	103.7%



"Be thankful for each new challenge, because it will build your strength and character."

Author Unknown

5 Cashiers Made Goal!

THOSE WHO MADE GREAT IMPROVEMENT IN THEIR ELMS SCORE

E.L.M.S. GOAL:

95.0%

NAME

BRANDI LAWHORN

IMPROVEMENT

22.37%



STORE SCORE WEEK ENDING OCTOBER 24, 2009:

88.8%



THIS WEEK SCORE WAS A DECREASE VS **LAST WEEK SCORE**. WE WENT FROM 94.8% TO 88.8% THIS WAS A DECREASE OF 6.33%. WE NEED TO CONTINUE TO IMPROVE ON A DAILY BASIS TO ACHIEVE THE ELMS AND WIG GOAL OF 95% EFFECTIVE!

6.2 MILES TO ATLANTA



Will we ever make it to 95? It's just a little further down the road! Oh so close last week.





Remember, Ask For Me, BOB!



WIG GOALS

ENGAGEMENT STARTS WITH YOU!!

This is the FIRST TIME in NINE MONTHS we have been below 90% on our WIG SCORE! REMEMBER: Engagement Starts With You! Make sure you Engage with every Customer and ask every KPF prompted Customer to apply. Floor Supervisors MAKE SURE we are meeting the QUEUING STANDARD OF 1 PLUS 1. Here are Wildly Important Goals and our year to date scores:

- ❖ **Engaging** 87.2% 
 - ❖ **Front-End Supervisor** 100%
 - ❖ **Total Queuing** 86.6%
 - ❖ **KPF (Since the 7th Period/5 of 8)** 62.5%
 - ❖ **Express Lane Open** 100% 
 - ❖ **Ring Tender Percent Effective** 89.4% 
- 84.1% WIG Average** 

We have missed the KPF part of the Mystery Shops the past two times and our KPF score has dropped from an 85.7% to a 62.5%. This is not acceptable. AGAIN, MAKE SURE YOU MENTION THE 1-2-3 REWARDS MASTERCARD APPLICATION TO THE CUSTOMER, WHICH IS LOCATED AT THE BOTTOM OF THE CUSTOMER'S RECEIPT!

PLU SALE ITEMS FOR THIS WEEK:

LEARN HIGH USAGE PLU CODES:

Yellow Squash

4784

Broccoli Crowns

3082

Avocados

4046

Yellow Corn

4078



November Birthdays & Anniversaries

Birthdays

- Tabbi Geisler
- Susannah Ishmael
- Randy Clark
- Ben Savell
- Melissa James



Date

- November 2
- November 6
- November 7
- November 26
- November 28

Anniversaries

- Holly Lawson
- Heather Hogan
- Bob Rollins
- Betty Noe

Date

- November 5, 1986
- November 6, 2007
- November 7, 2008
- November 11, 1980

Years

- 23
- 2
- 1
- 29

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!

October is Breast Cancer Awareness Month

As of October 30, Store 525 has raised \$4909 for the Susan G. Komen foundation! As a matter of fact, Store 525 has RAISED THE MOST MONEY IN THE ENTIRE ATLANTA KMA! So here are the Top Three Sellers of "Pink Ribbon Icons":

- | | |
|-----------------|--------|
| 1. Kim Snyder | \$1135 |
| 2. Lora Huffman | \$1035 |
| 3. Sandi Shaw | \$639 |



Again, the Bake Sale was a **HUGE SUCCESS**. We raised \$438.60 for Breast Cancer Awareness. Great Job and Thanks for all the help in this great cause. All money raised will go directly to the Susan G. Komen local affiliates.

For further information on Breast Cancer Awareness, be sure to check out the official Susan G. Komen for the Cure website at: <http://ww5.komen.org/>.

A CHANCE TO WIN!

ONE ELMS PERFORMING EMPLOYEE WILL WIN THIS FOOTBALL GRILL ON NOV. 16. ALL THAT YOU HAVE DO IS SCORE A 95% OR BETTER TO RECEIVE AN ENTRY. SO BE SURE TO LOOK FOR YOUR ENTRY FORM IN YOUR WEEKLY "GOAL" DEN EGG AND DROP IT INTO THE ENTRY BOX AT CUSTOMER SERVICE! RETAIL VALUE \$59.99!



Fun & Games
Sports & TV Trivia



- The Boston Marathon is always run on?
 - Patriot's Day
 - Lincoln's Birthday
 - The Fourth of July
- What was the name of the cockatoo on "Baretta"?
 - Jack
 - Barney
 - Fred

Answers on the next page, Good Luck!

Tax Exempt Information

Customer Requirements

It is **NOT** acceptable for the purchaser to write "On File" in the Registration No. Block on the Sales Tax Exempt form. Every column must be filled in AND the Signature of Purchaser secured for every sale. This is necessary at the time of each sale even though the customer may make several purchases the same day. Ditto marks (" ") or "same as above" are not acceptable.

This week's Sports & TV Trivia answers:

1. A)- Patriot's Day



2. C)-Fred



Helpful Tips to Prevent BOB Shrink!

BOB is 8% of our Division Shrink. Use these helpful tips to ensure that we helping to prevent BOB SHRINK in our Store and the Division.

- Make sure to make it part of your routine to check BOB first. Ask the customer if there are any items on the bottom of the bascart, and if you can see it, check it yourself.
- Check BOB on every order, even those who appear to be small.
- Open all merchandise that could conceal other products. A cooler for example could be used to hide small valuable items.
- Any item that has been paid for needs a "Paid" sticker and then must be put back on the bottom of the bascart.
- All associates need to help with the exchanges of bascarts. If a lane does not have an extra cart, you can bring an empty cart to the lane.
- All associates should notify a manager if they see unusual and valuable items on the bottom of the bascart, such as healthcare products or meat.
- Offer assistance to customers who are using USCAN and need to scan large items they have put on BOB.

Tips for Successful Queuing!

We do a great in everything we do, but checklane queuing is an area that we struggle with. So are some helpful tips that will provide the Customer with a shopping experience that makes them want to return.

1. SCO attendant helping to move customers from lanes to SCO.
2. FES helping to move customers from lanes to SCO.
3. Proper checklane opening sequence followed – An express lane must be opened as the second or third lane daily.
4. SCO attendants Remember to **L.E.A.D:**
 - L** – Location customer approach
 - E** – Engaging
 - A** – Anticipate be proactive
 - D** – Demonstrate by coaching others.
5. Having a FES on the customer approach side to direct Customers to checklanes and to keep Customer queuing at the Me Plus One Standard.



ELMS "STAR PERFORMER" FOR OCTOBER

The October Award has 3 weeks in the books with 1 week still to go, but as of right now here are the top 5 contenders. There is a close race between Sandi and Lora!

Who will it be?

- | | |
|--------------------|--------|
| 1. Sandi Shaw | 135.0% |
| 2. Lora Huffman | 134.8% |
| 3. Amanda Cales | 116.7% |
| 4. Kim Snyder | 111.5% |
| 5. Cody Thornburgh | 105.3% |