

*Cashier's Reference Manual*



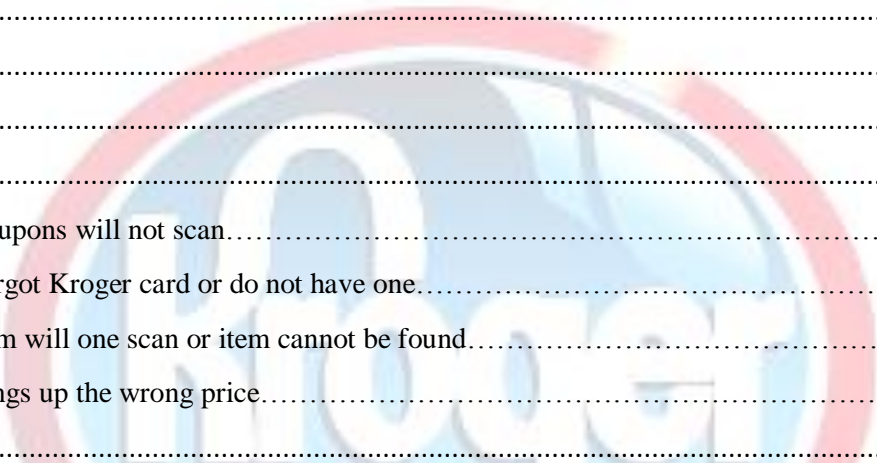
*Customer 1<sup>st</sup>*



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# Overview

Welcome to the Kroger family! This Manual serves as a guiding document to cashiers that will help them perform their daily operations on the cash register. It is divided into six key sections: introduction, history of Kroger, key information you need to know about the register, QueVision, Ring tender and problems cashiers encounter daily.

Customer 1<sup>st</sup> strategy states “We will do all that we can to deliver a superior customer experience” this serves as a guide to help you do just that. Deliver great customer service while excelling as a cashier. An efficient and friendly checkout process is what matters the most to the company. So, remember when in doubt the customer is always right!

## Chapter 1



**How Kroger started**

## The start of Kroger

In 1883, Barney Kroger invested his life savings of \$372 to open a grocery store in downtown Cincinnati. He ran his business with a simple motto: “Be particular. Never sell anything you would not want yourself.”

The business principles that made the first Kroger store successful in 1883 (service, selection and value) continue to guide the company’s operations today. From one tiny grocery store in Cincinnati more than a century ago, Barney Kroger laid the foundation for what today ranks as one of the largest companies in America.

Kroger stands apart from other in our industry because of the customer 1<sup>st</sup> strategy that is in place. This strategy has been a main focus of our Kroger team for almost a decade now. As a reason of this strategy we have been able grow our company by increasing Customer loyalty. Listening to our customers and getting there feedback on how our business is going is a key factor in the customer 1<sup>st</sup> strategy.

We proud ourselves on making sure that our customers say:

- ❖ Our people are great!
- ❖ I get the products I want, plus a little.
- ❖ The shopping experience makes me want to return.
- ❖ Our prices are good.

Investment in the Four Keys of our customer 1<sup>st</sup> strategy helps us drive strong sustainable identical sales and market share growth.

## Chapter 2

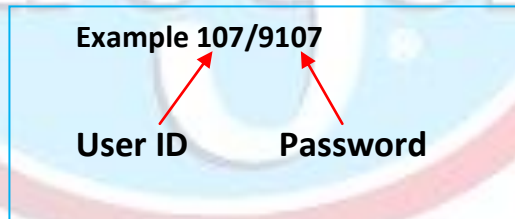


## How to Operate the Register



## 1) How to use your password.

- ❖ First step in operating the register is to know and remember your user ID and password.
- ❖ This allows you to log onto the register and unlock your register.
- ❖ To log onto your register
  1. Type in your user ID
  2. Hit the forward slash
  3. Type in your password
  4. Then select [SIGN ON/OFF]



## 2) How to secure your register

- ❖ When you leave your register at anytime even during a transaction always secure the register.
- ❖ To secure your register
  1. Hit the [NO SALE] button at the bottom of the keyboard
  2. Then the [SIGN ON/OFF] button at the top of the keyboard
- ❖ To unsecure your register
  1. Type in your password
  2. Then hit the [SIGN ON/OFF] button



### 3) How to scan vegetables, fruit, and salad bar items.

- ❖ To scan vegetables and fruits can become a challenge at times.
- ❖ When scanning fruit and vegetables
  1. Look to see if it has a code
  2. If not look up the code on the rolling produce codes bar in front of you.
  3. Type in the code
  4. Type in the quantity(if asked for)
  5. Press [ENTER]
    - ❖ Salad bar items codes are on the check printer.



## 4) How to take a payment

### ❖ How to do cash payment

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Make sure the customer is aware of the total that is displayed on the screen.
4. After they have handed you the cash and you have counted it.
5. Enter the amount
6. Press [CASH]
  - ❖ If they give you the exact amount hit the cash button twice.
7. The drawer opens
8. Place the cash in the drawer
  - ❖ Anything greater than a 20 is placed on the right under the tab that is under the checks
9. Close the drawer
10. Hand the customer there receipt/change.
11. Make sure to thank the customer for shopping at Kroger's.

#### 4) How to take a payment

##### ❖ How to do check payments

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Make sure the customer is aware of the total that is presented on the screen.
4. When taking the check from a customer be sure to ask for their drivers licenses.
5. Write down all the information
 

PMP	Driver license #
Expiration Date	Date of Birth
6. Enter the amount of the check
7. Press [CHECK]
  1. Press [CLEAR] [ENTER] if the customer has filled the check out.
  2. Press [CLEAR] twice to print the information on the check
8. After check has ran through the machine the cash register opens.
9. Place the check on the left on top of the money.
10. Make sure to thank the customer for shopping at Kroger's.

❖ PMP=Picture matches person

#### 4) How to take a payment

##### ❖ How to do debit payments

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Make sure the customer is aware of the total that is displayed on the screen.
4. Press the [EFT/EBT] button on the key pad.
5. Wait for the receipt to print out.
6. Make sure to thank the customer for shopping at Kroger's.



#### 4) How to take a payment

##### ❖ How to do WIC payments

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Make sure the customer are aware of the total that is presented on the screen.
4. Hold down the [CTRL] and hit the [WIC] button twice.
5. A receipt will print out that has all the items that went on WIC.

##### 6. Hand this to the customer.

- ❖ If there is a remaining balance ask what form of payment the customer is using. Refer to the pervious sections.

##### 7. Make sure to thank the customer for shopping at Kroger's.

##### ❖ Check a customer WIC

1. Press 22
2. [SIGN ON/OFF]



#### 4) How to take a payment

##### ❖ How to do food stamp payments

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Make sure the customer are aware of the total that is presented on the screen
4. Press the [EFT/EBT] button on the key pad.
5. Wait for the receipt to print out.
6. Make sure to thank the customer for shopping at Kroger's.





#### 4) How to take a payment

- ❖ How to do coinstar payments
  1. After all the groceries are scanned and you have taken the customer Kroger card
  2. Press [TOTAL]
  3. Type in the amount on the coin star ticket
  4. Press [MISC TEND] on the key pad
  5. Place the ticket in the check runner
  6. Take the ticket and place it in the cash drawer with the checks

7. Make sure to thank the customer for shopping at Kroger's



#### 4) How to take a payment

##### ❖ How to do tax exempt payments

1. After all the groceries are scanned and you have taken the customer Kroger card.
2. Press [TOTAL]
3. Hit [DISCOUNT]
  - ❖ This removes all taxes
  - ❖ Take the payment
4. Give the customer the tax exempt form that is placed in a drawer below your register.
5. Have the customer fill it out and sign it.

6. Make sure to thank the customer for shopping at Kroger's.



## 5) How to void items and payments

- ❖ Void is one of the most powerful buttons on the keyboard.
- ❖ To void last item scanned
  1. Press [void] [Enter]
  - Or
  2. Pick up the last item press the [void] and scan the item you wish to void.
- ❖ Voided gift cards belong under the till with receipt.
- ❖ To void total
  1. Press [void] total
- ❖ To void a cash payment
  1. Press [void]
  2. Enter the amount of cash
  3. Press [cash]
- ❖ To void a debit payment
  1. Simply press [clear]

## 6) How to do miscellaneous

### ❖ Reprint a receipt

1. Press[NO SALE]
2. 99
3. [SIGN ON]

### ❖ For a rain check

1. Enter price on rain check
2. Press [PRICE OVERRIDE]
3. Scan item
4. Press 3 for rain check

### ❖ Gift cards

1. Scan gift card
2. It should activate at the end of the order
3. Keep gift card until register prints receipt

### ❖ To open the till

1. [NO SALE]
2. [OVERRIDE]
3. [ENTER]

or

1. [NO SALE]
2. Password
3. [ENTER]

## Chapter 3

**“The bottom line is we want our checkout experience to be the best and it's our goal that our customers will enjoy the experience so much that they'll want to return.”**

**How QueVision Works**



## QueVision

In 2010 we began installing a new camera system in our stores. The new infrared camera system referred to as QueVision, helps

- ❖ Reduce the lines
- ❖ Increase customer shopping experience

The cameras detect how many shoppers are in the store and then transmit the data to monitors at the front of the store. The front end supervisors monitor this system to know how many lines to open and how many we will need in 30 minutes. We placed these cameras at both entrances and every register which allowed us to track the body heat the customers. This technology has reduced the customer's average wait time to 26 seconds.

Enhancing customers shopping experience as a way to build loyalty which is a main focus in our customer 1<sup>st</sup> strategy. Since the checkout is the last experience in a store, if it's a bad experience, we will see it financially. The bottom line is we want our checkout experience to be the best and it's our goal that our customers will enjoy the experience so much that they'll want to return.

# QueVision



Number of  
lanes open

Number of  
lanes needed

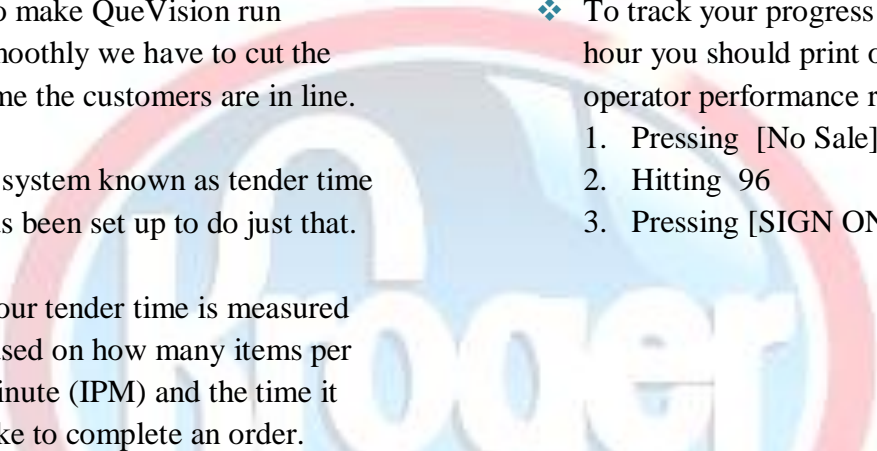
Number of  
lanes needed in  
30 minutes



## Chapter 4



**Ring Tender**

- 
- ❖ To make QueVision run smoothly we have to cut the time the customers are in line.
  - ❖ A system known as tender time has been set up to do just that.
  - ❖ Your tender time is measured based on how many items per minute (IPM) and the time it take to complete an order.
  - ❖ To track your progress every hour you should print off an operator performance report by:
    1. Pressing [No Sale]
    2. Hitting 96
    3. Pressing [SIGN ON/OFF]

## ELMS: Enterprise Labor Management System

```
OPERATOR PERFORMANCE
07/02/13 12:40pm 493 9 58 105
*****
Statistics For:  Teniekqua
*****
Items Per Minute      25.59
Customers Per Hour    33.33
Tender Time Per Customer  0.56
Misc. Items Sold      1
OPERATION COMPLETE 07/02/13 12:40pm
```

Your goal is to scan over 30 items per minute.(Scanning)

Your goal is to have .50 or lower to make ring tender.(Receiving payment)

## ❖ 14 Tips to making ring tender

1. Let the customer or a bagger unload as much as possible before you start.
  - ❖ Big orders should help boost your IPM.
2. Ask for the plus card before you start.
  - ❖ Don't force them to have it scanned before you start the order, but at the very least they will be finding it while you are scanning.
3. Scan with both hands. Pass items from the right hand to the left hand.  
Continue in to swift but fluid motion.
4. If you do not have a bagger, do not scan and bag as you go.
  - ❖ To improve Ring Tender always try to do a complete scan of the order, then tender the order, then bag the order.
5. Memorize produce codes
  - ❖ If you aren't too familiar with PLUs for produce, check to see what they have before you start so you can already have the number ready.

6. Review and keep a copy of the current week's ad in the check stand for reference and customer questions.
7. Clean the scanner glass.
  - ❖ Top performing cashiers will clean the glass between orders or continuously throughout the day.
8. Try multitasking
  - ❖ Ask customers to slide the credit/debit card before the end of the order.
9. If you already have to drag something across the scanner, don't scan it with the hand scanner unless you have to.
  - ❖ You only get .4 sec of time earned for doing that as opposed to 2-3 sec for scanning it on the scale.
10. Become semi-familiar with sales. Don't worry about memorizing every price, but take a look at the sales ad. The major featured prices you should know.
  - ❖ Especially the 6 and 10 item mega events, buy this get this coupon at checkout, buy 4 get 2 MORE free, 4/\$11 if you buy 4 but 3/\$11 if you don't, those "unusual" deals cause the most questions.

11. Shut the drawer before you get the cash change out then re-open it to give the customer change
12. You can process a check while the customer is getting out the drivers license and then re-open the drawer to put in the check.
13. Press the Total key many times throughout the order.
14. Anytime you have to stop checking total it out.

- ❖ Note that most of my suggestions have to do with how the customer behaves. That is the main factor in how fast an order goes. You can only move as fast as the customer allows you to.

## Chapter 5



## Troubleshooting

## 1) Coupons will not scan

### ❖ If a coupon will not scan

1. Check to see if the customer has the products that are on coupon and make sure they have met the criteria for the coupon.
2. Press [clear]
3. If you see o-no match found
  1. Press [OVERRIDE]
  2. [ENTER]

If you see M- No match

1. Type in 30021 and enter the amount of the coupon.
  2. Press [enter]
- ❖ If you forget to take there coupon they have to go to customer care.



## 2) Forgot Kroger card or do not have one

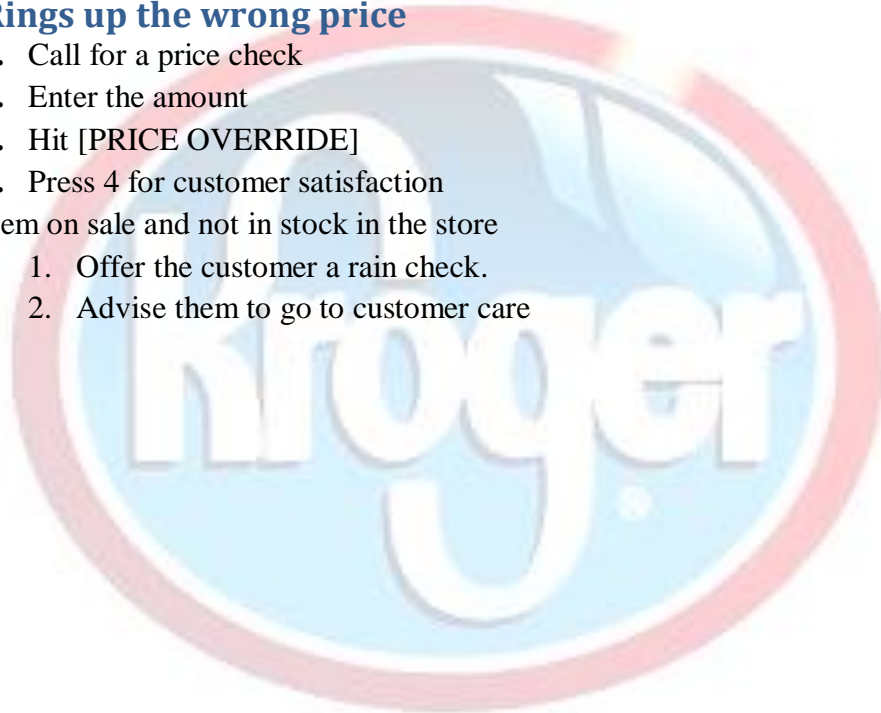
- ❖ You may look the customer Kroger card up by their number.
  1. Press [alt ID]
  2. Enter the customer number
  3. Press [ENTER]
  4. If the customer number after many failed attempt does not come up
  5. Simply scan the customer a card from your drawer.
  
- ❖ If the customer does not have card
  1. Take a card from your drawer and scan it for them
    - ❖ Please note that Kroger polices does not allow you to reuse Kroger card more than once.
    - ❖ So either give the customer the Kroger card or throw it in the trash.

### 3) Item will one scan or item cannot be found

- ❖ This is a problem with new items that come to the store.
- ❖ If an item will not scan
  1. Try typing in the bar code first
    - ❖ Managers special mark down items never ring up so it's best to type them in.
    - ❖ If on item does not scan after the second pass, key enter the UPC Code.
  1. Ask if the customer knows the price of the item
    - ❖ If so type the price in and hit the department in which the item belongs to.
    - ❖ Or find an item from that department and price override the item.
  2. Do a price check. Ask courtesy clerk to go check the price for you.
  3. Call a manager if the customer is argumentative.

#### **4) Rings up the wrong price**

1. Call for a price check
  2. Enter the amount
  3. Hit [PRICE OVERRIDE]
  4. Press 4 for customer satisfaction
- ❖ Item on sale and not in stock in the store
1. Offer the customer a rain check.
  2. Advise them to go to customer care





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