SCRIPT: *Customer Connection Shops KNOWELDGE CHECK*
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g001	Friendly & Fresh Customer Connection Shops KNOWELDGE CHECK

Title music fade in/out… "Abacus.wav"

a001a.mp3	Hello! Welcome to Kroger! We're glad you're here! This is our friendly and fresh, customer connection shops, knowledge check.
forwardButton	

g002	WELCOME TO CUSTOMER CONNECTION SHOPS-KNOWLEDGE CHECK You have probably already heard about our new approach to excellent customer service. It's called FRIENDLY & FRESH and its purpose is to provide our customers with such great service they'll move from liking us to loving us. Across the company, managers and associates are working to use the 3As of Friendly in our work: ACKNOWLEDGE, ASSIST and APPRECIATE. MAKE A DIFFERENCE FRIENDLY & FRESH
a001.mp3	You have probably already heard about our new approach to excellent customer service. It's called FRIENDLY & FRESH and its purpose is to provide our customers with such great service they'll move from liking us to loving us. Across the company, managers and associates are working to use the 3As of Friendly in our work: ACKNOWLEDGE, ASSIST and APPRECIATE.
previousButton forwardButton	

a002	<AUDIO DELETED>
a003.mp3	We've partnered with an outside company to conduct Customer Connection Shops in our stores. These shops will mostly happen during prime time and are only focused on customer service. The results from these shops will let us know how well we are living the 3As every day in serving our customers. The shops will help us improve in areas where we could be doing a little better and will allow us to celebrate the areas where we are doing well. Successful shops are all about using the 3As when serving customers. Let's take a look at what that means…
g003	(Text same as audio plus…) Person with hand outstretched toward type.
previousButton forwardButton	

a004.mp3	Roll over each of the 3As below to see the ways customers expect us to deliver friendly service.
g004	(Text same as audio plus…) The 3As of Friendly Service: ACKNOWLEDGE, ASSIST, APPRECIATE

previousButton
forwardButton

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g005   (RollOver "Acknowledge")
a005.mp3   ACKNOWLEDGE:
- o   Turn and look at nearby customers
- o   Smile and make eye contact with customers
- o   Greet and engage customers
- o   Pleasantly offer your service

previousButton
forwardButton

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g006   (RollOver "Assist")
a006.mp3   ASSIST:
- o   Ask questions about what the customers are looking for
- o   Walk the customers to the products and engage them in conversation
- o   Recommend an item or provide product information

previousButton
forwardButton

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g007   (RollOver "Appreciate")
             APPRECIATE:
- o   When you can, perform simple acts of kindness to make your customers feel extra special
- o   Genuinely thank your customers and use their name(s) if known
- o   Invite customers back in a way that makes them feel valued

a007.mp3   APPRECIATE:
- o   When you can, perform simple acts of kindness to make your customers feel extra special
- o   Genuinely thank your customers and use their name if known
- o   Invite customers back in a way that makes them feel valued

previousButton
forwardButton

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g008, a008a.mp3

The 3As represent how our customers expect to be treated when they choose to shop in one of our stores. They want to be acknowledged. They want assistance when they need it, and they want to feel appreciated. The 3As equal FRIENDLY!

a008b.mp3   Paying attention to how you use the 3As while serving customers will truly make a difference in their shopping experiences. That change will lead them to love shopping with us, instead of just liking it.

Let's do a few exercises about the 3As. They'll help you practice and you can also show off how well you know your Friendly!

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a009.1.mp3, **g009** <mark>A customer asks you where to find the pickles. How would the customer feel about each of these responses? Match a response from the left by typing the letter from the correct corresponding box on the right.</mark> <STOP NARRATION HERE>
forwardButton <only>
Q.1
g009a

- They're in Aisle 11. Let me show you where they are.

- They're over in Aisle 11. Do you need me to show you where they are?

- They're in Aisle 11. Let me show you where they are. What kind of pickles are you looking for? I personally love the Private Selection hot and sweet pickles.

- UNSATISFIED

- SATISFIED

- HIGHLY SATISFIED

rightAnswerQ.1:
a009a.mp3, **g009b**   Great Job!
Offering to help a customer find a product is good.
Being proactive and leading a customer to the product is better.
But the best way to help this customer is to also engage the customer about what they are looking for and maybe even make a personal recommendation. Now that's great service!

wrongAnswerQ.1:
a009b.mp3, **g009c**   Almost, but not quite.
<dub in correct answer audio (a009a) here.>

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a010.1.mp3, **g010** <mark>These customers on the left, could use some help. What could you do to assist them? Type in the correct response from the list on the right.</mark>
<STOP NARRATION HERE>
forwardButton <only>
Q.2

- Customer with a handful of unbagged, loose produce items

- Customer struggling to reach an item on the top shelf

- Customer balancing a large amount of groceries in her arms

- Customer holding a beef roast, looking at the blood on his hand with disgust

- Customer trying to carry a child and a large grocery item

- Bring them a shopping cart

- Offer to carry the large item

- Bring paper towels, cleaning wipes and a plastic bag, and offer to rewrap the product

- Hold a plastic bag open for them

- Offer to help reach the product

rightAnswerQ.2
a010a.mp3, **g010a**   Great Job!

When you see a customer that looks like they might need some help, jump right in and assist them.
It helps to learn to "read" a customer. Do they look confused? Frustrated? Step up and give them an extra hand—they'll love you for it!

wrongAnswerQ.1
a010b.mp3, **g010b**   Almost, but not quite.
When you see a customer that looks like they might need some help, jump right in and assist them.
It helps to learn to "read" a customer. Do they look confused? Frustrated? Step up and give them an extra hand—they'll love you for it!

wrongAnswerQ.2
                <dub> Almost, but not quite.
a010c.mp3, **g010c**   You almost had it but may have missed one or two.
Remember:
<dub> When you see a customer that looks like they might need some help, jump right in and assist them. It helps to learn to "read" a customer. Do they look confused? Frustrated? Step up and give them an extra hand—they'll love you for it!
forwardButton <only>

Q.3
a011.1.mp3, **g011** Imagine you're a customer shopping for a party. You need help finding something. Which associate would you want to assist you? Click on the best response.<STOP NARRATION HERE>

1	2	**3**

rightAnswerQ.3
a011a.1.mp3   <dub> Great job! If you're a customer, eye contact and a smile from an associate lets you know that they are ready to help if you need it. So look up from your work frequently.
g011a   <three associates with radio buttons. 3 is correct.>

wrongAnswerQ.3
a011b.mp3   Sorry, there's a better answer.
<dub>If you're a customer, eye contact and a smile from an associate lets you know that they are ready to help if you need it. So look up from your work frequently.

g011a
                <Thought balloons saying: <1>"What's on my phone is more important than the customer."
<2>"I'm too busy to help any customers."
<3> "That customer may need some assistance. I'm ready to help."
forwardButton <only>

Q.4

a012.1.mp3, **g012** <mark>This customer looks confused but you have a lot of frozen items to finish stocking and you're the only one in the Dairy department today. Click on the area you should focus on first.</mark>

g012a Show customer in dairy department with cart, and backstock showing on floor. <Photo of confused customer with cart near dairy department. Stocked shelves are hot for wrongAnswer.4. Cart is full and hot for wrongAnswer.4. Backstock is on floor and hot for wrongAnswer.4. Confused customer area is hot for rightAnswerQ.4>

rightAnswerQ.4
a012a.mp3
g012b
Great job! Yes! Even though you may be busy with other tasks, the customer always comes first. Use the 3As: Acknowledge, Assist and Appreciate; to give the customer your attention and discover how you can help them. Remember to thank them for shopping with us.

wrongAnswerQ.4
a012b.mp3
g012c
Sorry, that's not correct. While it's important to keep the shelves stocked, customers always come first. If you see a customer who looks like they may need help, stop what you are doing and give them your full attention. Remember to use the 3As: Acknowledge, Assist and Appreciate.

forwardButton <only>

Q.5
a013.1.mp3
g013

<mark>The first of the 3As is ACKNOWLEDGE. In this exercise, click on every example of an "acknowledge behavior".</mark> <STOP NARRATION HERE>
ACKNOWLEDGE
o Make eye contact
o Keep an eye out for customers
o Finish your current task
o Work hard at the task at hand
o "Hi, great to see you today!"

rightAnswerQ.5
g013a
a013a.mp3
Great job! "ACKNOWLEDGE" means letting the customer know that you see them and that you are ready to help if they need it. Keeping an eye out for customers, making eye contact, and giving a genuine greeting are all great ways to acknowledge the customer.

wrongAnswerQ.5
g013b
Almost, but not quite. "ACKNOWLEDGE" means letting the customer know that you see them and that you are ready to help if they need it. Keeping an eye out for customers, making eye contact, and giving a genuine greeting are all great ways to acknowledge the customer.

<dub audio from correct answer.>
forwardButton <only>

Q.6
a014.1.mp3
g014

<mark>The second of the 3As is ASSIST. In this exercise, click on every example of an "assist behavior".</mark> <STOP NARRATION HERE>
ASSIST
o   "Personally, I like this product because…"
o   "Let's take a look."
o   "I don't know what that is."
o   Take the customer to the product
o   "What else can I help you with today?"

rightAnswerQ.6
a014a.mp3
g014a

Great job! "Assist" means finding out what help the customer may need and doing everything you can to make sure they're highly satisfied.

Taking a customer to the product they're looking for is great and if you can, make a personal recommendation about related products you like. You may just introduce your customer to their new favorite thing! Before you're done, remember to ask your customer if they need any additional help.

wrongAnswerQ.6
a014b.mp3
g014b

Almost, but not quite. <dub the remainder from correct answer.>"Assist" means finding out what help the customer may need and doing everything you can to make sure they're highly satisfied.

Taking a customer to the product they're looking for is great and if you can, make a personal recommendation about related products you like. You may just introduce your customer to their new favorite thing! Before you're done, remember to ask your customer if they need any additional help.

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Q.7
a015.1.mp3
g015

<mark>The third of the 3As is APPRECIATE. In this exercise, click on every example of an "appreciate behavior".</mark> <STOP NARRATION HERE>
APPRECIATE
o   "Bye!"
o   "Bye, Mrs. Ross! See you next Wednesday!"
o   "My pleasure!"
o   Thanks for shopping with us today!"
o   "Good to see you again!"

rightAnswerQ.7
a015a.mp3
g015a

Great job! "Appreciate" means taking the time to thank your customer for their business. Let them know that we are happy to see them and we are glad they've chosen our stores for their shopping needs. If you can, call them by name. A simple "goodbye" doesn't let the customer know we appreciate them. Use your own words

	and really make the customer feel special. After all, they're the most important part of our business.
wrongAnswerQ.7 **g015b**	<dub audio from correct answer> Almost, but not quite. "Appreciate" means taking the time to thank your customer for their business. Let them know that we are happy to see them and we are glad they've chosen our stores for their shopping needs. If you can, call them by name. A simple "goodbye" doesn't let the customer know we appreciate them. Use your own words and really make the customer feel special. After all, they're the most important part of our business.
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Q.8
a016.1.mp3
g016   A customer looks confused as she looks at her cell phone and searches up and down the aisle looking for items that match the digital coupons. What are the good, better and best responses for helping this customer?

==Match the responses on the left with the quality of reply on the right.==

<STOP NARRATION HERE>

"Hi there!"		Good
"Hi, it looks like you're searching for something. What can I help you find today?"		Better
"Hi. Let me know if you need any help."		Best

a016a.mp3   Great job!
g016a   Just greeting the customer is good.
                Letting the customer know you are available to help is better.
                But the best response is to let the customer know that you've noticed that they may need assistance and then offer to help. Some customers may be reluctant to ask for help, but if you make the offer, they'll be thrilled you did!

a016b.mp3   Almost, but not quite.
g016b   <dub from correct answer> Just greeting the customer is good.
                Letting the customer know you are available to help is better.
                But the best response is to let the customer know that you've noticed that they may need assistance and then offer to help. Some customers may be reluctant to ask for help, but if you make the offer, they'll be thrilled you did!

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Q.9
a017.1.mp3
g017   ==A customer has asked you where the ice cream is located. What are the good, better and best responses to their question? Click a response on the left with the quality of reply on the right.==

<STOP NARRATION HERE>

"Let me take you there it's right over here."	Ice cream cone	Good
"It's on aisle 12."	Kroger brand ice cream	Better

| "Let me walk you over to aisle 12. Is there a particular flavor you're looking for? Personally, I love our Private Selection Denali Extreme Moose Tracks ice cream!" | Denali Extreme Moose Tracks Private selection brand ice cream | Best |

forwardButton <only>

rightAnswerQ.9
g017a   Great job! Telling the customer where to find the product is good.
a017a.mp3   Escorting the customer to the product they are looking for is better.
                But the best response would be to guide them to their product, ask a question about
                what they're looking for and, if you can, recommend a related product that you enjoy.

wrongAnswerQ.9
a017b.mp3   Almost, but not quite. <dub from correct answer> Telling the customer where to find
g017b   the product is good.
                Escorting the customer to the product they are looking for is better.
                But the best response would be to guide them to their product, ask a question about
                what they're looking for and, if you can, recommend a related product that you enjoy.

forwardButton <only>

Q.10
a018.1.mp3   While working, you notice one of your neighbors has just finished shopping and is on
g018   her way out. Pick the greeting that shows your neighbor that you appreciate her
                shopping at your store. From the list of words below, type the selections that best
                complete the sentence.
                <STOP NARRATION HERE>

┌──┐
│ Hi _____,   _____   │
└──┘

how's it going?   what's up?   Dude   thanks for shopping with us today!   Ma'am   Mrs. Johnson

rightAnswerQ.10
a018a.mp3   Great job! If you recognize a neighbor, friend, family member or any other person you
g018a   know, greet them by name and thank them for shopping.

                When you call a customer by their name, it shows that you remember them and that
                you truly appreciate their business. They'll feel valued and will be more likely to shop
                with us again!

wrongAnswerQ.10
a018b.mp3   <dub from correct answer> Almost, but not quite. If you recognize a neighbor, friend,

g018b	family member or any other person you know, greet them by name and thank them for shopping.
	When you call a customer by their name, it shows that you remember them and that you truly appreciate their business. They'll feel valued and will be more likely to shop with us again!

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Q.11
a019.1.mp3
g019

You help a customer find the cheese they were searching for. The customer thanks you. Rank these possible responses by linking them with the numbers on the right; with number 1 being the best and number 3 being only a good response.
<STOP NARRATION HERE>

3	"Sure thing!"
1	"My pleasure! Thanks for shopping with us today!"
2	"Hope you have a good day!"

rightAnswerQ.11
a019a.mp3
g019a

Great job! If a customer thanks you and doesn't need any additional help, it's okay to say "you're welcome." But why not take the opportunity to also let them know you appreciate their business?

Whenever you finish with a customer, be sure to let them know – in your own words – that you're glad they chose to shop in your store. Maybe even then invite them to return!

wrongAnswerQ.11
a019b.mp3
g019b

<dub from correct answer.> Almost, but not quite. If a customer thanks you and doesn't need any additional help, it's okay to say "you're welcome." But why not take the opportunity to also let them know you appreciate their business?

Whenever you finish with a customer, be sure to let them know – in your own words – that you're glad they chose to shop in your store. Maybe even then invite them to return!

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Q.12
a020.mp3
g020

You see another associate approach this customer, greet her and offer to help her reach a product on the shelf. The associate then thanks her for shopping with us and walks on. If you were acting as a role model for this associate, what feedback might you give them?
<STOP NARRATION HERE>

		"I'm afraid you need to work on your 3As."
Photo of female customer		"You did pretty well! You

in wheelchair.		could have also…”
		“Great job! You did everything possible to help!”

rightAnswerQ.12
a020a.mp3   Great job! You're right! The associate did a pretty good job. They acknowledged,
g020a   assisted, and appreciated the customer, so they covered all three of the 3As.

You're also right that they could have done a bit more. For instance, they could have asked the customer if they needed help finding anything else. It never hurts to add a little extra service whenever you're helping a customer.

wrongAnswerQ.12
a020b.mp3   You're right; the associate did a pretty good job. They asked, assisted and appreciated
g020b   the customer, so they covered all the 3A's.
                   However, the associate could have probably done more. For instance, they could have asked the customer if they needed help finding anything else. It never hurts to add a little extra service whenever you're helping a customer.

forwardButton <only>

---DELETED AUDIO & SLIDE--
<Screen following rightAnswerQ.12>
a021.mp3   Wow! You really know your Friendly!
g021   You've proved you're an expert on the 3As, so now we'd like you to be a role model to your fellow associates. Lead by example and show people how to use the 3As to make your customers feel valued and important.

<Screen following g020 **or** wrongAnswerQ.12>
a022.mp3
g022   Thanks for all you do to give our customers great, Friendly service!

Title music fade out…
a023.mp3
g023   You have just completed the Friendly & Fresh, Customer Connection Shops KNOWELDGE CHECK. <STOP NARRATION HERE>

<Credit screen:
Narration, audio recording: Rebecca Mercer
Audio script: Anthony Perkins
Audio editing, graphics and programming: Anthony Perkins
This program has been adapted and revised from existing training material.>