

Vendor Frequently Asked Questions

Table of Contents

[02 Program Expectations](#)

[02 Maintaining Contact Templates](#)

[03 Service Alerts](#)

[04 Service Alert Troubleshooting](#)

[04 Accepting Service Alerts](#)

[05 Completing Service Alerts](#)

[06 Program Reporting Analysis](#)

Program Expectations

Q: Do I have to participate in this program?

A: All notified vendors are expected to participate in the program unless specified by Kroger. If you have been notified and believe your company is not required to participate, please contact Kroger directly.

Q: Is GlobalWorx replacing any systems currently in place at Kroger?

A: No, GlobalWorx is not replacing any systems currently utilized by Kroger Headquarters or Stores.

Q: What if our company has an API with GlobalWorx?

A: Companies with APIs will still need to provide contact templates with at least two points of contact, including their phone number, email, and names of individuals who oversee service/operations. The individuals listed on the contact template of a company with an API do not need to be the store-level contact that physically services the store. They can be supervisory role contacts, district leads, division leads, etc., as long as they are up-to-date contacts. The purpose of providing contacts in the contact template of a company with a Service Alert API is to provide stores with up-to-date contacts on file in the event of an emergency.

Maintaining Contact Templates

Q: What information does my company need to provide to GlobalWorx?

A: During the registration process, you were asked to complete the [Vendor Registration](#) and to provide store-specific contact information which includes name, email, and phone number. Contact information is used to ensure that the service alert notifications are communicated to the correct individuals within your organization.

Q: Who from my organization should be listed in the Contact Template?

A: Use the following as a reference for completing your Kroger DSD Service Contact Template:

Contact Level 1: Merchandiser (Individual responsible for stocking the shelf)

Contact Level 2: Salesperson (Individual responsible for writing the order and managing the account)

Contact Level 3: District Manager (District manager/supervisor)

Without this information, ALL service alert notifications will automatically be routed to the Key Contact GlobalWorx has on file. If you need further customization to your contact template structure, please reach out to KrogerAccountManagement@tactiqtech.com

Q: How do I update my company's contact information in the GlobalWorx Contact Template?

A: Any contact updates or changes can be submitted to KrogerDSD@tactiqtech.com on the GlobalWorx Contact Template. GlobalWorx will also reach out on a monthly basis to ensure contact information is correct.

Q: When should I update my company's contact information in the GlobalWorx Contact Template?

A: Contacts should immediately be updated any time there is a personnel change. Please reach out to the Key Contact GlobalWorx has on file for your organization so they can ensure the GlobalWorx Contact Template is accurate and Service Alerts are routed to the appropriate personnel. If you do not know who the Key Contact is for your organization, please reach out to KrogerDSD@tactiqtech.com.

Q: How do I ensure that my company can receive emails/IVR (phone call) notifications?

A: To ensure that your company receives emails/IVR notifications, check that your contact information is up to date in the GlobalWorx Contact Template and that the service alert email address (MailAgent@synergies4u.com) is not blocked or marked as spam within your company's internal systems.

Service Alerts

Q: Why are service alerts generated?

A: Service alerts are generated when a store identifies any service issue or opportunity that affects their best practice standards.

Q: What types of service alerts will my company receive?

A: Your company may receive Manually Generated Alerts submitted by Kroger store team members or Automated Alerts that are systematically generated by three types of Kroger Data Feeds: NFAO, OOS, and LSO. For specific information on the types of alerts you may receive, please refer to the Kroger Vendor Training Guide located on the vendor training website or contact KrogerAccountManagement@tactiqtech.com.

Q: Who receives service alert notifications?

A: Various individuals within your company may receive service alert notifications depending on the severity of the alert, the type of the alert, and the escalation hierarchy. For specific information on who will receive alerts, please refer to the Kroger Service Alert Guide located on the [vendor training website](#).

Q: Where can I find the specific details of the service alert?

A: All details of the service alert can be found within the email body of the original service alert notification, as well as within the IVR (phone call).

Service Alert Troubleshooting

Q: What should I do if I receive a service alert for a store I'm not responsible for?

A: Service Alerts are routed based on the GlobalWorx Contact Template. Please forward the alert to a member of your company's management team so they can redirect the alert to the correct person.

Q: Who should I contact if I need to discuss/dispute the content of a service alert?

A: In this situation, it is best practice is to reach out to the store directly. If the store team member finds the issue was submitted in error, they may delete the alert or comment on the alert that the issue was resolved so it is recorded. If you need to further discuss/dispute the content of a service alert, please reach out to GlobalWorx at KrogerAccountManagement@tactiqtech.com.

Q: What should I do if I receive an IVR (phone call) message that I cannot hear/understand?

A: Each IVR (phone call) is accompanied by an email notification with the same information. Please refer to the email notification from MailAgent@synergies4u.com to review the details of the service alert.

Q: Who do I contact if I cannot see the pictures attached to a service alert?

A: Not every issue will include pictures, as they are not required for alert submission for certain alert types. However, if you find that a picture is not displaying properly or there seems to be a technical error, please contact KrogerAccountManagement@tactiqtech.com.

Accepting Service Alerts

Q: Do all service alerts require an immediate response?

A: No, some issues will not require you to respond immediately. For detailed information about the nature of alerts, please refer to the Kroger Service Alert Guide located on the [vendor training website](#).

Q: Why is it important to accept a service alert?

A: By accepting the service alert, you are acknowledging the issue and communicating your intentions directly back to the store. This allows the store to make informed DSD decisions based on your response.

Q: How long do I have to accept the service alert?

A: You are required to respond as quickly as possible, ideally within 60 minutes of receiving the alert. After 60 minutes, the alert will escalate to the next point of contact.

Q: What happens if I do not accept the service alert?

A: If you do not accept the service alert, the store will be unable to make accurate and informed DSD decisions. Not accepting a service alert will be counted against you in terms of the goals and measures of success of the program. Unaccepted service alerts will be labeled as “Missed”.

Q: How do I accept a service alert?

A: A service alert can be accepted through the IVR (phone call) or through the email notification. Please refer to the training materials located on the [vendor training website](#) for more information.

Q: Can I make a comment on the service alert to respond back to the store?

A: Yes. Comments on the service alert can be made by going to the original alert email notification, clicking the “Click here to Accept Issue” link to open the GlobalWorx application, and selecting “Comment”.

Q: Are training materials available?

A: Yes. Training materials, including one-page guides, full training guides, and videos, are available on the [vendor training website](#). For additional information, please reach out to KrogerAccountManagement@tactiqtech.com.

Completing Service Alerts

Q: When do I complete a service alert?

A: A service alert should be completed ONLY after the issue has been mitigated.

Q: Why is it important to complete a service alert?

A: Completing a service alert closes the loop with the store to inform them that the issue was resolved or communicates the plan of action. Service alert completion is documented, with a minimum goal of a 75% completion rate.

Q: What happens if I do not complete the service alert?

A: Not completing a service alert will be counted against you in terms of the goals and measures of success of the program.

Q: What happens if I accept and complete a service alert without servicing the store?

A: A service alert should never be completed if the store has not been serviced. Stores have the ability to mark alerts as Unsatisfactory and re-open them. Kroger closely tracks actual mitigation against closure and addresses any instances of service alerts being accepted and completed without the issue truly being addressed.

Q: How long do I have in order to complete the service alert?

A: Kroger's expectation is that all escalated alerts be completed within 48 hours.

Q: How do I complete a service alert?

A: Once you have accepted the service alert, provided a resolution timeframe, and have ensured that the issue has been resolved, complete the service alert by following the link in the original service alert email and clicking the "Complete Here" icon within the GlobalWorx system. Alerts can also be Accepted and Completed via the receiving tablet in-store.

Program Reporting and Analysis

Q: What reporting information will I receive?

A: Depending on your role within your organization, you may receive daily, weekly, and/or monthly GlobalWorx reporting as dictated by Kroger. If you have any questions or concerns about GlobalWorx reporting, please reach out to KrogerAccountManagement@tactiqtech.com.

Q: How can these reports help my company achieve the DSD Service Improvement Program goals?

A: The insights contained within GlobalWorx reporting provide the leverage you need to track trends, monitor quality and frequency of service, and identify OSA opportunities using comprehensive metrics that can be viewed at the Store and Divisional Levels.

Q: How will I receive these reports?

A: All reports will be sent via email from MailAgent@synergies4u.com.

Q: How can I request additional recipients for reporting?

A: To request additional recipients for reporting, contact the Kroger Account Management Team at KrogerAccountManagement@tactiqtech.com.

Q: Who should I contact if I have questions about reporting?

A: If you have questions about GlobalWorx reporting, please contact KrogerAccountManagement@tactiqtech.com.

Q: Can I request unique reporting for my company?

A: Please reach out to the GlobalWorx Kroger Account Management Team at KrogerAccountManagement@tactiqtech.com for more information regarding requests for unique reporting. Based on the nature of the request, there may be an additional fee.