

# Kroger Vendor Training Guide

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# Partnership with Kroger

Kroger utilizes Tactiq's Globalworx Platform to enhance communication, grow sales, and improve the customer experience.



## **Streamlined Communication**

GlobalWorx eliminates inefficient communication methods between stores and vendors and provides transparent service issue tracking for both parties.



## **Immediate Notification**

Vendors are instantly alerted to in-store product and service opportunities via phone call and email.

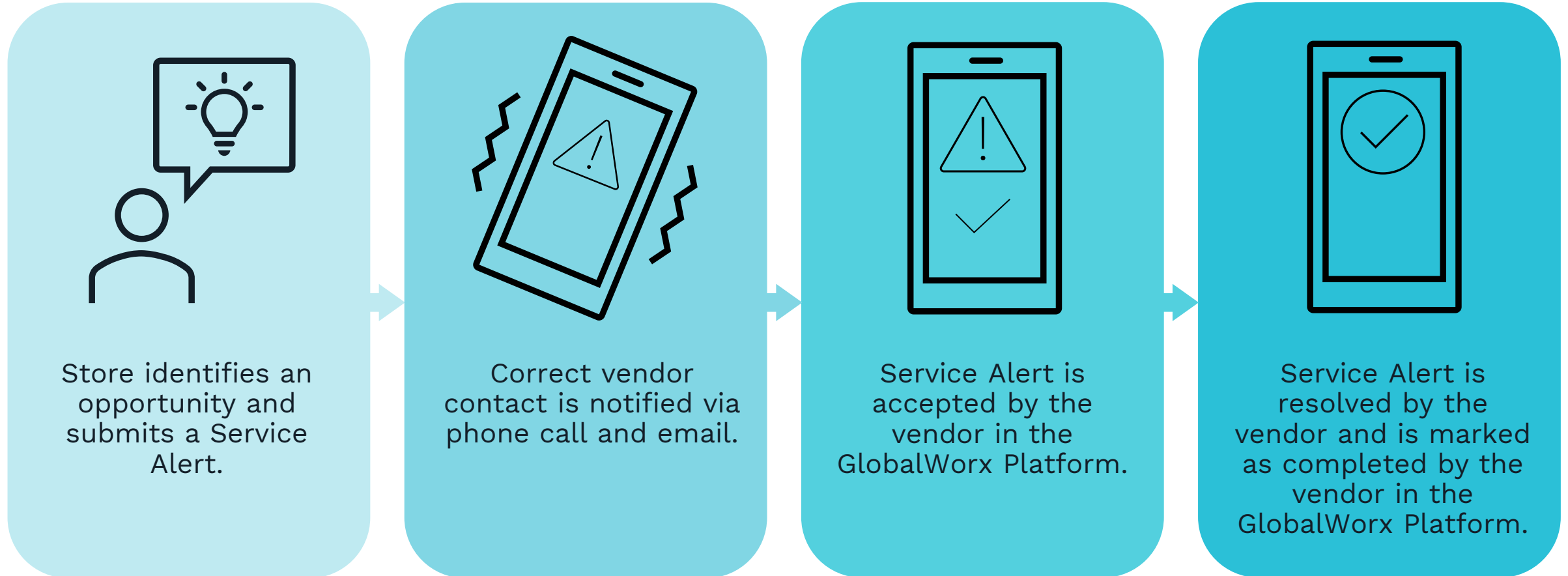


## **Data Collection and Reporting**

GlobalWorx aggregates service and product opportunity data into actionable reporting, providing vendors with real-time insights.

# GlobalWorx Service Alert Process

Users can submit Service Alerts and track the alert through the alert lifecycle of acceptance and completion.



# Service Alerts

# Service Alerts

Service Alerts are submitted to notify the vendor of any opportunities in the store.

## **AUTOMATED SERVICE ALERTS**

- Automated Service Alerts are auto-generated based on business-defined criteria from data provided by Kroger.

## **MANUAL SERVICE ALERTS**

- Manual Service Alerts are manually submitted by Kroger Team Members to communicate specific opportunities in the store.

# Automated Service Alerts

Auto-generated based on data provided by Kroger. Follow a direct escalation path of Contact 1 → Contact 2 → Contact 3.

## **Out of Stock (Wall to Wall):**

- All stores scan all holes (wall to wall) on the shelves Mondays and Tuesdays of each week; however, some stores may conduct more scans as needed

## **Not Filled As Ordered (NFAO):**

- UPCs that were out of stock or substituted for customers when Kroger fulfilled their pickup order

## **Lost Sales Opportunities (LSO):**

- Priority UPCs/items did not sell for 3 consecutive days are identified as LSO by Kroger

## **Credit Opportunities**

- Sent on Wednesdays if a store has not processed sufficient credits for multiple weeks and/or is significantly behind the credit processing levels of similar stores

For questions about Auto Alerts and reporting, contact [KrogerAccountManagement@tactiqtech.com](mailto:KrogerAccountManagement@tactiqtech.com)

# Manual Service Alerts

Manual Service Alerts are created by Store Team Members when they see an opportunity in the store and follow pre-configured escalation paths based on alert type.

## Service Alerts

- **Out of Stock**
- **Need Merchandising**
- **Missed Service**
- **Display Execution**
- **Inventory**
- **Out of Date**
- **Other**

## Receiving Violations

- Product Left on Truck
- Excessive Product Delivered
- Missing NEX/ASN Invoice
- Late Delivery
- Delivery Discrepancies
- Failure Processing Credits
- Missing Paper Invoice
- Delivery Discrepancies - Credit Required

## Vendor Feedback

- Positive Comment
- Other

## Vendor Violations

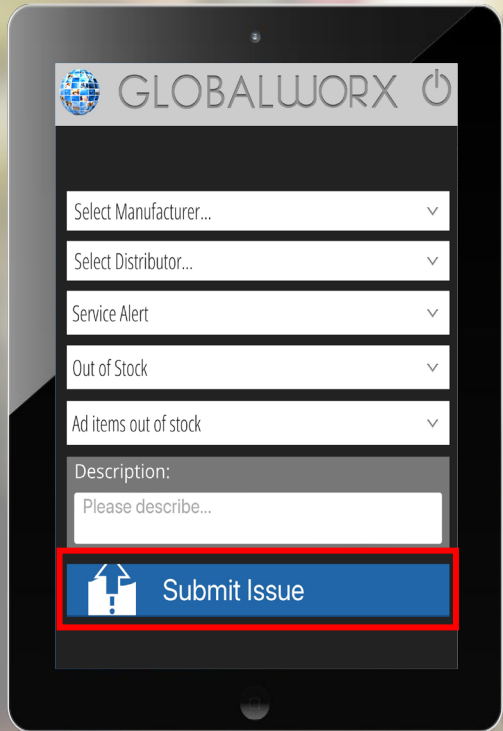
- Failure to Maintain 5S
- Failure to Check In/Check Out on Tablet
- Unauthorized Equipment Usage
- Failure to Check Out with Management
- Unprofessional Conduct
- Fire Lane Violation
- Tag Removal

## Temperature Check

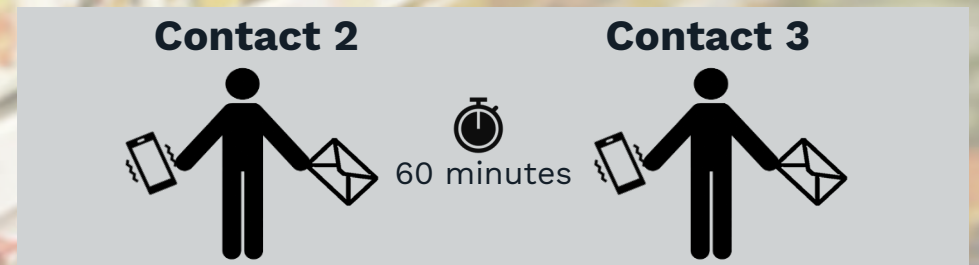
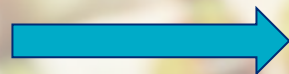
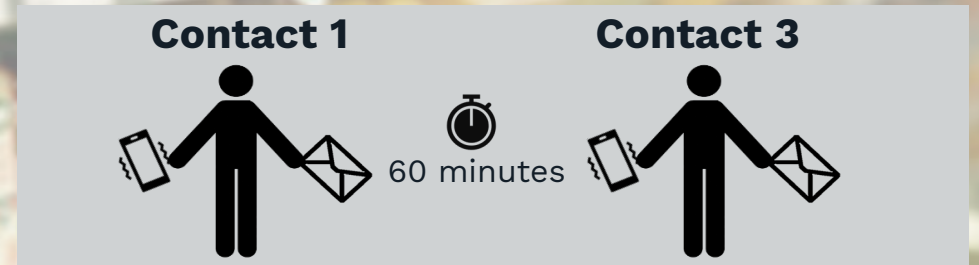
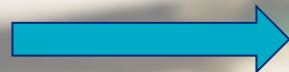
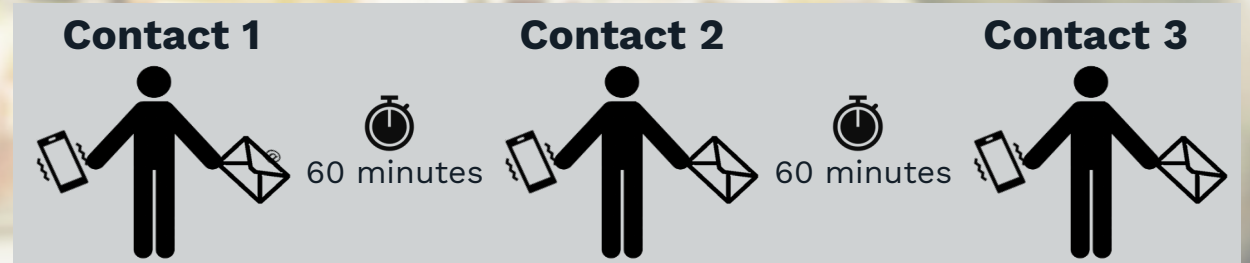
- Refrigerated Product Temp Check
- Frozen Product Temp Check

# Escalated Service Alerts

Escalated Service Alerts follow a pre-configured escalation path based on alert type. Each contact will have **60 minutes** to accept the request before it is escalated to the next contact.



Retailer View



# Escalated Service Alerts

The following alerts follow an escalation path and require acceptance and completion by the vendor.

## Alerts that follow the direct escalation path of Contact 1 → 2 → 3:

- Out of Stock
- Out of Date
- Inventory
- Need Merchandising
- Missed Service
- Display Execution
- Delivery Discrepancies – Credit Required
- Auto Alerts: OOS
- Auto Alerts: NFAO
- Auto Alerts: LSO Priority Items
- Auto Alerts: Credit Opportunities
- Other

## Alerts that follow a pre-configured escalation path:

- Failure Processing Credits                      Contact 2 → 3
- Failure to Maintain 5S                              Contact 1 → 3

## OUT OF STOCK

Hi Laura Desantis,

**A service issue was created for Demo #103 - Richmond**

*Date/Time:* 10/14/2024 03:22 PM

*Issue Type:* Out of Stock

*Description:* Ad items out of stock

*Notes:* Out of Stock. Ad items out of stock. Product ABC Out of Stock

[Click here to respond to this issue \\*](#)

# Non-Escalated Service Alerts

The following alerts DO NOT follow an escalation path and DO NOT require acceptance and completion.

## Alerts that escalate directly to Contact 3 and will send a “Communicated” notification that does not require a response:

- Product Left on Truck
- Excessive Product Delivered
- Missing NEX/ASN Invoice
- Delivery Discrepancies
- Failure to Check In/Out on Tablet
- Unprofessional Conduct
- Missing Paper Invoice
- Late Delivery
- Fire Lane Violation
- Vendor Issues - Other

## Alerts that are for reporting only and will not send a notification:

- Unauthorized Equipment Usage
- Failure to Check Out with Management
- Positive Comment
- Refrigerated Product Temp Check
- Frozen Product Temp Check

## LATE DELIVERY

Hi Laura Desantis 3,

**A violation was created for Demo #103 - Richmond.  
No immediate response required.**

*Date/Time: 12/20/2024 01:10 PM*

*Issue Type: Late delivery*

*Notes: Late delivery.*

*Created By: Manager, Demo #103 - Richmond*

*Reason: Receiving closing time: 3:00 PM*

*Time of arrival: 7:45 PM*

*Days: Monday, Thursday, Saturday*

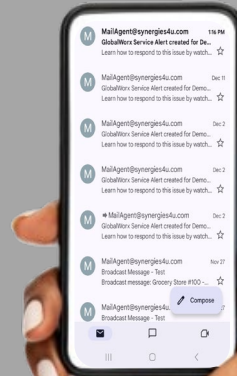
[Please click here to communicate back to the store \\*](#)

# Receiving Service Alerts

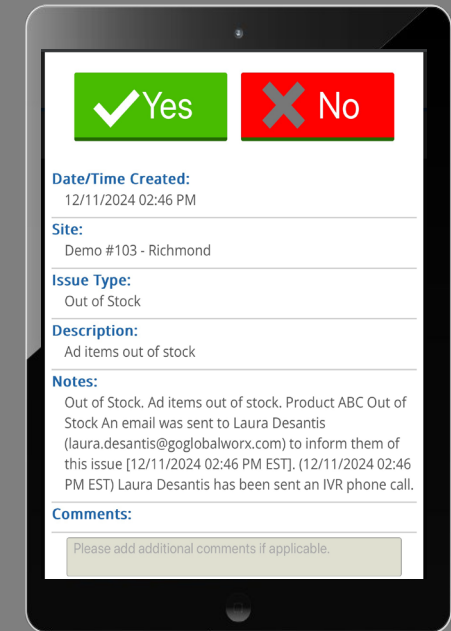
Vendor contacts are notified of a Service Alert via:



Interactive Voice Response  
phone call



Email from  
MailAgent@Synergies4U.com



The backroom tablet

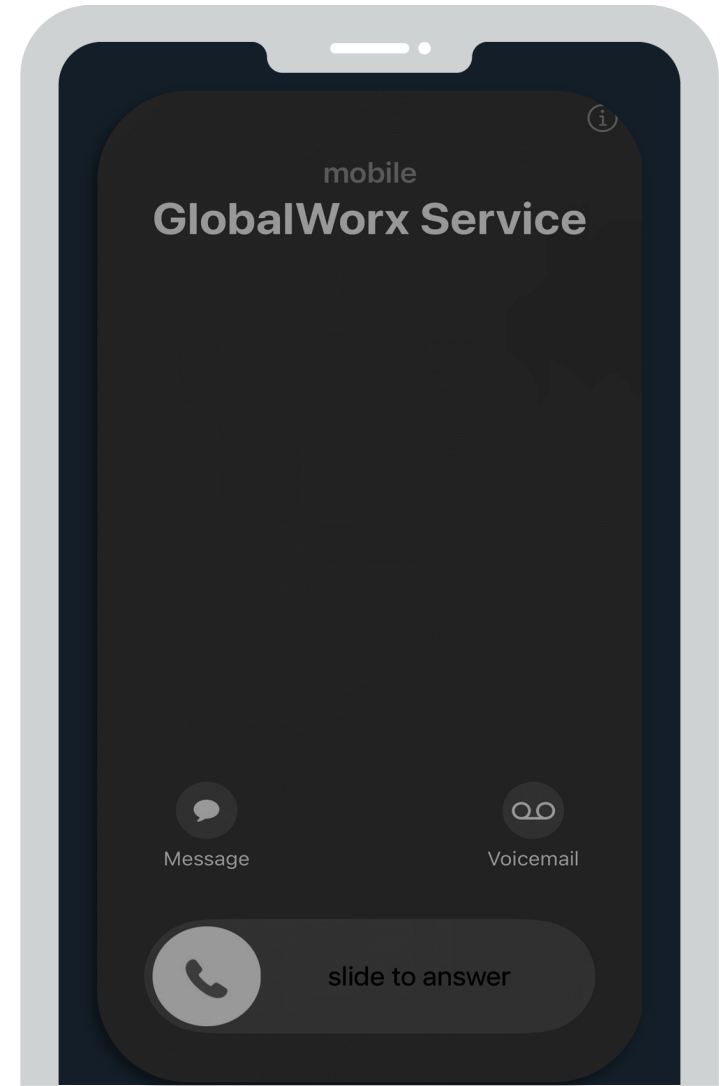
# Receiving Service Alerts

Service Alerts can be accepted through the Interactive Voice Response (IVR) phone call.

- Answer the IVR phone call from

**1-(866)485-5915**

- Say “Hello” to activate the IVR call, otherwise, the call will go to voicemail.
- Select an option after reviewing the description and response options.
- The Service Alert phone call will come from the same phone number every time.
- We suggest you save this number to your phone contacts.



# Receiving Service Alerts

Service Alerts can be accepted and completed through the email notification.

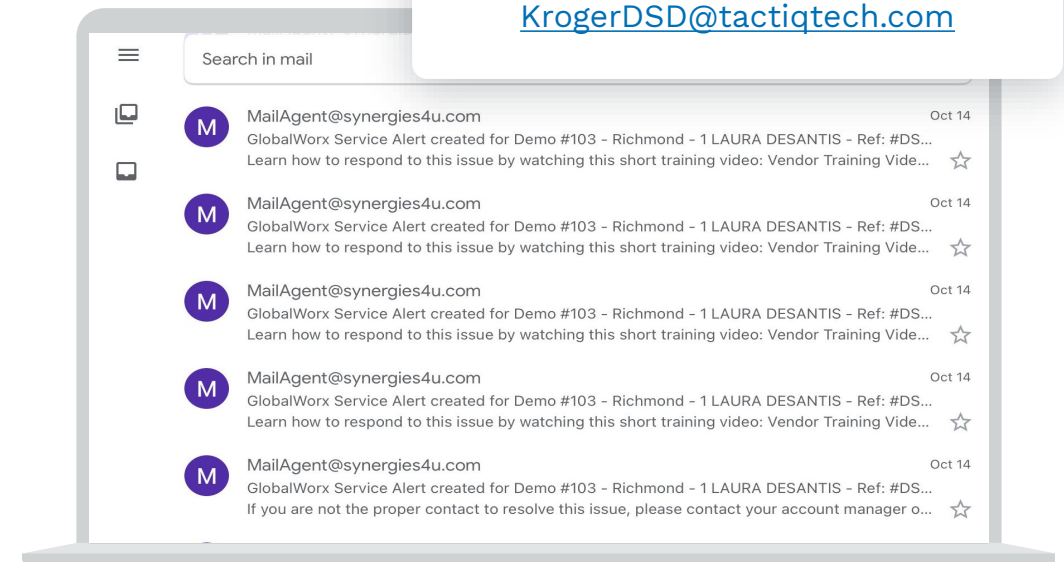
- All Service Alert emails will come from

**MailAgent@Synergies4U.com**

- If you are not receiving Service Alert emails, please check your spam folder.
- We suggest you save this email address to your contact list to ensure Service Alerts go directly to your inbox.

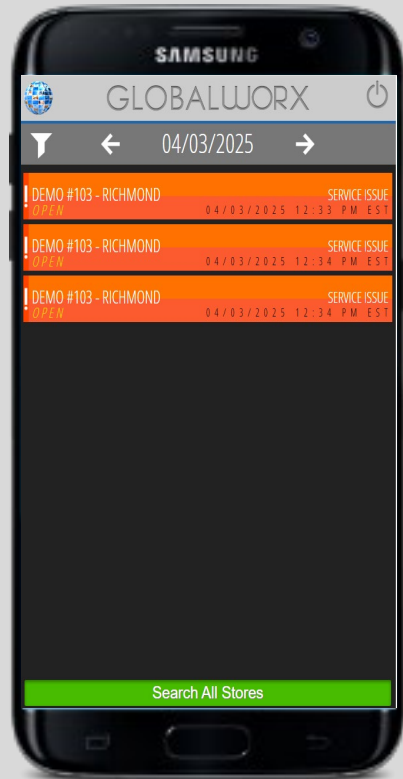
## Need to update your contacts?

Please reach out to our Account Services team at [KrogerDSD@tactiqtech.com](mailto:KrogerDSD@tactiqtech.com)

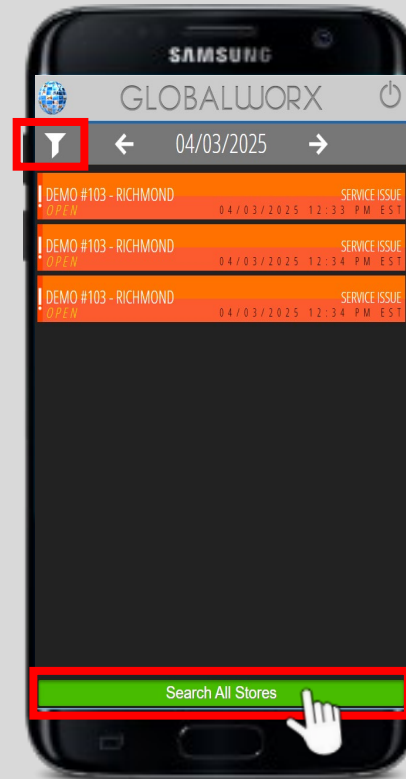


# Filtering Service Alerts

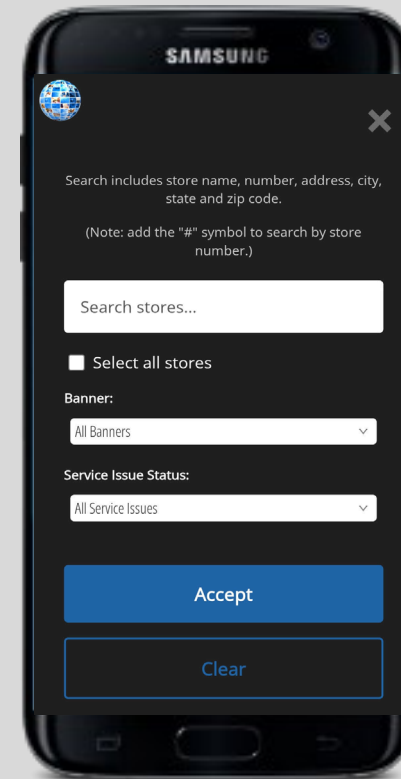
Follow the steps below to **filter** Service Alerts:



View Service Alerts  
by **store**



Search All Stores



Enter filter criteria  
and select **Filter**

## Store Filter Options:

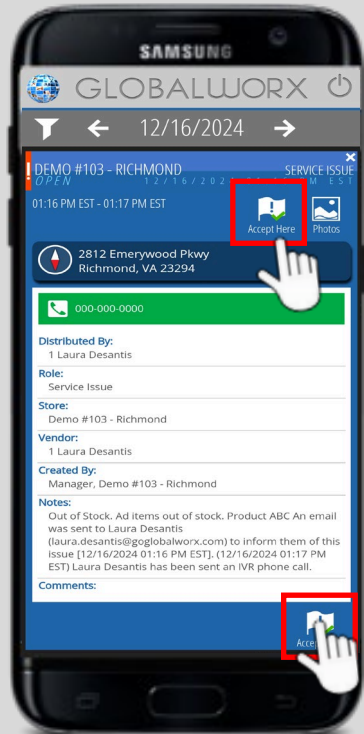
- **store name(s)**
- **store number(s)**
- **city**
- **state**
- **zip code**
- **banner**
- **Service issue status**

Or **Select all stores**

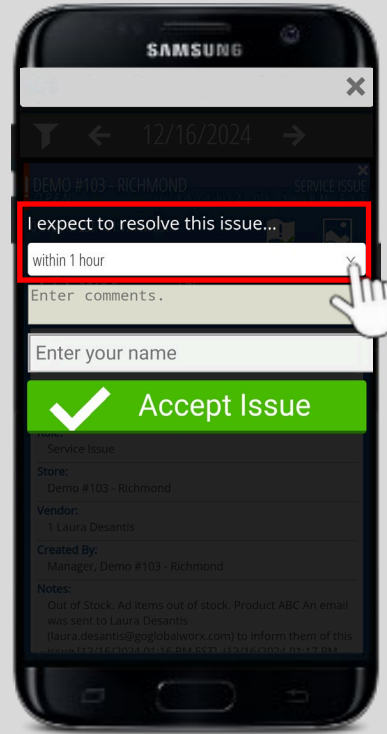
# Accepting & Completing Service Alerts

Service Alerts can be accepted and completed in the GlobalWorx Platform.

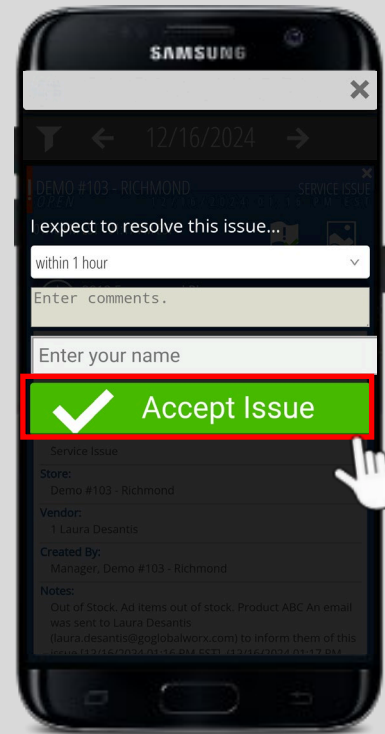
## ACCEPTING AN ALERT



Select one of the “Accept Here” icons

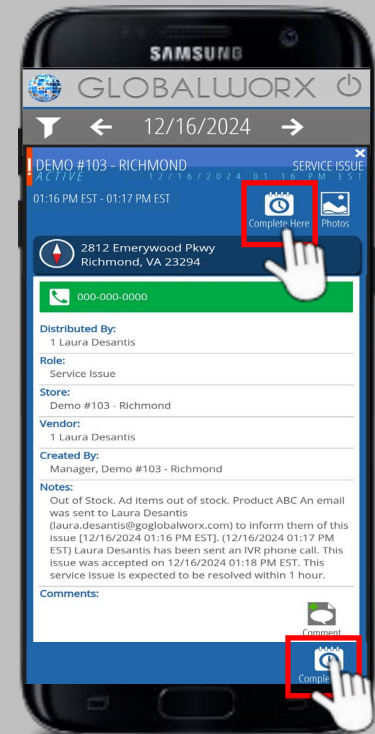


Select the **time frame** you will resolve the Service Alert



Enter your name and select “Accept Issue”

## COMPLETING AN ALERT



Select one of the “Complete Here” icons

# Completing Service Alerts

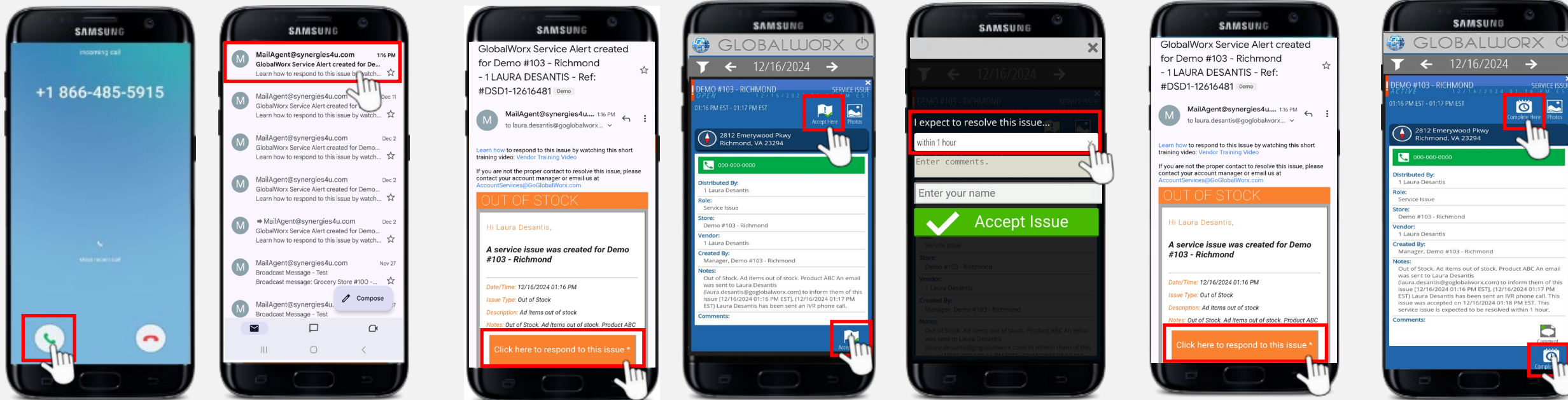
Kroger's expectation is for all Service Alerts to be completed within **48 hours**.

The screenshot shows the GlobalWorx mobile application interface. At the top, there is a grey header with a globe icon on the left, the text "GLOBALWORX" in the center, and a power icon on the right. Below the header is a dark grey navigation bar containing a white arrow pointing down on the left, a white left-pointing arrow in a red circle, the date "12/16/2024" in the center, and a white right-pointing arrow in a red circle on the right. The main content area displays two orange alert cards. Each card has a white exclamation mark icon on the left, followed by the text "DEMO #103 - RICHMOND" and "COMPLETED" below it. To the right of each card, the text "SERVICE ISSUE" is displayed above the date and time "12 / 16 / 2024 01:16 PM EST" (for the first card) and "12 / 16 / 2024 01:18 PM EST" (for the second card).

In the GlobalWorx Platform, use the arrows at the top of the screen to toggle to previous days to ensure all alerts are completed.

# Kroger Escalated Alert Guide

## Step-by-Step Guide To Accepting & Completing Escalated Alerts



### RECEIVING AN ALERT

#### **IVR Phone call: (866) 485-5915**

- Description of the service alert
- Verbally prompted steps on how to ACCEPT escalated alerts

#### **Email: MailAgent@Synergies4U.com**

- Additional service alert details
- ACCEPT AND COMPLETE escalated alerts through platform
- Provide additional comments

### ACCEPTING AN ALERT

#### STEP 1

Open the email and select the "click here to respond to this issue" button.

#### STEP 2

Once you are ready to accept the alert, select one of the "Accept Here" icons.

#### STEP 3

Select the timeframe when you intend to resolve the opportunity. Enter in your name. Then select "Accept Issue".

Accepting the Escalated Alert provides instant feedback to the store that you are aware of the alert and when you anticipate the opportunity will be resolved. To view alerts created on a previous day, use the white arrows at the top of the screen.

*\*Please direct any inquiries to KrogerDSD@tactiqtech.com.*

### COMPLETING AN ALERT

Click the link to open the escalated alert from the original email. Select one of the "Complete Here" icons. Alerts can also be completed at the tablet when checking in or out.

*Note: Escalated Alert cannot be completed through the phone call*



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# Alert Status

Once in the GlobalWorx platform, vendors can track a Service Alert through its lifecycle by the status.

- **Open** – Alert is not yet accepted
- **Active** – Alert is accepted
- **Completed** – Alert is completed
- **Verified** – Alert is completed and verified as satisfactory or unsatisfactory
- **Communicated** – Notification was sent to the 3rd-level contact. No acceptance or completion is required.

The screenshot shows the GlobalWorx interface with a header containing a globe icon, the text 'GLOBALWORX', and a power icon. Below the header is a date range '10/07/2024 - 10/14/2024'. The main content area displays a list of five alerts for 'LAURA DESANTIS', each with a status, date, and time. The statuses are: COMPLETED, COMMUNICATED, OPEN, ACTIVE, and VERIFIED. Each alert entry includes a count of '1' and the text 'SERVICE ISSUE'.

Status	Date	Time
COMPLETED	10/14/2024	10:20 AM EST
COMMUNICATED	10/14/2024	10:19 AM EST
OPEN	10/14/2024	10:17 AM EST
ACTIVE	10/14/2024	10:16 AM EST
VERIFIED	10/14/2024	10:07 AM EST

# Deleted Alerts

Stores can **Delete** an alert if an error was made during creation.

- Stores have the **Delete Alert** action available after submitting an alert.
- When the store deletes an alert, all vendors that were notified of the alert will receive an email notification letting them know that no further action is required.

## DELETED

Hi **Laura Desantis**,

*The service issue for Demo #103 - Richmond has been deleted. No further action is required.*

---

*Date/Time:* 10/14/2024 03:22 PM

*Issue Type:* Out of Stock

*Description:* Ad items out of stock

*Notes:* Out of Stock. Ad items out of stock. Product ABC Out of Stock An email was sent to Laura Desantis ([laura.desantis@goglobalworx.com](mailto:laura.desantis@goglobalworx.com)) to inform them of this issue [10/14/2024 03:22 PM EST]. (10/14/2024 03:23 PM EST) GlobalWorx called Laura Desantis and left a voicemail.

*Comments:* Incorrect Vendor [10/14/2024 03:23 PM EST]

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# Re-Escalated Alerts

Stores can **Re-Escalate** an alert to bring the alert to the attention of the vendor.

Stores can **Re-Escalate** an alert for the following reasons:

- **Not accepted in reasonable time period:** Alert escalated through all contact levels without being accepted
- **Resolution time is unacceptable:** Responded resolution time is deemed unacceptable by the store
- **Did not mitigate in expected time period:** Vendor did not resolve the Service Alert in the response time provided when accepting the alert

The **3rd Level Contact** will receive an email notifying them that the store escalated the alert



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## ATTENTION REQUIRED

Hi Laura Desantis 3,

*The service issue for Demo #103 - Richmond has been escalated by the store. Please check notes for details.*

---

*Date/Time:* 10/14/2024 03:26 PM

*Issue Type:* Out of Stock

*Description:* Ad items out of stock

*Notes:* Out of Stock. Ad items out of stock. Product ABC An email was sent to Laura Desantis ([laura.desantis@goglobalworx.com](mailto:laura.desantis@goglobalworx.com)) to inform them of this issue [10/14/2024 03:26 PM EST]. (10/14/2024 03:26 PM EST) Laura Desantis has been sent an IVR phone call. This issue was accepted on 10/14/2024 03:27 PM EST. This service issue is expected to be resolved within 3 hours. The store has escalated this service alert for the following reason: Did not mitigate in expected time period. Alert accepted with a 3 hour response time, but store was not serviced within 3 hours. [10/14/2024 03:28 PM]

*Comments:*

Click here to respond to this issue \*

# Verified Alerts

Stores can **Verify** whether a completed alert has been resolved to their satisfaction.

If the alert is marked as **Satisfactory**:

- Store was satisfied with the resolution of the Service Alert
- It is marked in reporting and no further action is necessary for the vendor

If the alert is marked as **Unsatisfactory**:

- Store was not satisfied with the resolution of the Service Alert
- **Not reopened:**
  - 3rd Level Contact is notified via email
  - Marked for reporting and no further action is necessary for the vendor
- **Reopened:**
  - 3rd Level Contact is notified via email
  - Alert is reopened and must be accepted and completed

## REOPENED

Hi Laura Desantis 3,

*The service issue for Demo #103 - Richmond has been verified as unsatisfactory by the store. This issue has been reopened and requires immediate action. Please see comments below for more information.*

---

*Date/Time: 10/14/2024 03:32 PM*

*Issue Type: Out of Stock*

*Description: Ad items out of stock*

*Notes: Out of Stock. Ad items out of stock. Product ABC An email was sent to Laura Desantis ([laura.desantis@goglobalworx.com](mailto:laura.desantis@goglobalworx.com)) to inform them of this issue [10/14/2024 03:25 PM EST]. (10/14/2024 03:25 PM EST) Laura Desantis has been sent an IVR phone call. Service Issue reopened after unsatisfactory verification.*

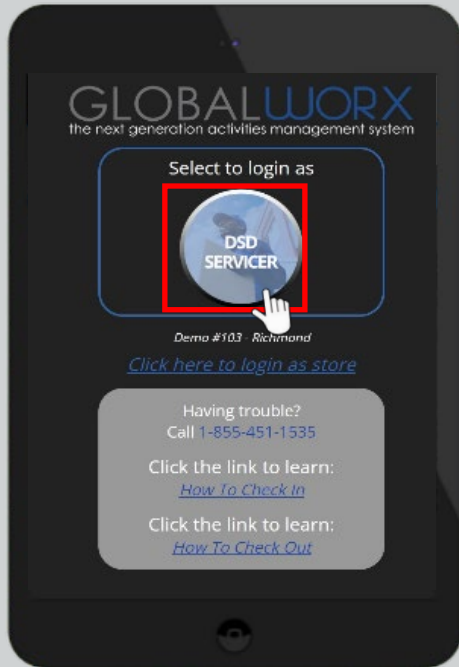
*Comments: Service issue was unsatisfactory. Supplier marked issue as complete, but did not resolve the issue. [10/14/2024 03:32 PM]*

[Click here to respond to this issue \\*](#)

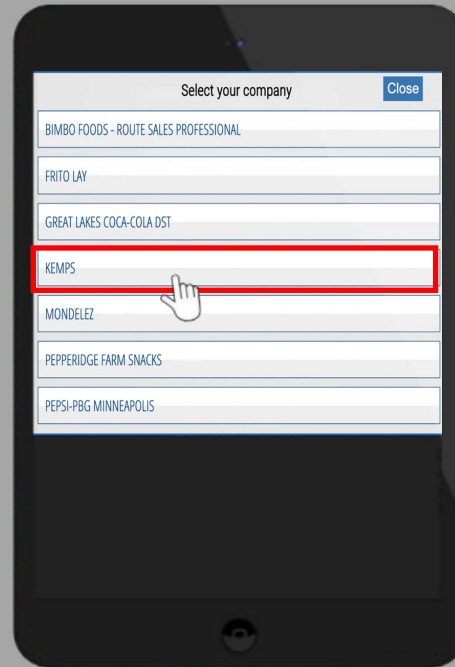
# Digital Check-In & Out

# Logging In to the Tablet

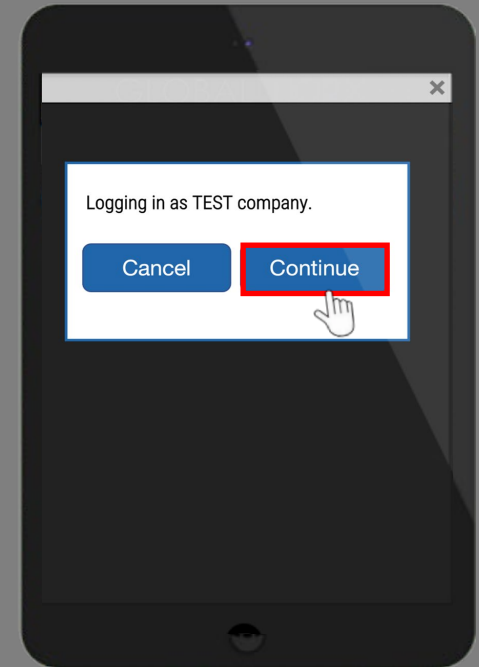
All vendors are required to check in and out on the tablet located in the backroom.



Select **DSD Servicer**



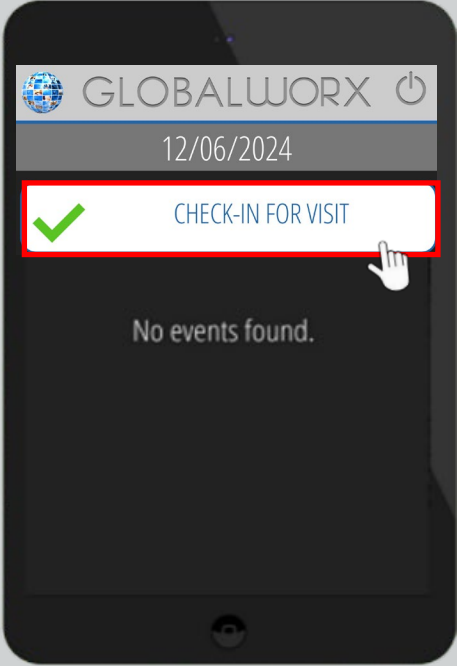
Select your **Vendor Company**



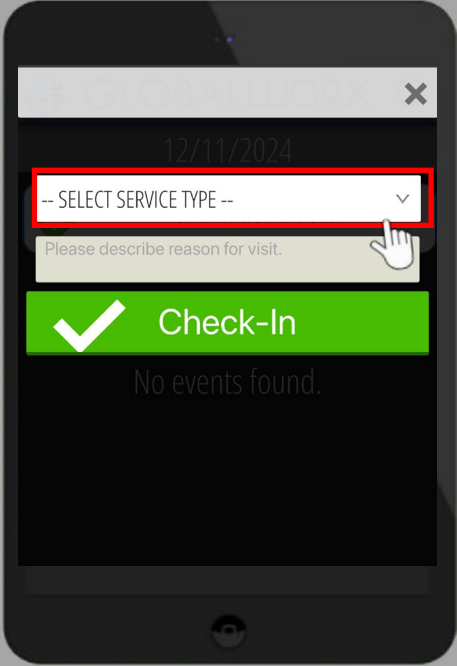
Select **Continue**

# Checking In for Service

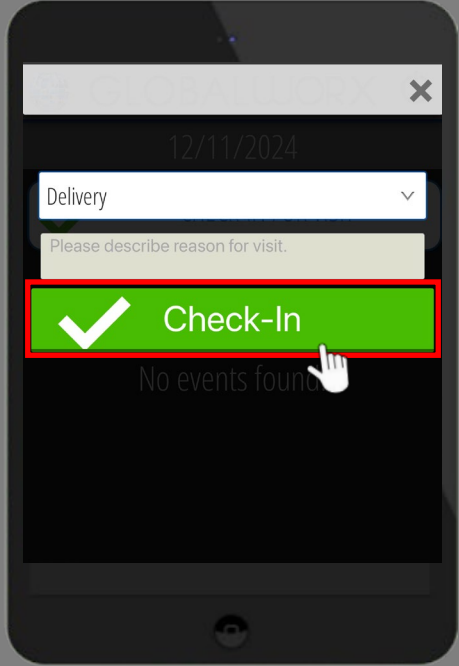
All vendors are required to check in and out on the tablet located in the backroom.



Select **Check-In For Visit**



Select your **Service Type**:  
Delivery, Merch, Delivery/Merch,  
Acct Mgr, Acct Mgr/Merch



Select **Check-In**

# Completing Alerts from the Tablet

Vendors will be notified of any **Open** or **Active** Service Alerts upon checking in or out.

- If the vendor is able to resolve the Service Alert during their store visit, the vendor can select **Yes** and the Service Alert will be marked as **complete**.
- If the vendor is not able to resolve the Service Alert during their store visit, the vendor can select **No** and the Service Alert will remain in its **open** or **active** status.
- Comments can also be added to the Service Alert in the **Comments** section at the bottom of the prompt.

**Yes** **No**

**Date/Time Created:**  
12/11/2024 02:46 PM

**Site:**  
Demo #103 - Richmond

**Issue Type:**  
Out of Stock

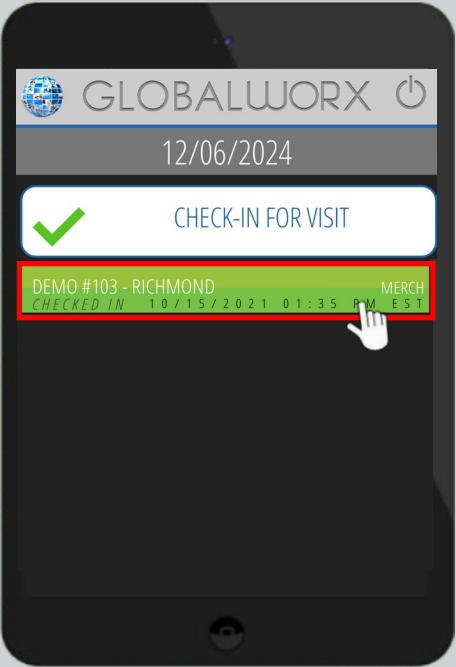
**Description:**  
Ad items out of stock

**Notes:**  
Out of Stock. Ad items out of stock. Product ABC Out of Stock An email was sent to Laura Desantis (laura.desantis@goglobalworx.com) to inform them of this issue [12/11/2024 02:46 PM EST]. (12/11/2024 02:46 PM EST) Laura Desantis has been sent an IVR phone call.

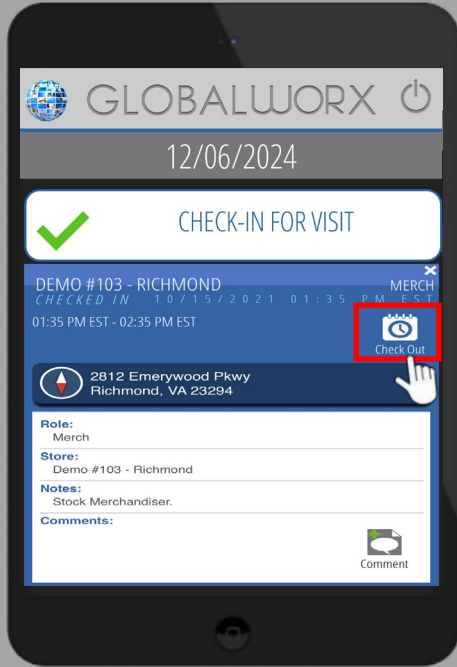
**Comments:**  
Please add additional comments if applicable.

# Checking Out After Service

All vendors are required to check in and out on the tablet located in the backroom.



Select your previously **checked-in event**, highlighted in green



Select **Check Out**

# Tablet Assistance

If a tablet is down, please follow the steps below:

- Please notify a store employee if the tablet is not working properly.
- To check in and out if the tablet is not working, call:

**(855) 451-1535**

- When calling to check in and out, leave the following information when prompted:
  - Name of the vendor you represent
  - Retailer store # you are servicing
  - Division name and number you are servicing
  - Service being performed (Delivery, Merchandising, etc.)



# Kroger DSD Servicer Program Expectations

## Step-by-Step Guide To Digital Check-In & Out

### Logging In

All DSD Servicers must log in via the tablet.

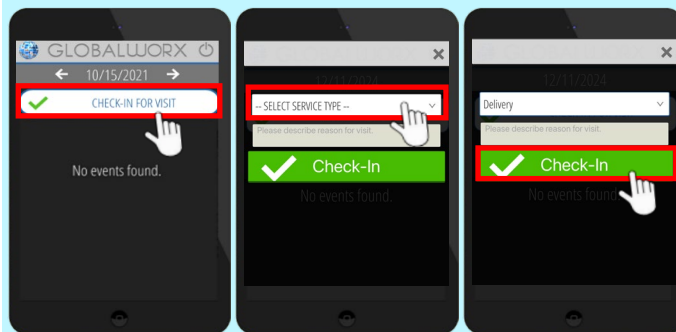
1. Select the **DSD SERVICER** button.
2. Select your **company name** from the list of vendors who service the store.
3. Select **Continue** to log in.



### Checking In

All DSD Servicers are **required** to check in on the tablet before service.

1. **Log in** to the tablet. Refer to – *Logging In*.
2. Select **Check In For Visit**.
3. Select your **service role**.
4. Select **Check In**.

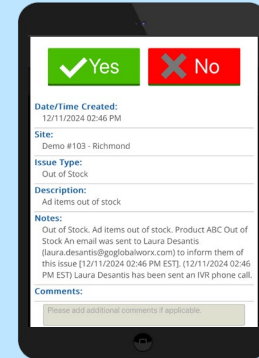


### Service Alerts

After checking in, you will be prompted with any open service requests.

Select **“Yes”** to complete the request during your visit  
Select **“No”** to keep the request open

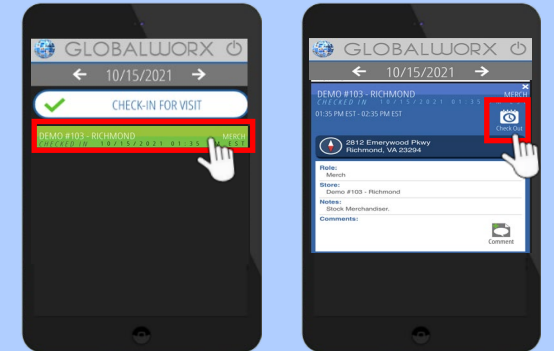
*\*Note: You can add comments to the service alert in the “Comments:” section at the bottom of the notification.*



### Checking Out

All DSD Servicers are **required** to check out on the tablet after service.

1. **Log in** to the tablet. Refer to – *Logging In*.
2. Select your **previously checked in event**.
3. Select **Check Out**.



### Vendor Assistance:

1. Review video tutorials on the tablet for help with how to check in and check out.
2. Vendors can check in and out if the tablet is not working by calling: **1-855-451-1535**.

# Contact Us

## Account Services:

[KrogerDSD@tactiqtech.com](mailto:KrogerDSD@tactiqtech.com)

## Account Management Team:

Account Manager: **Anjelica Vasquez**

[Anjelica.Vasquez@tactiqtech.com](mailto:Anjelica.Vasquez@tactiqtech.com)

Account Specialist: **Andrew Fore**

[Andrew.Fore@tactiqtech.com](mailto:Andrew.Fore@tactiqtech.com)

## Account Management:

[KrogerAccountManagement@tactiqtech.com](mailto:KrogerAccountManagement@tactiqtech.com)

Account Specialist: **Jessica Moss**

[Jessica.Moss@tactiqtech.com](mailto:Jessica.Moss@tactiqtech.com)