

How do you connect Manufacturing employees to the Customer?

Client Challenge

The Kroger Company operates 2470 Grocery Retail Stores, 779 Convenience Stores, 375 Fine Jewelry Stores, 909 Supermarket Fuel Centers, and 1963 Pharmacies. They understand retail, and as a result, they understand the importance of the Customer. However, they also have 40 Food Processing and Manufacturing facilities employing over 7500 associates that produce private label products. And as anyone in Manufacturing knows, distance, isolation, process, and complacency often hinder a Manufacturing employees' clear understanding of, and unwavering commitment to, the Customer. How then, do you reconnect 7500 Manufacturing Associates with the ultimate retail Customer?

VisionQuest Solution

Under a new President, the Kroger Manufacturing Division was transforming itself with a revised Mission and Vision and a renewed focus on the Customer. They were searching for a way to communicate the new direction and reenergize the Customer 1st mentality. That's when they turned to VisionQuest.

First, VisionQuest delivered the New Reality to several Division leaders, General Managers, and Plant Leadership Teams. Then we custom designed a communication/training program that included the Manufacturing Division's Mission and Vision, Kroger's focus on Customer 1st, and the New Reality mindset and key messages. The result was a highly effective, three module, video based program that both educated and inspired Manufacturing Associates.

The delivery of the New Reality mindset and key messages as a foundational element of the program was accomplished via high quality video segments designed to be digestible and deliverable over time to a large, geographically diverse population. A comprehensive Train the Trainer program designed and delivered by VisionQuest equipped eighteen internal trainers to roll out the program Division wide.

VisionQuest helps Manufacturing Associates reconnect with the Customer!

Shared Results

As a result of this effort, Manufacturing Leadership can now walk into any of their facilities, ask any one of their 7500 Associates two questions, and get a constant, positive response. Question one: Who is the Customer? Response: The person shopping in our stores. Question two: How does your job connect to the Customer? Response: "I know exactly how my job connects to the customer ... let me tell you."

This partnership with VisionQuest, using the New Reality mindset as a foundation, has helped the Kroger Manufacturing Division Accelerate a Customer 1st Culture and reconnect every one of their Manufacturing Associates to the importance of knowing and serving the ultimate retail Customer.