



To Whom It May Concern:

At Kroger Southwest our commitment to exceptional Customer Service is a primary focus. With Incentive Services, we have developed the R.A.C.E. (Recognizing Associates for Customer Engagement) Recognition Program which reinforces our “Customer 1st” business strategy. The initial program launched March 2008 and has been a great success. Top Executives, District and Store Managers all consistently participate in the program which has directly contributed to this success.

Throughout the history of the program, enhancements and adjustments have been made to meet our changing needs, including the addition of a training component on the Incentive Services Technology Platform. Their flexibility and willingness to collaborate with Kroger Southwest to meet our needs has been invaluable. Through consistent program management and effective reporting tools our target of increasing customer engagement continues to increase. They have truly treated this as a partnership and strive to meet the needs of our organization, understand our business measurements and goals and provide us with a program that will improve our results by providing a real value for our associate.

Through the utilization of Incentive Services and our R.A.C.E. program we have seen customer as well as associate satisfaction scores significantly increased throughout the duration of this initiative. Our partnership with Incentive Services has been and continues to be a valued component of our Customer 1st strategy. I highly recommend Incentive Services as a provider and partner for performance improvement.

Sincerely,

Martha Freitas
Assistant Human Resources Manager
The Kroger Co.

