



IN REPLY
REFER TO

DEFENSE COMMISSARY AGENCY
HEADQUARTERS
1300 E AVENUE
FORT LEE, VIRGINIA 23801-1800

MPD

November 6, 2015

NOTICE TO THE TRADE - DeCA NOTICE 16-10

SUBJECT: The Commissary's Brand and You

This Notice to the Trade is to advise Industry of DeCA's internal brand and its impact on you. Our customers view you as an extension of us and in the spirit of partnering, we hope you will incorporate our brand standards into your own customer service programs.

Attached to this memorandum is a copy of our Brand Ambassador Handbook that will serve as a guide on how to live the brand. We serve the best customers in the world: people and their families who have taken an oath like no other. We are committed to serving them with the excellence they deserve. We are more than just a grocery store: we are a vital part of the military community.

To fully live up to our brand promise of "We're Proud. We're Committed. We're More." We have six strategies:

1. Clean - Help keep our stores clean and uncluttered. The end goal is our patron's satisfaction. We do everything for them. So when building displays, for example, keep in mind how our patrons will interact with them. Ask yourself: is it too large and will the patron have a hard time navigating or seeing around it during a busy shopping time? Is it safe? Are the prices clearly and neatly displayed? Tags and signs should always be straight.
2. Stock, Block & Roll - We all need to be committed to making sure product is stocked on the shelf, fully faced (blocked), so that it's available to our patrons to roll up and purchase at all times. If your item is required to be vendor stocked, ensure that you or your agent is fulfilling this requirement.
3. Stop/Start/Keep - Work to limit the number of signs we have in our stores so that it's less overwhelming for our customers, simple and easy to follow. The signs that remain should comply with our brand standards and represent us, the Commissary, before anyone else. So, remember to stop duplication or unnecessary processes, start with the Brand in mind, and keep the good processes in place while using innovation for new ideas.
4. Consistent Transparent Communication - Make sure you are working with each other at every level and communicate well. For example, at Fort Irwin a merchandiser helped build a display with store employees with the goal of making it more engaging for the customer. They built a pumpkin patch you could walk into, choose a pumpkin and take photos. This proved successful because of the clear line of communications.

5. Meet, Greet & Feet - Our customers may view you and your representatives as Commissary employees. We know that you are not. Still, as a partner in bringing great products to our patrons at great prices we feel it's important you understand the Brand and, hopefully adopt these simple courtesies. When you are on the sales floor, we ask that you and your representatives follow the same rules of engagement as Commissary employees. Meet – sign in as appropriate, ensure your name tag is represented; Greet – speak to the patrons and give them a greeting (it makes them feel appreciated); Feet – answer patrons’ questions or walk them to a Commissary representative to assist them.
6. Share Your Story – In the spirit of partnering we trust that our internal Brand Promise will complement your Brand Promise, whenever you are working with us, whether you are in the store itself or at headquarters. We are much more than a grocery store; as the bedrock of the military community, we have a closer interaction with our patrons than is routinely found in the commercial sector’s contact with their customers.

These strategies will help everyone live the Brand so that we can provide the best possible service to our patrons. The phrase “We’re Proud. We’re Committed. We’re More.” is purely internal to us and not said or printed for our patrons. Our brand promise is something we internally say to each other, as we live the principles externally to our customers.

Points of contact are Ms. Yolanda Bowden, Chief of Shopper Insights, at (804) 734-8000, extension 48807, or yolanda.bowden@deca.mil, and Ms. Kirsten O’Nell, Branding Specialist, at (804) 734-8000, extension 48126, or kirsten.onell@deca.mil.

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Director, Business Development

Attachment:
Brand Ambassador Handbook