

Kroger cao training PDF

kroger cao training is an essential program designed to prepare employees for their roles as Customer Assistance Officers (CAOs) within Kroger stores. As one of the leading grocery chains in the United States, Kroger emphasizes the importance of well-trained staff to enhance customer experience, improve store operations, and ensure safety and compliance. The CAO training program is structured to equip new hires with the knowledge, skills, and confidence needed to excel in their positions, fostering a positive shopping environment and promoting store efficiency.

Understanding the Role of a Kroger Customer Assistance Officer (CAO)

What is a CAO at Kroger?

A Customer Assistance Officer (CAO) at Kroger is a frontline employee responsible for assisting customers, maintaining store cleanliness, managing safety protocols, and supporting overall store operations. CAOs are often stationed at entrances, exits, or specific service areas, acting as the first point of contact for shoppers.

Key Responsibilities of a CAO

- Greeting and welcoming customers as they enter the store
- Providing directions and answering customer inquiries
- Monitoring store safety and cleanliness
- Assisting with store security and loss prevention
- Supporting with stocking and organizing shelves
- Managing customer complaints or concerns professionally
- Enforcing store policies and safety procedures

Understanding these responsibilities is fundamental to appreciating the scope of Kroger's CAO training program.

The Importance of Kroger CAO Training

Enhancing Customer Experience

A well-trained CAO can significantly improve customer satisfaction by providing prompt and courteous assistance. Training ensures employees understand how to communicate effectively,

handle diverse customer needs, and represent Kroger positively.

Promoting Store Safety and Security

Safety is paramount in retail environments. The CAO training program emphasizes safety protocols, emergency procedures, and loss prevention techniques to protect both customers and staff.

Ensuring Consistency and Compliance

Kroger operates under strict regulatory standards and company policies. Proper training ensures CAOs are consistently compliant, reducing legal risks and maintaining brand integrity.

Building Employee Confidence and Engagement

Comprehensive training empowers employees, boosts morale, and encourages proactive engagement in their roles, leading to better performance and lower turnover rates.

Components of Kroger CAO Training Program

Initial Orientation and Onboarding

The training begins with an orientation session covering company history, mission, values, and an overview of the CAO role. New hires learn about Kroger's commitment to customer service and safety.

Customer Service Skills Development

Employees are trained on:

- Effective communication and active listening
- Handling difficult customers professionally
- Providing helpful and friendly service
- Managing customer inquiries efficiently

Safety and Security Protocols

This critical component includes:

- Emergency response procedures (fire, medical emergencies, evacuations)

- Safety policies (slips, trips, falls prevention)
- Loss prevention strategies
- Handling theft and suspicious activity

Store Policies and Compliance

Training covers:

- Company policies on conduct and appearance
- Privacy regulations
- Handling confidential information
- Use of store equipment and technology

Practical On-the-Job Training

Hands-on experience allows new CAOs to apply learned skills under supervision, including:

- Customer interaction scenarios
- Safety drills
- Store navigation and security procedures

Training Methods and Resources

Classroom and Online Learning

Kroger offers a mix of in-person sessions and online modules to accommodate diverse learning styles and schedules. These modules include interactive videos, quizzes, and scenario-based exercises.

Mentorship and Shadowing

New employees often shadow experienced CAOs to observe best practices and ask questions, facilitating a smoother transition into their roles.

Training Materials and Manuals

Employees receive comprehensive manuals and quick-reference guides covering all aspects of their duties, ensuring continuous learning and easy access to information.

Assessments and Certification

Periodic assessments ensure understanding and retention of training content. Successful completion may lead to certification, demonstrating readiness to perform the role independently.

Advancement Opportunities Post-Training

Kroger's CAO training lays the foundation for career growth within the company. Employees demonstrating proficiency and leadership potential can advance to roles such as:

- Store Lead or Supervisor
- Loss Prevention Associate
- Customer Service Manager
- Safety Coordinator

Kroger encourages continuous learning, offering additional training programs and certifications for employees seeking to expand their skills.

Tips for Success in Kroger CAO Training

- **Engage actively:** Participate fully in all training sessions and ask questions.
- **Practice safety protocols:** Prioritize safety and adhere to established procedures.
- **Develop strong communication skills:** Focus on clear, courteous interactions with customers and colleagues.
- **Be proactive:** Take initiative in assisting customers and maintaining store standards.
- **Seek feedback:** Use supervisor and peer feedback to improve your performance.

Conclusion

Kroger's CAO training program is a comprehensive initiative designed to prepare employees for the multifaceted responsibilities of customer assistance roles. Through a blend of classroom instruction, online learning, hands-on experience, and ongoing support, Kroger ensures its CAOs are well-equipped to deliver exceptional customer service, uphold safety standards, and contribute to the store's overall success. For individuals seeking a rewarding position in retail, Kroger's CAO training offers a valuable opportunity to develop essential skills and grow within a reputable organization committed to employee development and customer satisfaction.

Kroger CAO Training is a comprehensive program designed to prepare aspiring Chief Administrative Officers (CAOs) within the Kroger organization for the multifaceted responsibilities they will

undertake. As the leadership backbone of the company, CAOs play a pivotal role in overseeing administrative functions, aligning corporate strategies, and ensuring operational excellence across various departments. The Kroger CAO training program aims to equip future leaders with the necessary skills, knowledge, and insights to thrive in a dynamic retail environment. This article provides an in-depth review of the program's structure, content, benefits, and areas for improvement, offering a detailed guide for prospective participants and interested stakeholders.

Overview of Kroger CAO Training Program

Kroger's CAO training is a rigorous, multi-phase program designed to develop high-potential leaders into effective chief officers. It emphasizes experiential learning, strategic thinking, and operational mastery. The program typically spans several months, combining classroom instruction, on-the-job training, mentorship, and leadership development activities.

The core objective is to prepare participants to take on executive roles by immersing them in the core aspects of Kroger's business operations, corporate culture, and strategic initiatives. The program is highly selective, targeting individuals who demonstrate strong leadership potential, analytical capability, and a deep commitment to Kroger's values.

Curriculum and Content Breakdown

The Kroger CAO training curriculum covers a broad spectrum of topics essential for senior leadership. It is structured to balance theoretical knowledge with practical application.

Strategic Leadership and Business Acumen

This segment focuses on understanding the retail industry landscape, competitive analysis, and strategic planning. Participants learn to analyze market trends, customer insights, and financial data to inform decision-making.

Key Topics Include:

- Retail market dynamics
- Financial literacy and KPIs
- Strategic growth initiatives
- Competitive benchmarking

Operational Excellence

Operational efficiency is critical for any retail leader. This part of the program immerses trainees in

Kroger's supply chain, logistics, store operations, and customer service strategies.

Key Topics Include:

- Supply chain management
- Inventory control
- Store operations optimization
- Customer experience enhancement

Leadership Development

Leadership skills are central to the program. It emphasizes emotional intelligence, team management, conflict resolution, and change management.

Key Topics Include:

- Effective communication
- Talent development
- Building inclusive teams
- Leading change initiatives

Compliance and Ethics

Understanding regulatory requirements and maintaining high ethical standards are core to Kroger's corporate identity.

Key Topics Include:

- Regulatory compliance
- Corporate social responsibility
- Ethical decision-making
- Risk management

Project Management and Innovation

Participants are encouraged to think innovatively and manage projects efficiently.

Key Topics Include:

- Project planning and execution
- Innovation methodologies
- Data-driven decision-making

Program Structure and Delivery Methods

Kroger's CAO training program employs a hybrid approach, integrating various instructional methods to maximize engagement and learning retention.

Classroom and Seminar Sessions

Led by senior executives and industry experts, these sessions provide foundational knowledge and facilitate peer-to-peer learning.

On-the-Job Rotations

Participants rotate across different departments and stores to gain practical experience in diverse operational contexts.

Mentorship and Coaching

Each trainee is paired with an executive mentor who provides guidance, feedback, and career advice throughout the program.

Leadership Projects

Participants undertake real-world projects aligned with Kroger's strategic priorities, allowing them to demonstrate their skills and contribute tangible value.

Online Learning Modules

E-learning components offer flexibility, enabling trainees to learn at their own pace on topics like digital transformation and data analytics.

Pros and Features of the Kroger CAO Training Program

Pros:

- Holistic Leadership Development: Combines strategic, operational, and interpersonal skills.
- Experiential Learning: Real-world rotations and projects ensure practical readiness.

- Mentorship: Access to senior leaders offers personalized guidance.
- Career Advancement: Designed to fast-track high-potential employees into executive roles.
- Comprehensive Curriculum: Covers a broad range of topics relevant to senior retail leadership.
- Networking Opportunities: Interaction with peers and leaders fosters valuable relationships.

Features:

- Structured multi-month program with clear milestones.
- Blended learning approach combining in-person, online, and experiential modules.
- Emphasis on diversity, equity, and inclusion in leadership training.
- Continuous feedback and performance assessments.

Benefits for Participants

- Accelerated leadership development aligned with Kroger's strategic goals.
- Exposure to various facets of retail operations and corporate functions.
- Enhanced strategic thinking and decision-making capabilities.
- Improved communication and interpersonal skills.
- Opportunities to build a strong professional network within Kroger.

Areas for Improvement and Challenges

While the Kroger CAO training program is highly regarded, there are areas where enhancements could further increase its effectiveness.

- Limited Accessibility: Due to its competitive nature and intensive schedule, some deserving employees might find it difficult to participate.
- Scalability Concerns: As Kroger continues to grow, maintaining personalized mentorship and tailored experiences might become challenging.
- Post-Program Support: Continued development opportunities after the program could strengthen long-term leadership pathways.
- Diversity of Content: Incorporating more emerging topics like digital transformation, sustainability, and AI could better prepare leaders for future challenges.
- Measurement of Success: Establishing clear metrics to evaluate the program's impact on career progression and organizational performance would be beneficial.

Conclusion

Kroger CAO Training stands out as a strategic investment in developing the company's future executive leadership. Its comprehensive curriculum, experiential learning components, and mentorship structure provide a robust foundation for aspiring CAOs. The program's emphasis on strategic thinking, operational expertise, and leadership skills aligns well with Kroger's mission to serve customers efficiently and ethically.

Prospective participants should view this program as a significant career development opportunity that not only enhances individual capabilities but also positions them for meaningful leadership roles within Kroger. The program's success depends on continuous refinement, embracing emerging industry trends, and ensuring equitable access to all talented employees. By fostering a culture of growth and innovation through initiatives like the Kroger CAO training, the company affirms its commitment to leadership excellence and long-term success in the competitive retail landscape.

Question What is Kroger CAO training and who should attend? Kroger CAO training is designed for new and existing employees to understand the company's Customer Assurance Operations procedures, ensuring quality service and compliance. All employees involved in customer service and operations are encouraged to attend. **How can I access Kroger CAO training materials?** Kroger CAO training materials are available through the company's internal learning management system (LMS). Employees can log in using their employee credentials to access modules and resources. **What topics are covered in Kroger CAO training?** The training covers topics such as customer service standards, safety protocols, compliance procedures, product handling, and complaint resolution processes. **How long does Kroger CAO training typically take?** The duration varies depending on the module, but most CAO training sessions range from 1 to 3 hours for online courses, with additional time for assessments and practical application. **Is Kroger CAO training mandatory for all employees?** Yes, completing the Kroger CAO training is mandatory for employees involved in customer-facing roles to ensure consistent service quality and compliance with company policies. **Are there certification or completion badges for Kroger CAO training?** Yes, employees receive a certification upon completing the training modules, which can be added to their professional development records. **How often should employees revisit Kroger CAO training?** Employees are encouraged to review the training periodically, especially when updates are issued or when new policies are introduced, typically every 6 to 12 months. **Who can I contact if I have questions about Kroger CAO training?** You can reach out to your store manager or the HR training coordinator for assistance with Kroger CAO training questions and support. **Are there online assessments in Kroger CAO training?** Yes, most modules include online assessments to ensure understanding of key concepts, and passing these is required to complete the training successfully.

Related keywords: Kroger CAO training, Kroger corporate training, Kroger leadership development, Kroger CAO program, Kroger employee training, Kroger CAO certification, Kroger management training, Kroger training modules, Kroger career advancement, Kroger training resources

Kroger Columbus Zoo Coupons

kroger columbus zoo coupons have become a popular way for families and zoo enthusiasts to save money while enjoying one of Ohio's most beloved attractions. The Columbus Zoo and Aquarium is renowned for its diverse animal exhibits, conservation efforts, and family-friendly environment. With the rising costs of admission and activities, many visitors seek out discounts and coupons to make their visit more affordable. Kroger, one of the leading grocery store chains in Ohio, offers exclusive coupons and deals that can be used to save on Columbus Zoo tickets and related experiences. This article explores everything you need to know about Kroger Columbus Zoo coupons, including how to find them, the best ways to use them, and tips for maximizing your savings.

Understanding Kroger Columbus Zoo Coupons

What Are Kroger Columbus Zoo Coupons?

Kroger Columbus Zoo coupons are promotional discounts provided by Kroger that can be applied toward zoo admission tickets or purchases at the zoo's gift shops and food outlets. These coupons are part of Kroger's ongoing efforts to reward loyal customers and promote local attractions. They often come in the form of printable coupons, digital coupons available through the Kroger app, or special in-store promotions.

Types of Coupons Available

Kroger offers various types of coupons related to the Columbus Zoo, including:

- **Discounted Admission Coupons:** Reduced-price tickets for general admission or specific days.
- **Family Pack Deals:** Bundled coupons for family or group visits.
- **Membership Discounts:** Coupons that help reduce the cost of annual memberships.
- **Food and Merchandise Offers:** Savings on zoo concessions or gift shop items when purchasing with a coupon.

How to Find Kroger Columbus Zoo Coupons

1. Check the Kroger Weekly Ad and Digital Coupons

Kroger frequently features coupons in their weekly ad circulars, which can be accessed online or through the Kroger app. These digital coupons are easy to clip and load directly onto your Kroger

Plus card, making checkout seamless. Look for special promotions related to the Columbus Zoo during certain times of the year.

2. Visit the Kroger Website and Coupon Section

Kroger's official website offers a dedicated coupons section where users can search for zoo-related discounts. Simply create an account or log in to access printable coupons or digital offers for Columbus Zoo visits.

3. Use the Kroger Mobile App

The Kroger app is a valuable tool for finding exclusive deals. Users can browse current coupons, load them onto their loyalty card, and receive personalized offers. The app often features special promotions for attractions like the Columbus Zoo.

4. Look for In-Store Promotions

Sometimes, Kroger stores partner with local attractions to promote discounted tickets. Check with your local Kroger store for in-store flyers, displays, or cashier-assisted discounts related to the Columbus Zoo.

5. Subscribe to Kroger Emails and Newsletters

Signing up for Kroger's email newsletter can provide early access to coupons, promotional codes, and exclusive deals on zoo visits or memberships.

Maximizing Savings with Kroger Columbus Zoo Coupons

Strategies to Get the Most Out of Your Coupons

To maximize your savings, consider the following tips:

- **Combine Coupons and Promotions:** Use coupons alongside ongoing sales or special events at the zoo for compounded savings.
- **Plan Visits During Promotional Periods:** Many coupons are valid only during specific times of the year, such as summer or holiday seasons.
- **Join Kroger Plus Rewards:** Earn points on your grocery purchases that can be redeemed for additional discounts or free tickets.
- **Check for Family or Group Discounts:** Some coupons offer savings for multiple visitors, making group outings more affordable.

- **Use Digital Coupons for Convenience:** Load coupons onto your Kroger Plus card to avoid clipping paper coupons and ensure quick checkout.

Important Tips for Using Coupons Effectively

- Always verify the expiration date of the coupon before planning your visit.
- Read the terms and conditions to ensure the coupon applies to your intended purchase.
- Combine multiple offers cautiously, making sure they do not conflict.
- Present your Kroger Plus card or digital coupon at the time of purchase to ensure proper application.

Additional Ways to Save on Columbus Zoo Visits

1. Annual Memberships

If you plan to visit frequently, consider purchasing an annual membership. Kroger often offers coupons or discounts on memberships, which include unlimited access, special member events, and discounts at the zoo.

2. Special Events and Promotions

Attend special events like Zoo Lights or seasonal festivals, which sometimes feature exclusive discounts or coupon opportunities.

3. Group and Educational Discounts

Schools, scout groups, and large families may qualify for group rates or educational discounts. Check the zoo's website for details and how to combine them with Kroger coupons.

Conclusion: Making the Most of Kroger Columbus Zoo Coupons

Using Kroger Columbus Zoo coupons can significantly reduce the cost of a day at one of Ohio's premier attractions. By staying informed about current deals through Kroger's digital platforms, in-store promotions, and newsletters, you can plan your visit accordingly. Remember to combine coupons with other discounts, memberships, and promotional events to maximize savings. Planning ahead and leveraging these coupons not only makes your visit more affordable but also ensures a fun-filled day exploring wildlife and enjoying family time at the Columbus Zoo and Aquarium.

Whether you're a local resident or visiting Ohio, taking advantage of Kroger Columbus Zoo coupons is a smart way to experience the zoo's wonders without breaking the bank. Keep an eye out for the

latest deals and make your next zoo adventure both enjoyable and budget-friendly!

Kroger Columbus Zoo Coupons: Your Ultimate Guide to Saving Big While Exploring Wildlife

If you're a frequent visitor to the Columbus Zoo or simply looking for ways to enjoy one of Ohio's most beloved attractions without breaking the bank, then understanding how to leverage Kroger Columbus Zoo coupons can be a game-changer. These coupons offer substantial discounts, special deals, and exclusive access that make your zoo adventures more affordable and enjoyable. Whether you're planning a family outing, a school trip, or just want to indulge your love of wildlife, this guide will walk you through everything you need to know about utilizing Kroger coupons for the Columbus Zoo.

Why Use Kroger Coupons for the Columbus Zoo?

Kroger is one of the largest grocery chains in the United States, known for its extensive savings programs and partnerships with local attractions. By offering coupons and discounts for the Columbus Zoo, Kroger provides an excellent opportunity for shoppers to combine their grocery shopping with zoo visits, saving money and enriching their experience.

Some of the key benefits include:

- Cost savings on admission tickets
- Exclusive deals on memberships
- Special promotions during holidays and seasonal events
- Opportunities for families and groups to maximize their fun with discounts

How to Find and Use Kroger Columbus Zoo Coupons

Getting started with Kroger coupons for the Columbus Zoo involves a few simple steps. Here's a detailed breakdown:

- Check the Kroger Weekly Ads and Digital Coupons

Kroger regularly features coupons for local attractions in their weekly flyers. These can be accessed via:

- Kroger's official website or mobile app
- Digital coupon section on the Kroger app

- Weekly ad inserts available in stores

Look specifically for coupons labeled with "Columbus Zoo" or "Zoo Discount." These may include discounts on tickets, memberships, or special events.

- Link Your Kroger Plus Card

Most coupons require you to have a Kroger Plus Card, which is free to sign up for. Link your card to your account online or via the Kroger app to ensure discounts are automatically applied at checkout or when purchasing tickets.

- Visit Kroger's Online Coupon Portal

Kroger often hosts online-exclusive coupons that can be clipped digitally and redeemed at checkout or used for online ticket purchases:

- Visit [Kroger.com](https://www.kroger.com)
- Navigate to the Coupons section
- Search for "Columbus Zoo" or related keywords
- Add coupons to your account and scan your Plus Card during shopping

- Look for Special Promotions and Seasonal Offers

Throughout the year, Kroger runs special promotions tied to holidays, Zoo anniversaries, or seasonal events. These might include:

- Buy one, get one free tickets
- Discounted membership packages
- Combo deals with food and merchandise

Stay updated by subscribing to Kroger email newsletters or following their social media channels.

Types of Kroger Columbus Zoo Coupons Available

Understanding the different types of coupons can help you maximize your savings. Here are the most common options:

- Discounted Admission Tickets

Coupons that provide a percentage or flat-rate discount on single-day tickets. These are perfect for casual visitors or those planning a one-day trip.

Example:

- Save \$5 on adult admission
- \$3 off children's tickets

- Membership Discounts

Memberships often offer unlimited visits, special early access, and discounts on events or merchandise. Kroger coupons can sometimes be used to reduce the cost of annual memberships.

Example:

- 10% off family memberships
- Free guest passes with membership purchase

- Combo and Package Deals

Bundles that include zoo tickets plus souvenirs, food, or parking passes at a reduced rate.

Example:

- Buy a ticket and get a free zoo guidebook
- Discounted parking passes when purchased with tickets

- Seasonal and Event Promotions

During certain times of the year, Kroger may offer coupons that coincide with zoo events such as Zoo Boo, Summer Safari, or Conservation Week.

Tips for Maximizing Savings with Kroger Coupons

To make the most out of your Kroger Columbus Zoo coupons, consider these expert tips:

- Plan Ahead: Check Kroger's weekly ads and digital coupons before your trip to capture the best deals.
- Combine Coupons: Use multiple coupons where permitted such as combining a Kroger coupon with a zoo promotion or membership discount.
- Buy in Bulk: Purchase multiple tickets or memberships during promotional periods to save on future visits.
- Join the Kroger Rewards Program: Accumulate points for gas discounts and other perks that can indirectly enhance your zoo visits.
- Stay Updated: Follow Kroger and the Columbus Zoo on social media for flash deals, limited-time offers, and event-specific coupons.

Additional Resources and Strategies

Beyond coupons, there are other ways to save when visiting the Columbus Zoo:

- Annual Passes and Memberships

Investing in an annual membership often provides better value than individual tickets, especially if you plan multiple visits. Look for Kroger coupons that discount memberships or include bonus perks.

- Group Discounts

If visiting with large groups, inquire about group rates or special discounts. Sometimes, Kroger coupons can be combined with group deals for extra savings.

- Special Events and Promotions

The Columbus Zoo hosts various events where admission fees are reduced or waived. Check their calendar and Kroger deals to coincide your visit with these times.

- Educational and Community Programs

Many times, Kroger partners with local schools and community groups, offering discounts or free admission for educational programs—an excellent way to combine learning and fun.

Final Thoughts: Making the Most of Kroger Columbus Zoo Coupons

Using Kroger Columbus Zoo coupons is an excellent way to enjoy the rich biodiversity and family-friendly attractions of the Columbus Zoo while keeping your budget in check. The key is to stay proactive—regularly checking Kroger's digital and in-store promotions, planning your visits around discount periods, and combining various deals for maximum savings.

By integrating these strategies into your planning, your trips to the Columbus Zoo can become more affordable and memorable. Whether you're a local resident or a visiting family, leveraging coupons enhances your experience and allows you to explore wildlife without financial stress.

Remember, the joy of discovering animals and supporting conservation efforts is priceless—coupons simply make it easier to access that joy. Happy zoo exploring!

Question/Answer Are there any current Kroger coupons available for discounts at the Columbus Zoo? Yes, Kroger often offers coupons and discounts for the Columbus Zoo. Check the Kroger digital coupons section or weekly ad for the latest savings. How can I find Kroger coupons for discounted tickets to the Columbus Zoo? You can find Kroger coupons for Columbus Zoo tickets through the Kroger app, digital coupons, or by checking the weekly flyers and special promotions in-store. Do Kroger rewards programs include discounts or coupons for the Columbus Zoo? Kroger Rewards often provide digital coupons or points that can be redeemed for zoo discounts or special offers. Check your Kroger account for available deals. Can I combine Kroger coupons with other discounts for zoo tickets? It depends on the promotion. Some deals can be combined, but it's best to read the terms and conditions on each coupon or promotion to confirm. Are there any special Kroger coupon days for Columbus Zoo visits? Kroger occasionally runs special coupon days or double coupon events. Keep an eye on Kroger's weekly ads or sign up for notifications to stay informed. How do I use Kroger coupons to save on Columbus Zoo memberships? Kroger coupons may sometimes offer discounts on zoo memberships. Download the coupons via the Kroger app or website and follow the redemption instructions. Are there online coupon codes for Columbus Zoo tickets available through Kroger? Kroger primarily offers digital coupons rather than online codes. Check the Kroger digital coupon platform for available discounts on zoo tickets. Is it possible to get free or discounted admission to the Columbus Zoo through Kroger promotions? Occasionally, Kroger runs promotions that include free or discounted zoo admission. Keep an eye on their deals page or weekly ads for such offers. Where can I find the latest Kroger coupons for the Columbus Zoo online? Visit the Kroger digital coupons website, the Kroger app, or sign up for Kroger's email alerts to access the latest coupons for the Columbus Zoo. Do Kroger coupons for the Columbus Zoo expire quickly? Yes, most Kroger coupons have expiration dates, typically within a few weeks of the issue date. Always check the expiration date before planning your visit.

Related keywords: Kroger discounts, Columbus Zoo deals, zoo admission coupons, Kroger grocery offers, Columbus Zoo discounts, zoo membership coupons, Kroger savings, Columbus Zoo

promotions, grocery store coupons, zoo ticket discounts

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