

Customer Connect

Carriers boost revenue by promoting USPS products

Once, twice, sold to USPS

Commitment to service and determination proved a successful combination for Paducah, Kentucky Branch 383 letter carrier Roger Brashear.

“When a new business opened up on my route, I struck up a conversation with the manager, Kim Jackson, about package shipping,” said Brashear.

The eBay store, called eAuction Depot, had already been approached by other shippers, but Jackson said they would choose their shipper based on service and price.

“I encouraged her to ask the hard questions when Small Business Specialist Denise Head contacted her,” he said. “Now they ship 30 to 50 packages a day using Priority Mail. That’s an estimated \$65,000 annually in new revenue.”

Diamonds are a carrier’s best friend

Lehigh Valley, Pennsylvania Branch 274 member Chris Jones mentioned using the Postal Service for international shipping to one of her business customers, Diamond Collectibles Inc.

“So they decided to give us a try,” she said. “Then I noticed that they were getting their international Priority Mail packages back, so I asked them if they’d like some help. That’s when the Business Development Team stepped in to assist.”

The Customer Connect lead and Jones’ concern about customer satisfaction ended up generating a sale with an annual projected revenue of \$135,250. ✉



A recognition breakfast was held for Pittsburgh, PA Br. 84 carriers at the Allison Park Post Office for reaching 100 percent participation in the Customer Connect program. Pictured are (from l): Region 12 NBA Bill Lucini, Allison Park Customer Connect Coordinator Maryann Kurtz, POOM Rocco DeAngelo, District NALC Customer Connect Coordinator Caroleann Connelly and Br. 84 President John McDowell.



The Bronxville, NY, post office received recognition as the Customer Connect Model Office and the Bronxville carriers were presented with a certificate for outstanding performance. Out of 41 participating offices in the Westchester District, Bronxville was the first to reach 100 percent participation. Pictured above are the Bronxville carriers along with Postmaster Bob Cobelli, POOM Bob Dini and District NALC Coordinator Michael Bagarozzi.

Customer Connect contributors

Here’s a sample of the successes carriers have had promoting USPS products:

USPS Area	Carrier	Branch	Company	Sale Amount
Capital Metro	David Carnes	Br. 176, Baltimore, MD	J & D Inc.	\$99,800
Eastern	Soon Chung	Br. 920, Bux-Mont, PA	Shipping N Essentials	56,758
Great Lakes	Eric Frias	Br. 3071, Skokie, IL	Bayru Inc.	154,165
New York Metro	Ira Moltz	Br. 6000, Long Island Mgd., NY	Dri-Mark Products	36,140
Northeast	Stuart Kepnes	Br. 34, Boston, MA	New Millennium Video	100,000
Pacific	Jeri Atkins	Br. 1100, Garden Grove, CA	Foundation for the Retarded	47,500
Southeast	Steve Gibbs	Br. 1119, Marietta, GA	WingMan Lure Co.	320,000
Southwest	Mark Matcek	Br. 283, Houston, TX	Harrington-Tidwell	33,400
Western	Rebecca Palma	Br. 5, Omaha, NE	New Realities	100,000

Through Customer Connect, letter carriers are taking advantage of their special relationships to encourage business patrons to use USPS instead of private delivery services. Since the startup in mid-2003, letter carriers have generated more than **\$377 million** in new annual revenue.

