

Customer Connect

Carriers boost revenue by promoting USPS products

Carrier sells USPS as a cure for complaints

Antioxidant Pharmaceuticals Corporation is a drug company that has developed treatments for diabetes and heart failure. Its ThyoGen division warehouse specializes in fulfilling web and mail orders for a variety of vitamins and supplements.

Warehouse managers had become annoyed with their shipping vendor and, in July, they shared their growing list of complaints with their regular letter carrier, Michael Muscari. Sensing an opportunity, the Westchester Merged, New York Branch 693 member asked them to complete a Customer Connect lead card.

At first, the folks at Antioxidant Pharmaceuticals were hesitant, but their interest in exploring a Postal Service shipping option was soon piqued when other parcel companies announced substantial rate increases.

Muscari set up a meeting between Antioxidant Pharmaceuticals owner David Castellano, the Westchester Business Development Team's Senior Small Business Specialist Larissa Valdez and local station OIC Gloria Ferrara.

Castellano was excited to learn about the cost savings, convenience and competitive edge offered by USPS, and he agreed to test-ship some items via Click-N-Ship.

Satisfied with the test's success, Castellano quickly worked with the Business Development Team to set up a regular shipment schedule.

Thanks to Muscari's persistence, the Postal Service expects to collect more than \$461,000 in new revenue from Antioxidant Pharmaceuticals. ✉



Small Business Specialist Larissa Valdez helps Westchester Merged, NY Br. 693 member Michael Muscari with some packages after they teamed up to make a deal with Antioxidant Pharmaceuticals Corporation.

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 Hartley	Br. 3902, Charleston, SC	Idea Inc.	\$156,128
Eastern	Joseph Breiner	Br. 361, Lexington, KY	Hatfield Chevrolet	18,473
Great Lakes	Thomas Braun	Br. 2184, W. Wayne Co., MI	Jeans and Tops	144,000
New York Metro	Timothy Tower	Br. 38, New Jersey Merged	Light Bulb	37,050
Northeast	Thomas Mathias	Br. 3, Buffalo-Western NY	Park Avenue	75,000
Pacific	Adam Carpenter	Br. 737, Santa Ana, CA	Arden B	217,360
Southeast	Carlton Williams	Br. 53, Jacksonville, FL	Jacksonville	125,000
Southwest	Marvin Ruyle	Br. 1367, Denton, TX	DFW Co.	5,625
Western	Betti Worthen	Br. 331, Boise, ID	Meliorra aka GB Productions	80,275

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 **\$569 million** in new annual revenue.

