

# Customer Connect

Carriers boost revenue by promoting USPS products

## Postal Service hits the books

The Ohio State University Student Book Exchange recently received a lesson in shipping with the USPS from Columbus letter carrier Ramon Lawson.

Lawson said he noticed that the store was using FedEx and UPS services. “We had a service talk that morning and when I saw they were using the competition, I decided to tell them what we could offer.”

With help from fellow Columbus Branch 78 member Jerri Frierson, a Customer Connect lead was forwarded to sales representative John Johnson.

Lawson’s lead resulted in an estimated \$30,000 a year in new revenue for the Postal Service.

“To help generate revenue is job security for me and my co-workers,” Lawson said.

## Carrier earns his wings

A supplier of military-style leather flight jackets and military memorabilia—U.S. Wings of Stow, Ohio—receives more than 1 million visitors a month to its website, uswings.com.

When David Hack, CEO of the company, considered shifting more of his shipping business to the Postal Service, he turned to Cuyahoga Falls, Ohio Branch 1629 member Mike Howald. “He’s the one who convinced us. We thought if we used the Post Office, we had to go there and stand in line. Mike told us he’d pick up our packages,” Hack said.

Howald turned in the lead and Small Business Specialist Peggy Havanas followed up.

“The number one thing we like is the convenience—Click-N-Ship, free mailing supplies and Carrier Pickup,”



Pratt Station in Brooklyn, NY, was recently recognized for 100 percent letter carrier participation in the Customer Connect program. Pictured with the Pratt office carriers are NALC District Coordinator Anthony Martucci, Region 15 NBA Larry Cirelli, Brooklyn Postmaster Joseph Chissone, and Branch 41 President Angelo Mangano.

the CEO said. “A lot of merchants aren’t aware of what the Postal Service has to offer. Your best salesmen are the carriers.”

## When carriers talk, customers listen

NALC Customer Connect Coordinator Robert Metzler is a big supporter of the sales program.

“I talk to carriers about approaching business customers,” the Erie, Pennsylvania Branch 284 member said. “It’s great to see how many successes we’ve had.”

“We have businesses switching over to the Postal Service from the competition and others increasing their usage with us,” he said. “All connects, whether they result in new revenue or not, still result in a better rapport with our customers.”

Metzler summed it up this way: “Communication with our customers and cooperation between employees and management is all beneficial to the Postal Service.”

## 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	Willie Davis	Br. 233, Columbia, SC	University of South Carolina	\$390,000
Eastern	Gerald Harmon	Br. 284, Erie, PA	McBride Shopa Co.	10,000
Great Lakes	Russ Scott	Br. 2184, W. Wayne Co., MI	Help Financial Corp.	84,000
New York Metro	James Slattery III	Br. 6000, Long Island Mgd., NY	A to Z Shop	78,000
Northeast	Xiao Huang	Br. 34, Boston, MA	Zipporah Films, Inc.	69,215
Pacific	Javier Gonzalez	Br. 1100, Garden Grove, CA	ABC Toy 4 Me	322,600
Southeast	Dallas Morrow	Br. 2008, Clearwater, FL	Zeus.com	70,000
Southwest	Michael Wright	Br. 283, Houston, TX	Mail Copies	18,900
Western	Robin Minshall	Br. 1902, Arizona Merged	Potential Dynamix LLC	441,200

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 \$390 million in new annual revenue.

