

Customer Connect

Carriers boost revenue by promoting USPS products

Natural instinct leads to large sale

Letter carrier **Shakita Scipio** of **Westchester Station in the Bronx** knew a lead when she saw it. Scipio, a New York, New York Branch 36 member, noticed a large number of packages being picked up by a competitor at a Pack N Post shipping store on her route. She asked the owner if he would be willing to talk to someone from the Postal Service about USPS products and services. He agreed. So, Scipio completed a Customer Connect lead card. Business Development Team Manager **Jemil Warner** and Senior Small Business Specialist **Kim Johnson** set up a meeting.

At the meeting, the business owner showed interest in becoming a USPS-approved shipper. The postal team was able to coordinate collection pick-ups and explain the features of Click-N-Ship, online pricing and mail preparation. The result? A \$25,000 sale.

Asked how she felt about helping her customers grow their business, Scipio said, "I'm happy for the company. Now they'll be able to provide the community with our great services and products."

Carrier shows new way to do business

S & S Classics was shipping its automotive parts with a competitor until New Castle, Pennsylvania Branch 22 member **Toni DePorzio** pointed the company in a new direction. "After talking with the owner, **Shannon Tray**, I submitted the contact information using a Customer Connect lead card," DePorzio said.

SBS Deb Stoops took it from there. After a phone call and a visit to demonstrate Click-N-Ship, S & S Classics began shipping with the Postal Service. Annual revenue is estimated at \$18,000. ☒

Customer Connect sales blitz

The Postal Service has launched a special 90-day "Customer Connect Blitz," with letter carriers being urged to step up efforts to identify customers who need help in lowering their shipping costs in these difficult economic times. The "blitz" is aimed mainly at small and mid-sized businesses.

Members of the NALC have been the workhorses of the Customer Connect program since its inception, generating more than 240,000 leads that have produced more than \$631 million in new annual revenue.

The blitz, which began February 23, continues to May 15.



New Castle, PA Br. 22 member **Toni DePorzio** collects Priority Mail packages from S & S Classics' owner **Shannon Tray**.
USPS photo

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 | Vivian Liddell | Br. 464, Wilmington, NC | Bei-Phr Systems Ltd. | \$80,200 |
| Eastern | Valerie Clarke | Br. 84, Pittsburgh, PA | Ironwear Fitness | 45,000 |
| Great Lakes | Roxy Parker | Br. 2183, Melrose Park, IL | One Stop Mailing | 5,000,000 |
| New York Metro | Yulian Fang | Br. 36, New York, NY | Federal Tax Service Inc. | 68,250 |
| Northeast | Kevin Hamel-Porter | Br. 212, Lawrence, MA | Nextworth Solutions Inc. | 86,000 |
| Pacific | David McCrea | Br. 24, Los Angeles, CA | Micro Cell Communicaions | 185,250 |
| Southeast | Charlie Martin Jr. | Br. 94, Vicksburg, MS | River Walk Casino Hotels | 209,196 |
| Southwest | Lane Boudreaux | Br. 988, New Iberia, LA | Mother of Eden | 350,000 |
| Western | Shane Wiltshire | Br. 2502, Las Vegas, NV | SynQ Solutions | 237,254 |

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 \$631 million in new annual revenue.

