

Customer Connect

Carriers boost revenue by promoting USPS products

A message from President Young:

Despite the current deadlock in contract negotiations, I urge every letter carrier to continue to support Customer Connect. We are building Customer Connect for our long-term future.

Carrier's cosmopolitan pitch wins over specialty grocer

San Francisco, California is known as a cosmopolitan city, enriched by its international mix of inhabitants. With this variety of cultures comes a wide array of cuisines and a need for specialized ingredients. British Grocers is a purveyor of such alimentary supplies, serving ex-pats and natives alike from both a brick-and-mortar storefront and an online presence.

When San Francisco Branch 214 member Larry Bautista noticed the business was shipping packages with UPS, he was quick to introduce the idea of Click-n-Ship to the grocer. Patrick Alexander was impressed with the ease of use and the free packaging that USPS was able to provide.

In the long run, price and convenience won the customer over. Alexander was happy that he could provide better service for his customers both through the mail and in person. "Click-n-Ship fulfills his needs and offers features his previous shipper did not," Customer Connect Coordinator Patrice Glasper-Brooks noted. "Now he can spend more time at his business."

Now Bautista delivers the mail and picks up the company's packages without falling under the shadow of that big brown truck. ✉



Letter carrier Larry Bautista with Patrick Alexander of British Grocers. 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	Steve Mathews	Br. 3520, Northern Virginia	Booksfree	\$600,000
Eastern	James Rickard	Br. 1629, Cuyahoga Falls, OH	Tap Dancing Lizard	126,360
Great Lakes	Bruce Walcott	Br. 56, Grand Rapids, MI	Color Inc.	182,400
New York Metro	Timothy Griffin	Br. 137, Hudson Valley Mgd., NY	Jr Marketing	84,186
Northeast	Paul Duquette	Br. 12, Worcester, MA	Viatec Publishing	100,000
Pacific	Billy Bernabe	Br. 70, San Diego, CA	Sariana LLC	50,000
Southeast	Ray Rodriguez	Br. 1091, Central Florida	Scrap Your Trip	300,000
Southwest	Al McAuley	Br. 5938, Hurst, TX	On Site Cellular Repair	5,500
Western	Tom Sweeney	Br. 5996, Centennial Colorado	Premco Associates	126,360

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 **\$300 million** in new annual revenue.

