

Customer Connect

Carriers boost revenue by promoting USPS products

Recycling lead results in \$1 million-plus sale for USPS

Terracycle, started by a Princeton dropout, is a young, environmentally conscious company that works with schools and other institutions to recycle used material into useful products. It sells fertilizer in reused plastic bottles, makes heavy duty shopping bags out of recycled plastic bags from stores and other bags out of recycled juice boxes. To encourage the process, Terracycle needed a way for participants to ship used products to its warehouse in Trenton, New Jersey, without forcing participants to pay for the shipments.

Carrier Ronal Jakubisin, a Trenton Branch 380 member, submitted a lead around the same time as Circle Branch Station Manager Walter Williams, who had spoken with the customer about options for return mail products. George Clearwater, district Customer Connect coordinator, made the initial and subsequent visits to the customer and saw a good opportunity for USPS to take revenue from UPS, which Terracycle was using in its return of recycled goods.

Both Clearwater and Williams talked up Business Reply Mail with the company and called on the expertise of Rick D'Angelo, mailpiece design ana-



Plymouth, Michigan Post Office employees received a recognition breakfast for their work in the Customer Connect program. Western Wayne Co. Branch 2184 carriers reached the second level of the Detroit District FY 08 incentive program with 76 leads, 190 percent participation and more than \$747,000 in new revenue.

lyst in Trenton. Clearwater and D'Angelo visited Kevin Flynn at Terracycle and gave him all of the information he needed to set up an account and create the mailpieces. They also followed up as Terracycle set up a CAPS account and BRM permit for the envelopes. They mailed out the initial shipments, and the resulting mail flow was staggering.

As the BRM packages started coming in, they literally filled a tractor trailer at the Trenton processing plant. At that time, the plant manager and Trenton postmaster visited Terracycle to dis-

cuss possible changes to its delivery to accommodate all of the volume. They arranged for a direct trip from the plant right to Terracycle's back dock. The customer, needless to say, was pleased with the attention to service and communication.

The lead resulted in an estimated \$1.4 million a year in new revenue for the Postal Service. This is a growing account, with many opportunities for other classes of mail as the company expands, and shows how employees working together can find solutions for the customer. ☒

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	Lu Lam	Br. 3520, Northern Virginia	Halalco Books	\$84,000
Eastern	Gary Meckes	Br. 4015, New Castle, DE	Data Management Internationale	104,000
Great Lakes	Jack Williamson	Br. 39, Indianapolis, IN	Shopgoodwill.com	125,424
New York Metro	Ken Knapck	Br. 6000, Long Island Mgd., NY	Ramp Motorcycles	26,000
Northeast	William McCarthy	Br. 57, Newport, RI	J.H. Breakell Co.	78,300
Pacific	Ligaya Betis	Br. 213, Stockton, CA	Black Diamond University	160,000
Southeast	Angel Viadaro	Br. 1091, Central Florida	Resolutions Center	91,000
Southwest	Yvette Locke	Br. 283, Houston, TX	Republic Waste	16,608
Western	Gina Bratton	Br. 5521, Shawnee Mission, KS	Kendall Drive LLC	650, 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 \$436 million in new annual revenue.

