

Customer Connect

Carriers boost revenue by promoting USPS products

Carrier leads way to deal with photo album firm

AlbumX Corp. manufactures standard and custom-made photo albums, primarily for professional photographers, at its factory in Port Chester, New York. Its high-end line of Renaissance Albums has been on the market for 20 years. Digital technology has changed photography dramatically over that time and AlbumX has changed, too—it now offers a complete package that includes design, printing, mounting and binding to show off those once-in-a-lifetime photos.

The company prides itself on quality service and speedy delivery, and that has opened the door for another change—to USPS products.

The transformation began when letter carrier Walter Bonilla, a member Hudson Valley Merged, New York Branch 137, noticed a large number of UPS packages being picked up at the office on his route. He asked whether the company would be willing to talk with someone about Postal Service products and services that would be competitive with UPS. The customer agreed, and Bonilla completed a lead card that was followed up by Small Business Specialist Larissa Valdez.

Valdez worked with Brian Weinstein of AlbumX to arrange the switch to the Postal Service. Weinstein's main concerns were prompt and accurate delivery of their products, service they were not receiving consistently from the alternate delivery firm. While local Postmaster Lois Vogel worked out some service issues to smooth the transition for the company, the Business Development Team and BMEU Clerk Kim Sanchez kept in close touch with Weinstein to assure top-quality service and communication.

AlbumX experimented with several postal products but focused on using Priority Mail nationwide. After some test mailings, the company decided on a Priority Mail box using Click-N-Ship PC postage as its best option.

Annual USPS revenue from the new



From l, Postmaster Lois Vogel, Hudson Valley Mgd., NY Br. 137 member Walter Bonilla, customer Heather Crawford and Small Business Specialist Larissa Valdez celebrate the partnership between the USPS and Renaissance Albums by AlbumX Corporation.

account is estimated at \$62,000. Weinstein stated that “having Walter as a letter carrier has made all the difference in using your services. His professional and caring approach should be commended.” Other AlbumX associates also praised Bonilla’s outstanding service and said their personal relationship with the letter carrier is an essential part of their positive feeling about the USPS. ✉

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	Elton McWilliams	Br. 3902, Charleston, SC	KEVA Books LLC	\$88,450
Eastern	George Coriell	Br. 43, Cincinnati, OH	Touchstone Merchandise	150,000
Great Lakes	Randy Ricard	Br. 11, Chicago, IL	Smart Jewelers	50,000
New York Metro	Victor Lazaro	Br. 6000, Long Island Mgd., NY	Empire Scientific	88,100
Northeast	Mike Anastasi	Br. 18, Southeast MA Mgd.	Cutter Associates	40,000
Pacific	Ray Argullez	Br. 4006, Canoga Park, CA	Global Moto Outlet	1,206,576
Southeast	Michael Duddie	Br. 2689, Melbourne, FL	Kohl's E-commerce	500,000
Southwest	Vernon Jackson	Br. 3993, Garland, TX	JoeBonsai.com	10,000
Western	Jay Agresor	Br. 2502, Las Vegas, NV	Ryan Lorello	77,378

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 **\$497 million** in new annual revenue.

