

# Customer Connect

Carriers boost revenue by promoting USPS products

## Warming up to USPS

**D**ancers Pointe co-owners Jackie Ferrell and Amy Ferrell-Bragg had grown unhappy with their delivery service. For nearly two decades, the Stow, Ohio shop had relied on UPS to ship their in-stock dancer's apparel—tights, leotards, shoes and warm-up clothes—to students and professional dancers around the globe.

One day, they shared their concerns with letter carrier Kevin Williams. The member of Cuyahoga Falls, Ohio Branch 1629 assured the entrepreneurs that anything Brown could do, “red, white and blue” could do better.

“We changed shippers,” Ferrell said. “With Click-N-Ship, free Delivery Confirmation and free shipping supplies available from usps.com, we couldn't be happier.”



Kevin Williams

Wichmann said he likes the free supplies, the ability to print postage at the office, and Saturday delivery. “But the biggest advantage for us is carrier pickup—we simply don't have the resources to make daily trips to the post office.”

Color Nation manager Colleen Corrigan said that the positive feedback the company has received on sales made through Amazon.com confirms that the company made the right decision. “It's all been ‘fast shipping, fast shipping, fast shipping!’” she said.

Hahn was not surprised. “Everyone who uses our online services coupled with carrier pickup is happy with what we offer,” he said. ✉

## Saving customers money, effort

**L**etter carrier Ron Hahn wondered why his customers at Color Nation Salon and Spa were coming to the post office every day to mail their packages. The company sells beauty products throughout Northern Ohio and on the Internet.



Ron Hahn

“I told them the Postal Service would pick up their packages for free,” said Hahn, a member of Cleveland, Ohio Branch 40.

“Ron kept us from going to DHL,” said Color Nation owner Michael Wichmann. “We ship all over the country...and we also guarantee same-day shipping for online orders.”



Several St. Louis, MO Br. 43 offices recently took part in a Package Pick-up T-Shirt campaign. One day a week, letter carriers wore these T-shirts to advertise USPS' free parcel pick-up service to help generate Customer Connect leads. Pictured at the St. Louis' Creve Coeur post office are (from l) Teresa Dresner, Region 5 NBA Mike Weir, Kim Edwards, Margaret Williams, Kathleen McCarron, Steward Harold Robinson, Brenda Driscoll, Steve Schwent, Don Conway and Ed Harris Jr.

## 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	Susan Ledford	Br. 664, Frederick, MD	Frederick Chiropractic	\$54,037
Eastern	Mike Howald	Br. 1629, Cuyahoga Falls, OH	US Wings	90,000
Great Lakes	Vickie Elkins	Br. 209, Pekin, IL	Excel Foundry	75,000
New York Metro	John Sekunda	Br. 65, Passaic, NJ	Baby Doll	35,000
Northeast	Michael DeLuca	Br. 759, Greenwich, CT	Interactive Brokers Group	30,500
Pacific	Manuel Tayag	Br. 737, Santa Ana, CA	Neimans Jewelry	49,907
Southeast	Jeff Tomoser	Br. 2008, Clearwater, FL	Renew Life	114,660
Southwest	Marcie Miller	Br. 214, Lake Charles, LA	Frensley Trust	30,000
Western	Joe Lujan	Br. 47, Denver, CO	Ivory White	105,248

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 **\$331 million** in new annual revenue.

