

Customer Connect

Carriers boost revenue by promoting USPS products

Talking your way to new business

More and more letter carriers are talking to their business customers about what the Postal Service has to offer—Click-N-Ship, Delivery Confirmation and Carrier Pickup. In fact, in some offices in northern Ohio, every letter carrier has turned in at least one lead to Small Business Specialist Peggy Havanas.

“Since Customer Connect began a national program, our letter carriers have identified and submitted leads resulting in more than \$300 million in new revenue for the Postal Service,” said Havanas. “This year alone, northern Ohio carriers have brought in about \$2 million through Customer Connect. All that revenue is from carriers talking to customers and submitting leads.”

“If you deliver free Priority Mail packaging materials to someone on your route, that’s a potential lead,” said Rose Street, a member of Elyria, Ohio Branch 196 and the NALC’s northern Ohio Customer Connect coordinator. “That’s someone who has decided to ship with us. By submitting a lead, we have a chance to solidify our relationship with that customer and introduce them to other products and services.”

“There are lots of ways to approach customers about our products and services,” said Havanas. “It’s all about communications.” ✉



NALC Customer Connect Coordinator Rose Street (l) talks to letter carriers about selling USPS products and services to business customers.

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	Deidre Watson	Br. 142, Washington, DC	African Movies Direct	\$72,100
Eastern	Frank Gudac	Br. 520, Uniontown, PA	Spellman Studio	12,000
Great Lakes	Suzanne Guice	Br. 11, Chicago, IL	American Home Bank	118,000
New York Metro	James Boyce	Br. 41, Brooklyn, NY	E-Tronics	450,000
Northeast	Doug Parker	Br. 25, Mass. NE Merged	Neighborhood Diabetes	300,000
Pacific	Andy Himple	Br. 24, Los Angeles, CA	Jack Martin Sunglasses	26,000
Southeast	Karen Hunter	Br. 1119, Marietta, GA	Freeman Insurance Depot and Tax Services	124,000
Southwest	J.G. DuPont	Br. 1514, Rogers, AR	Whistler Group	21,008
Western	Jim DeGroot	Br. 916, Eugene, OR	Moto Sport	800,000

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 **\$338 million** in new annual revenue.

