

Customer Connect

Carriers boost revenue by promoting USPS products

Carrier's drive nets large lead, area award

"A friend of mine told me her diabetic products were being delivered by one of our competitors," said Newark, Ohio Branch 281 member Kathy Braidich. "So I called AmMed and asked for the person making the shipping decisions and was connected."

That's how Braidich ended up turning in a lead that resulted in an annual \$250,000 sale recently. AmMed is a leading provider of home-delivered diabetic subscriptions and testing supplies.

"I was thrilled," she said. "The company completely switched over to the Postal Service for its deliveries."

Three district post offices were also recognized recently alongside Braidich for increasing their Customer Connect participation rate from the previous quarter.

Braidich and her 57 Newark colleagues took the district gold and won an area award for achieving 100 percent carrier participation before the end of this fiscal year.

Dublin, Ohio, employees had a 35.29 percent participation increase to win the silver and reach 100 percent participation rate. Columbus Northwest Station letter carriers took the bronze for their 16.66 percent increase, bringing office participation to 83.3 percent.

Customer Connect encourages letter carriers to seek out and solicit new sources of revenue.

"The awards are nice and we appreciate the recognition," Braidich said. "But it's really about job security." ✉

Opportunity knocks

The decision by DHL to abandon U.S. express delivery service creates a real opportunity for letter carriers participating in Customer Connect. NALC Assistant Secretary-Treasurer George Mignosi, who oversees the program for the union, encourages members to seek out DHL customers and fill them in on the good value of USPS delivery. While DHL is giving up on domestic-to-domestic delivery, it will still make U.S. deliveries of international packages—many that already are "subcontracted" to USPS and carried the last mile by NALC members.



Newark, OH Br. 281 member Kathy Braidich. 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	Phil Fridie	Br. 934, Salisbury, NC	McKenzie Taxidermy Supply	\$240,000
Eastern	James Furman	Br. 500, Harrisburg, PA	Tex Visions	46,600
Great Lakes	Jeremy Garris	Br. 320, N. Oakland Co., MI	Factory Executive Motor Car Ltd.	65,900
New York Metro	Andrew Haycox	Br. 38, New Jersey Merged	Toys and Models	68,401
Northeast	Wayne Bowden	Br. 15, Providence, RI	Joe's Place	112,000
Pacific	Freddie Pagan	Br. 193, San Jose, CA	J&J Sports Productions	140,000
Southeast	Ray King	Br. 599, Tampa, FL	Pooky's Products	85,000
Southwest	Fernando Resendez	Br. 283, Houston, TX	Kerger Marine Electrical	11,083
Western	Michael Sylvester	Br. 114, Duluth, MN	Grassinger	28,340

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 **\$552 million** in new annual revenue.

