

Customer Connect

Carriers boost revenue by promoting USPS products

Have Customer Connect success stories or pictures to share?

Now is your branch's time to shine. Let other members know how you've been contributing to the program. Send any stories or pictures to postalrecord@nalc.org or to:

The Postal Record, NALC
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Washington, DC 20001-2144

Illinois post office achieves 100 percent participation

The team at Charles A. Hayes Post Office in Chicago takes revenue generation seriously. How seriously? Every single one of the carriers there has suggested a lead for a possible sale so far in fiscal year 2010. That makes it the first station in its district to reach 100 percent participation in Customer Connect this year—a distinction worthy of a meal fit for kings and queens.

That's why the district's leadership team recently served a catered breakfast to the Charles Hayes crew in recognition of its achievement. District Manager/Postmaster Gloria Tyson, members of her staff, and Shipping and Mailing Solutions manager

Jay Smith strapped on aprons and loaded up plates, all in the name of growing the postal business.

Chicago Branch 11 member Regina Postley, the station's Customer Connect coordinator, said it was easy to get total involvement. "I just asked everyone, 'Give me a business on your route,'" she explained. "Some carriers are still giving them to me."

Business Solutions specialist Michelle Neal noted that Hayes had complete participation despite not being located in an area with many high-volume mailers and businesses. "It's a good example to show the rest of the city that they can achieve," she said. ✉



Customer Connect leads submitted by these Charles A. Hayes Post Office employees have resulted in more than \$63,000 in new revenue for the Postal Service. They are joined by District Manager/Postmaster Gloria Tyson (far left), Customer Connect coordinator Regina Postley (second from l), Business Solutions Specialist Michelle Neal (second from r), and Chicago Branch 11 President Mack Julion (far right). In recognition of their efforts, all of the carriers were served a catered breakfast at the office.

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	Eric Mitchell	Br. 248, Asheville, NC	Sideline Snapshots	\$46,080
Eastern	Ernest Walters II	Br. 105, Lima, OH	Reynolds & Reynolds	125,000
Great Lakes	Ronnie Sanders	Br. 533, Kokomo, IN	Dope Clothing Store	561,600
Northeast	Jih Chen	Br. 38, New Jersey Merged	Helby Imports	94,510
Pacific	Joyce Freeman	Br. 1100, Garden Grove, CA	Cal Optima	211,848
Southeast	John Daizovi	Br. 2550, Ft. Lauderdale, FL	Top Gear Inc.	75,970
Southwest	Tim Green	Br. 4377, Farmington, NM	Hastings	75,764
Western	Kim Lyon	Br. 111, Salt Lake City	Nutty Guys	185,640

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 \$976 million in new annual revenue.

