

Customer Connect

Carriers boost revenue by promoting USPS products

USPS helps Iowa company improve its financial health

If it fits, it ships. In these tough economic times, that message resonated with an animal pharmaceuticals company in Des Moines, Iowa.

After experiencing workforce reductions and smaller orders, Heska Corporation was reviewing every expense, including the company's shipping operations. Brett Bellis, the company's logistics manager, saw the Priority Mail Flat Rate Box commercials on television and decided to take a look at what the Postal Service could offer.

Central Iowa Merged Branch 352 member Kelly Beckett submitted a Customer Connect lead and Daniel Doyle, senior business solutions

specialist in the Hawkeye District, followed up. Doyle asked Shipping Solutions Specialist Al Hooper to assist.

The team performed a competitive financial analysis, developed a proposal and recommended shipping rate comparison software. Bellis was impressed with the pricing of First-Class Mail parcels, the value of Priority Mail Flat Rate Boxes and the Postal Service's tracking capabilities.

Thanks to the commercials and Beckett's Customer Connect lead, Heska is now shipping using both Priority Mail Flat Rate and First-Class Mail. USPS estimates the Heska Corporation agreement will yield \$100,000 annually in new revenue. ✉

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
100 Indiana Avenue NW
Washington, DC 20001-2144

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	Lenster Banks	Br. 142, Washington, DC	Inter-American Dev. Bank	\$103,000
Eastern	Francis Russo	Br. 273, Lancaster, PA	McCombs Supply	288,000
Great Lakes	Robert Villalobos	Br. 825, Oak Brook, IL	Wholesale Point Inc.	500,000
Northeast	Dewey Ribustello	Br. 38, New Jersey Merged	Barney's Electronics	208,000
Pacific	Ceryl Jarvi Jones	Br. 1427, Santa Clara, CA	ROKU	5,000,000
Southeast	Ruben Espinosa Jr.	Br. 1779, Lakeland, FL	Greased Lightning	49,000
Southwest	Kirk Frazer	Br. 421, San Antonio, TX	SA Deliverys	1,500,000
Western	Stephen Slocum	Br. 2502, Las Vegas, NV	Swim2000.com	492,631

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 **\$921 million** in new annual revenue.



MIARAP advisory task force

An advisory task force recently met at NALC Headquarters to discuss possible revisions to the Modified Interim Alternative Route Adjustment Process. Pictured (from l) are Laurie Miale of South Florida Branch 1071; Patricia Joseph of Fall River, Massachusetts Branch 51; Bill Bothwell of New Hampshire Merged Branch 44; Walter Barton of Long Island, New York Merged Branch 6000; Region 8 National Business Agent Lew Drass and Region 1 Regional Administrative Assistant Chris Jackson.

