

**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](mailto:postalrecord@nalc.org) or to:

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# Customer Connect

Carriers boost revenue by promoting USPS products

## West Coast carriers increase revenue for Postal Service

**W**hen Sparks, NV Branch 2778 member Mickey Grizzle saw that a company on his route was shipping primarily with UPS and FedEx, he decided to ask about it. The company, Tagg Logistics, a leading order fulfillment and third-party logistics provider, focuses on helping businesses cost-effectively handle their order fulfillment and distribution challenges.

Tagg Logistics was concerned about the recent rate increases with both services. It requested information from their local post office about USPS rates, Priority Mail packaging, and pickup service. The company wanted better than published rates if they committed to increasing volume to the USPS. It also wanted to be assured of a daily pickup.

The sale was a result of the efforts of Grizzle (who is also the Nevada State Association president), District Shipping Solutions Specialist Char Reeves and Global Account Specialist Alfredo Villaescusa (who negotiated substantial International Priority Mail postage rates

for the customer), Postmaster Gary Fradd and collection driver Jill Kirwin.

Previously, Tagg Logistics averaged 90 First-Class parcels per month with the USPS. In the past few months, it has increased to more than 500 Domestic and International Priority Mail items per month. The lead generated \$142,523 in projected revenue for the Postal Service.

**L**earning that a business on his route, NoonaCo, had just started providing fulfillment services for a customer that produces customized bamboo iPad cases, San Francisco Branch 214 member Pak Lui Kwan saw a potential lead. NoonaCo, a fulfillment facility in the city, needed cost-effective and timely shipping solutions to meet the needs of its new customer.

The carrier spoke with Business Solutions Specialist Ryan Scott, who proposed Priority Mail flat-rate envelopes and boxes to meet NoonaCo's business needs, along with commercial base pricing and Endicia postage. Bayview Sta-



San Francisco Branch 214 member Pak Lui Kwan turned in a large lead for a business on his route, NoonaCo.

tion Manager Beth Dayao and fellow Branch 214 member David Chen helped coordinate the shipments and provided carrier pickup. This sale will generate \$30,000 in Priority Mail service and an additional \$20,000 in Priority Mail International.

### 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	Michael Walsh	Br. 461, Winston-Salem, NC	Flow Automotive	\$132,000
Eastern	Douglas Youtz	Br. 43, Cincinnati	Gempostage/Pawnpostage	648,000
Great Lakes	Sharon Belokas	Br. 2183, Melrose Park, IL	Supervalu/Osco Drug	950,861
Northeast	Claude Goulet	Br. 57, Newport, RI	Laser Performance	85,760
Pacific	Elva Vye	Br. 1111, Greater East Bay, CA	California Digitide Inc.	80,000
Southeast	Elston Bradshaw	Br. 1071, South Florida	Mertex Nutrition	105,196
Southwest	Gregory Preslar	Br. 197, Shreveport, LA	High Lifter Products	105,000
Western	Barbara Schuky	Br. 82, Portland, OR	Daddies Board Shop	80,000

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 \$1.2 billion in new annual revenue.

