



# Get involved with Customer Connect

**N**ALC President Rolando has tasked me with monitoring branch involvement in several important aspects of the NALC agenda, including Customer Connect and community services. To accomplish this task, I'm requesting that branch editors include me as a recipient of their monthly newsletters. Please send to: George Mignosi, Vice President, NALC, 100 Indiana Avenue NW, Washington, DC 20001.

Every city letter carrier has a vested interest in the success of Customer Connect. The lead-generating program is the best way to offset the loss of first-class letter-size mail with Priority Mail, Express Mail, parcels and Direct Mail.

Asking patrons on our routes these five questions will help lead us to business that will replenish the USPS coffers:

**1. What other shipping firms do you use?**

FedEx      UPS      Other

**2. How many packages do you ship each day?**

1-20      21 or more

**3. Do you ship packages internationally?**

Yes      No

**4. May we have the name, address and phone number of the person who makes your shipping decisions?**

**5. Would you like information on how to grow your business using Direct Mail?**

Yes      No

The following are the Customer Connect mandates. This protocol should be monitored for compliance as closely as any provision of our collective-bargaining agreement.

- Customer Connect leads are to be entered into the system at the station level within 24 hours of receipt of the lead.
- Ensure that an isolated location is established for the placement of lead cards.
- Ensure that a management and letter carrier coordinator is assigned at each Customer Connect site.

- Customer Connect biweekly service talks must be conducted. The service talks can be accessed and downloaded from the Customer Connect lead entry site, reports menu selection.
- Ensure that weekly "individual carrier reports" are shared with individual carriers and that the "station summary report" is posted in a general area isolated for Customer Connect.
- Ensure that ample amount of lead cards are on hand at your location. If your office needs additional information or supplies, they can be ordered via the Business

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Connect Data Center (BCDC) order site.

- Quarterly district teleconferences must be conducted with the NALC and USPS management representatives.
- Sales must follow up on leads within 48 hours (the clock begins at 2 p.m. CST the day after the lead is entered, excluding weekends and holidays).

National business agents across the country are currently providing me with their plans of action to bring up those district and areas that have room for improvement. Below are results for Customer Connect sales so far this year. ✉

**Year to date 2011—Area Customer Connect sales**

1. Pacific Area	933
2. Eastern Area	913
3. Northeast Area	805
4. Great Lakes Area	696
5. Western Area	635
6. Southeast Area	554
7. Southwest Area	499
8. Capital Metro Area	199