

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
100 Indiana Avenue NW
Washington, DC 20001-2144

Another IL office reaches 100 percent participation

What's the easiest way to get a free breakfast? Help the Postal Service drum up new business.

That's what happened for Roberto Clemente Station in October. Chicago District and NALC Branch 11 leadership visited the station to serve the carriers breakfast after they achieved a major milestone: becoming the second station in the city in FY 2010 to reach 100 percent participation in Customer Connect. Charles Hayes Station was the first station, in May. (See the July Postal Record.)

Each of Clemente's nine carriers with 10 or more businesses on his or her route submitted a lead for potential new revenue from a business customer. That added up to 72 leads, which led to 20 sales and \$343,000 in new annual revenue for the Postal Service. District-wide, Chicago captured \$4 million in

new sales from Customer Connect in FY 2010.

"You made an attempt to go out there to secure additional revenue for our company," Branch 11 President Mack Julion said. "You all showed that you get it. It takes all of us on the same page."

Union steward Jesse Reed, whose leads resulted in four sales and \$51,000 in new revenue, credited the support of the union and the station's Customer Connect coordinator, Keisha Magee Jeter.



Letter carriers at the Roberto Clemente Post Office achieved 100 percent participation in Customer Connect during FY 2010 and brought the Chicago District and NALC leadership out to serve them breakfast. Their leads on potential business resulted in \$343,000 in new revenue for the Postal Service.

"Given the financial burden, I felt it was my job as a carrier to help the company survive," Reed said. "It was my duty to bring the business community back to our company." ✉

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	Denise Everett	Br. 233, Columbia, SC	Welvista	\$268,230
Eastern	Matthew Moore	Br. 359, Huntington, WV	Better Trades	184,180
Great Lakes	Andrew Khitsun	Br. 507, Madison, WI	GHC-SCW	150,000
Northeast	John Pellicci	Br. 60, Stamford, CT	Gemma Redux	95,978
Pacific	Awilda Garcia	Br. 24, Los Angeles, CA	Cyber-Power	120,900
Southeast	Stephen Heck	Br. 1690, West Palm Beach, FL	Action Sports	150,000
Southwest	Matthew Sellmyer	Br. 1037, Amarillo, TX	Juxtapose	61,152
Western	James Pevan Jr.	Br. 728, Eau Claire, WI	Mason Shoe	500,000

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 \$1.1 billion in new annual revenue.

