

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

Carriers boost revenue by promoting USPS products

San Antonio carriers bring in new business for USPS

The last few months have been a busy time period for Texas carriers eager to drum up new revenue.

In San Antonio, Branch 421 member **Pedro Nunez** noticed that a business on his route, Antiques on Broadway, had recently established an online store that had increased sales and the number of packages mailed. Local Customer Connect coordinator Mary Pardo, along with Business Solutions Specialist Rosalie Randall, spoke with the owner, Stephen Spadaro, to develop the lead, resulting in a sale that is expected to generate more than \$32,000 in annual revenue.

Fellow Branch 421 member **Anna Flores** had a business on her route called the Kazos Group, an Internet liquidation business whose wide network of distribution channels and contacts can build turnkey inventory liquidation solutions to meet their customers' needs. Pardo, with assistance from Shipping Solutions Specialist Mona Maze, convinced Enrique Velasco, operations manager for Kazos Group, to invest in the USPS, which amounted to a \$750,000 sale.

Elsewhere in the city, Branch 421

member **Pete Velasquez** has a business on his route called Fiesta San Antonio, which started in 1891 as a one-parade event and has evolved into one of the nation's premier festivals, with more than 100 events and an economic impact of \$284 million for the city. It mails Fiesta merchandise, including posters, nationwide. In past years, it used USPS for its mailing needs but stopped because shipping discrepancies resulted in lost time and money. After building a strong relationship with Fiesta San Antonio, Velasquez felt that the USPS could save it money. Business Solutions Specialist Rosalie Myers was contacted, and she was able to win back Fiesta San Antonio's trust and business by developing an easier method for payment by suggesting a safer and more protective shipping method for its products. The lead generated \$11,000 in sales.

Leonard G. Belmares, also a Branch 421 member, noticed that Mission Restaurant Supply was sending its Internet orders using UPS on small weight orders and paying sky-high fees. He informed the CEO, Jon Triplett, about USPS products and services and asked



San Antonio, TX, has seen a spike in leads. Celebrating (from l) are Customer Connect coordinator Mary Pardo, Business Solutions Specialist Rosalie Randall, Antiques on Broadway owner Stephen Spadaro and Br. 421 member Pedro Nunez.

for an opportunity to explain the priority flat-rate box size and tracking system. Belmares submitted the lead to Shipping Solutions Specialist Robin Ashley-Jones, who met with Triplett and offered the use of USPS small and medium priority flat rate boxes. These proved to be cheaper to ship than what he was currently using, and he was also offered free tracking, carrier pickup and Endicia's easy method of payment. This new revenue is expected to bring in \$65,000. ✉

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	Robert Holmes	Br. 496, Richmond, VA	Direct Solutions	\$3,125
Eastern	John Wonkovich	Br. 40, Cleveland	Uptempo Air	170,776
Great Lakes	Barbara Dukes	Br. 39, Indianapolis	E-Jewelry.com	195,000
Northeast	Irene Marmo-Lebeau	Br. 6000, Long Island Mgd., NY	Always and Forever Inc.	216,000
Pacific	Alex Franco	Br. 1280, San Mateo, CA	Lisa McDonald	142,000
Southeast	Shandra Barnett	Br. 73, Atlanta	Comcast	155,000
Southwest	Robert Oddo	Br. 6119, Metairie, LA	Tyger Gifts	73,500
Western	James Bastian	Br. 366, Southwest MO	3000 Toys	55,000

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.

