

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

MA postal community praises Customer Connect program

Customer Connect leverages the Postal Service's letter carriers' relationship with our business customers to identify new business opportunities and build on existing relationships to grow revenue. Concord, MA Postmaster Paul Bolas understandably is proud of his carriers and clerks when it comes to Customer Connect, noting that "it is a team effort.

"When the union backs the program, and you have enthusiastic participation from employees across the board, I think it acts as a stimulus to other employees to get involved," he added. "They will realize that if a little town like Concord can raise over \$440,000 in new sales, why can't we?"

A quick look at the Weekly Carrier Lead Status Report demonstrates why these Massachusetts Northeast Merged Branch 25 members are successful. Patricia Ahlstedt provided a lead that has a projected revenue of \$45,683; Lester Beauchemin had two leads, one for \$13,062 and the other for

\$20,956 in projected revenues; and Joseph Booth provided four leads with total projected revenue of more than \$22,000. These are just a few examples of what these employees have done to provide important leads.

Branch 25 President Dave Barbuzzi endorses the Customer Connect program whole-heartedly. "We are behind this effort, 1,000 percent," he said. "This is a proactive program and is an easy sell in a refreshing, cooperative environment such as Concord."

Acting Grow Your Business Day Coordinator Peter Clarke sent a congratulatory note to the Concord staff for their efforts to acquire more than \$440,000 in new business under the Customer Connect program.



From left, acting GYBD Coordinator Peter Clarke, acting POOM and former Concord Postmaster Mark Howell join Branch 25 President Dave Barbuzzi and Postmaster Paul Bolas to recognize the recent successful efforts of Concord letter carriers and clerks with Customer Connect.

Branch 25 carrier Dave Dente said that he is encouraged to participate and give ideas. "I am not told what to do," he said. "Instead, I am asked by my managers, 'What do you think?' I appreciate the respect for my opinion and the upbeat attitude." ✉

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	Mark Stephens	Br. 73, Atlanta	Harding Plumbing	\$16,000
Eastern	William Richardson Jr.	Br. 27, Memphis	Perseus Distribution	49,875
Great Lakes	Gary Click	Br. 378, Marion, IN	Tree of Life	156,000
Northeast	Wayne Madore	Br. 92, Maine Merged	SFX America	96,542
Pacific	Michael Montoya	Br. 214, San Francisco	Watergym	38,208
Southeast	Richard Lara	Br. 1071, South Florida	Florida Body Art	38,766
Western	Sandra Miller	Br. 388, St. Cloud, MN	Kodak Gallery	350,000

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 **\$1.3 billion** in new annual revenue.

