



## Success stories

**N**ational business agents across the country continue to proudly submit Customer Connect (CC) success stories in their regions, exemplifying the widespread reach and importance of the program.

### Region 7:

St. Cloud, MN Branch 388 member Todd Viere is the station Customer Connect coordinator and has led the St. Cloud office to generate \$1,505,758 in revenue for the program to date. He also has personally submitted leads that have resulted in sales totaling \$386,380 in revenue this fiscal year. He is a strong leader in promoting the program, and due to his efforts, the office reached 100 percent carrier participation for FY 2010. He has even helped the St. Cloud station establish a rural reach coordinator as well.

Since 2006, Hopkins, MN Branch 2942 member Jim Eidem has contributed 64 leads, which have helped his office generate \$1,216,327 in CC revenue for the program to date. He establishes great relationships with his customers by telling them about our products and offering to bring sample boxes out to them. One out of every four leads that Jim submits results in a sale. His efforts, combined with the leadership of their station coordinator, Winnie Baird, helped the Eden Prairie office to be the first in Northland District to reach the \$1 million mark!

### Region 8:

Mobile, AL Branch 469 member Gary Cameron of Airport Station said: "I never really thought about Customer Connect until a stand-up talk at our station. I then contacted the pharmaceutical company on my route, who gave me a point of contact in Montgomery, AL. I gave the Customer Connect lead, and the rest is history, as the account figures to be around \$200,000 annually for the Postal Service."

Jasper, AL Branch 3099 member Bryan Elliott submitted a lead for The Very Idea, a specialty gift shop on his route. A lead for this company was submitted in November, but at that time, the customer was satisfied with their current shipper. Bryan submitted the lead again after finding out that they were dissatisfied with their surcharges. After meeting and discussing pricing, the customer was sold and will be using Click-N-Ship to pay for postage. The sale resulted in revenue of \$3,000 for the USPS.

### Region 9:

Columbus, GA Branch 546 member Gary Wilbourne immediately developed a great relationship with a new business customer, FedSys, Inc. The leaders of the company were so impressed with the level of customer service provided that they were receptive to Gary's invitation to discuss their shipping needs with the Postal Service. This relationship, and outstanding customer service provided by Gary, resulted in \$1.5 million in new revenue.

### Region 11:

Albany, NY Branch 29 member Kevin Stevens provided two leads that resulted in excess of \$1 million in new revenue. One of the companies, Merch Now, produces tour merchandise. Kevin used his relationship with the customers and suggested that they should see what the USPS could offer.

### Region 14:

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

A quick look at the weekly carrier lead status report demonstrates why they are successful—just recently, carrier 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.

### Region 15:

Long Island Merged, NY Branch 6000 member Patricia Kee exemplifies carrier participation in the Customer Connect program. She is friendly with the folks on her route, and this led her to identify an opportunity with Bi-Lo Distributors, a beauty-supply wholesaler. It all comes down to communicating with customers. As she puts it, "I like my people, and without the customer, there is no Postal Service."

Pat has submitted a total of 28 leads through the Customer Connect program, for a total of approximately \$2.5 million in new revenue for the Postal Service. Patricia stands as a shining example of exactly why the program was created, and her demonstrated success serves to underscore the tremendous value that the Customer Connect initiative continues to yield. ✉