

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
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Washington, DC 20001-2144

Houston carrier nets big profit for the Postal Service



Michael Fields, a Houston Branch 283 member, recently helped pull in big business for the Postal Service.

describing how it all got started, Jennifer Liu, a business solutions specialist for the Houston District, said, "Michael's excellent customer service caused decision makers at BHZ to fall in love with the Postal Service, which lent a big hand in sealing the deal."

With his eyes open and his ears to the ground, Fields discovered BHZ Trading was expanding into online sales of brand-name designer shoes on Amazon and eBay. The carrier's lead was given to Liu, who took over from there. Liu and the official in charge of Stafford, Sharon Janicek, visited the president and operations manager of BHZ Trading, Mike Asif and Mohammad Milta, respectively, for a presentation

It has been said that some people have an eye for gold. One such person is Houston Branch 283 member Michael Fields, whose excellent customer service and keen interest in the survival of the Postal Service helped usher in a big haul of \$598,000 in new revenue.

BHZ Trading, located in Stafford, TX, is now a loyal customer of the Postal Service thanks to a Customer Connect lead submitted by Fields. In

on what the Postal Service could do for their company's bottom line.

The company originally was scheduled to use FedEx Ground service for its domestic deliveries. Liu was able to show them how they could use the USPS' Parcel Select via FedEx Smartpost to achieve the goal while saving a significant amount. The company liked the Parcel Select idea and a \$234,000 domestic mailing deal was sealed. Projecting into the future, this will double. In addition to the domestic sale, BHZ Trading was shown how it could use International Priority for overseas shipments, thereby adding \$364,000 annually. BHZ will ship between 100 and 200 Parcel Select packages daily. ✉

Carrier recognized for \$1M-plus lead



As reported in the July *Postal Record*, Syracuse, NY Branch 134 member Gary Savage recently turned in a Customer Connect lead for customer Dupli, a graphics company, which resulted in \$1.3 million in profit for the Postal Service. Pictured with Savage (l) is Region 11 Regional Administrative Assistant Ron Adams.

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	Steven McClelland	Br. 1003, Rock Hill, SC	ITS	\$88,140
Eastern	Joseph Poapst	Br. 4931, Langhorne, PA	Alpha Shirt/Broder Brothers	475,904
Great Lakes	Mickey Avant	Br. 39, Indianapolis, IN	Brybelly Holdings	75,000
Northeast	Brian Feldman	Br. 41, Brooklyn, NY	Repair Parts NY	42,640
Pacific	Belinda Lee	Br. 1100, Garden Grove, CA	The 15 Dollar Store/ clothesminded.com	103,000
Southern	Joseph Greco	Br. 53, Northeast Florida	Dr. Randall Wellness Center	75,000
Western	Jason Mathews	Br. 1602, Sandpoint, ID	Fish Trap	43,560

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 **\$1.5 billion** in new annual revenue.

