

## 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](mailto:postalrecord@nalc.org) or to:

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# Customer Connect

Carriers boost revenue by promoting USPS products

## Arkansas carriers do their part for Customer Connect

**A**rkansas carriers have been quite busy lately, stirring up leads for the Postal Service's revenue-generating Customer Connect program. Here are just a few examples of what carriers in the Natural State have done.

Little Rock Branch 35 member **Steve Kirkemier** submitted a lead to District Revenue Driver Misty Reeves during an office visit. The lead for Arkansas Outdoor Power Equipment was assigned to Business Solutions Specialist Kelly Wyatt, who went to work to sell the client on USPS products. Wyatt made a successful sale to the company and it is now using Priority Mail products for its shipping needs. The sale resulted in projected annual revenue of \$25,000 for the Postal Service.

**Edward Rice**, a Hot Springs National Park Branch 543 member, submitted a lead for Medical Supply, a business on his route that ships diabetic supplies and shoes. The lead was assigned to Business Solution Specialist Dwight Preston, who went to work on the lead. He called Doug Green of Medical Supply and talked about the USPS Regional Box and the padded Flat Rate envelope. Preston met with Doug and Steve of Medical Supply and discussed what postal products would best meet their shipping

needs and helped them set up their account and order their boxes. Rice's lead resulted in an estimated annual sale of \$22,659.

Conway Branch 1592 member **Wayne Burgess** submitted a lead for Laura's Family Goods, a unique toy and gift store, after he learned that the customer had unpleasant shipping experiences with a competitor. Burgess passed the information to District Revenue Driver Misty Reeves, who then contacted Dan Johnson, owner of Laura's Family Goods, and Business Solutions Specialist Kathy Duncan to coordinate an appointment to discuss his current shipping needs and business expectations. Duncan shared with the customer all the options available, including the Priority Mail Regional Rate boxes. Johnson said he plans to expand their online store from 200 products to more 3,000 products quickly and has committed to using the USPS with an estimated annual revenue of \$25,000.

Over in Springdale Branch 3671, member **Jimmy Guist** submitted a lead for the Target Direct Company, a mailing service who was working with a specific client, First Data. Business Solutions Specialist Kathy Duncan was assigned the lead and began to work

with Joe Corn of Target Direct. They developed a letter for First Data customers for advertisement and the best avenue to mail either First Class or Standard mail. The first mailing for First Data resulted in projected annual revenue of \$42,800.

**George Davis** of Fort Smith Branch 399 submitted a lead for the Hui Dong Chinese Restaurant on his route. The restaurant was interested in the USPS Every Door Direct Mail program. Mailing Specialist Kathy Duncan worked with the customer to help them through the process. The customer mailed an EDDM mailing on seven routes in Fort Smith in July, generating \$1,010 in revenue.

Jonesboro Branch 1131 member **Barry Bode** noticed one of his customers, an Internet shipper, using a competitor for all of its shipments. Following up on the lead, Business Solutions Specialist Kelly Wyatt met with the company representative and outlined the advantages of using the Postal Service's online Click-N-Ship program, as well as the potential cost savings they would realize. The customer was very pleased with the solutions suggested and has switched to the USPS as its exclusive shipping provider. The estimated annual revenue of this successful lead is \$10,000. ✉

## 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	Peggy Sermons	Br. 1729, Greenville, NC	Save the Draft	\$51,000
Eastern	Alfred Barron	Br. 40, Cleveland, OH	Teresa Pizza	144,840
Great Lakes	Kevin Flavin	Br. 706, De Kalb, IL	Carl Mook Financial Group	27,900
Northeast	David Dente	Br. 25, Mass. NE Merged	Stedge LLC	159,846
Pacific	Alejandro Wilkins	Br. 214, San Francisco	BFE Corporation Limited	160,000
Southeast	Paul Hermosillo	Br. 181, Austin, TX	Texas State Directory Press	93,872
Western	Alan Whitesel	Br. 47, Denver, CO	EDDM-China 2000	156,757

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 **\$1.4 billion** in new annual revenue.

