



Improving Customer Connect

National business agents across the union have reviewed and analyzed the Customer Connect program within their respective regions. Each NBA is focusing on one particular district within his or her region that could improve. I have joined several NBAs during the related teleconference of such a district, and we have found several common issues where we can strengthen our involvement:

Letter carrier coordinator at each facility—This role is mandated through a memorandum (M-01742) signed by USPS Chief Operating Officer and Executive Vice President Megan J. Brennan and NALC President Fredric Rolando. The coordinator is chosen by the NALC branch president and NBA. Each NBA maintains a spreadsheet listing each office and coordinator. As with any other position, changes occur, and the NBA office may be unaware. Station coordinators and branch presidents need to keep the NBA office informed. Among the information that NBAs provide to coordinators is the call-in information and schedule for each quarterly teleconference. The parties at headquarters agree that USPS must allow time for the office carrier coordinator to attend quarterly meetings. If an office coordinator is unavailable, the branch president should assign a replacement or attend in place of the designee.

Communicating with letter carriers—The coordinator has the responsibility of ensuring that “individual carrier reports” and the “station summary reports” are generated and posted.

NBA communications with letter carrier coordinator—Most commonly by e-mail, NBAs are responsible for sharing relevant Customer Connect updates. A productive relationship between the branch and NBA will identify problems early on so that the proper remedy may be enacted promptly.

On-the-clock quarterly teleconferences—A mechanism needs to be in place to determine whether or not an office was represented on a teleconference. If a conference is too large for an actual roll call, USPS has the ability to share an attendance checklist during the conference, identifying every office in the district, with a box to check whether the USPS and NALC representatives are in attendance. Another method is a follow-up survey conducted by the NBA. During the conference, review of the past bi-weekly floor talks should occur. Station coordinators are responsible for monitoring compliance and notifying their branch leadership and NBA of irregularities. Success stories occurring since the last teleconference should be dis-

cussed, acknowledging the letter carrier and office involved. The type of sale should be highlighted to raise awareness of similar opportunities. Offices *not* doing well should be identified. Why not? Create a plan to resolve any related issues.

Bi-weekly talks at the office—Making lead generation a way of life can occur only if time is built in to focus on the issue. M-01742 mandates that program talks be given bi-weekly with a record kept either on file or in the Business Connect Data Center. Non-compliance should be reported to branch leadership and the NBA.

Here are some success stories to share:

San Francisco Branch 214 member **Norbert Castro** delivered a money-saving tip to local Gregori Group Real Estate Company while making his appointed rounds. The Gregori Group represents more than 20 real estate agents throughout the Berkeley, Oakland, San Leandro, Hayward and Union City area. Castro noticed the home-grown business was trying to expand in a harsh real estate market. Satisfied with the potential of using Every Door Direct Mail, Gregori decided to send out its first mailing. Gregori also committed to using Every Door Direct Mail, and each of the 20 agents will mail 10,000 pieces six times a year, resulting in \$174,000 in estimated revenue.

Las Vegas, NV Branch 2502 member **Donald Hardeman** submitted a Customer Connect lead for a dentistry company that owns 25 dental locations in the area. The owners were concerned that unless they could increase customer traffic at their locations, they would have to start closing some of the branches. They found it to be advantageous to do Standard Saturated Mailings using Simplified Addressing. The first mail piece was designed, the company is off and running, and the new revenue for the U.S. Postal Service is \$426,000.

Brooklyn, NY Branch 41 member **Leo Facto** recognized an opportunity when he noticed that Etsy.com relocated to Brooklyn’s DUMBO (Down Under the Manhattan Bridge Overpass) neighborhood and got the lead. In turn, Etsy reached out to Endicia.com to develop a marketing and education program for Etsy sellers to use USPS products and services. Projected estimated USPS revenue: \$3,085,340.

South Florida Branch 1071 member **Kathy Griglen** submitted a lead for Swiss Watch International for an estimated annual revenue of \$2,205,000. The customer has signed an agreement and anticipates its volume of Priority Mail packages to be 1,500 to 2,000 pieces per day. ☒