

# Customer Connect update



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**USPS' Fiscal Year 2013 ended** with showing significant increases in Customer Connect performance. Specifically, the FY 2013 target was \$200M, while the actual YTD revenue reached \$276M. The 2012 total was \$205M. The numbers concerning carrier participation show similar increase. In 2012, 31,315 letter carriers participated; for FY 2013, 32,583 letter carriers did. Leads surprisingly were down, from 54,329 in 2012 to 52,832 in 2013; however, sales rose from 7,153 to 8,179. See the box below for the rankings.

At a recent Customer Connect meeting, the Los Angeles leadership team made a request that each carrier in every delivery station submit a quality lead during Quarter 4.

East Los Angeles Station was the first station in Los Angeles to achieve that 100 percent carrier participation in the Customer Connect program. When asked to share the secret to their success, Station Manager Patrice Perkins responded, "We have an excellent group of dedicated letter carriers, and Branch 24 shop steward Lydia Romero-Johnson plays an active, vital role in the Customer Connect program." The local postmaster celebrated with the carriers by hosting a chicken and potato salad luncheon.

Woodbridge, VA Branch 5921 member Paul Pataluna submitted a lead for Ham Radio Outlet. The original lead generated \$300,000 in new USPS revenue. Ham Radio Outlet operates 12 stores in eight states. The Woodbridge sale worked so well that the company added its New Hampshire store, which will generate another \$900,000 of revenue.

Lakewood, NJ Branch 1089 is known for providing both quality and quantity in terms of leads. One such lead submitted by member Mike Nesler was for Emazing Auctions, which had been using competitors to ship orders received on its three websites. USPS Shipping Solutions Specialist Jennifer Smith worked with the company and closed a sale of \$272,160.

Mentor, OH Branch 4195 member Robert Sanford reached out to his customer, Q-Sport. The sports equipment company was interested in obtaining information about the Postal Service for cutting shipping costs and achieving quicker delivery than UPS. Q-Sport has signed on, for a sale of \$270,000.

Wynne, AR Branch 2527 member Darryl Page noticed FedEx and UPS vehicles at Second Impressions as he was making his regular delivery. Darryl spoke to the customer and walked away with a \$7,800 Click-N-Ship and Priority Mail sale.

Brian Laisure of Little Rock, AR Branch 35 found that his

customer, 3D Printing, was looking for reasonably priced reliable shipping. Brian's lead resulted in a \$75,000 Priority Mail sale.

Jonesboro, AR Branch 1131's Adam Smith submitted a lead from his Jonesboro Hattie Caraway Station route. The customer, INSO, is an eBay seller and was interested in Click-N-Ship. This lead is expected to generate \$24,000 annually.

Benton, AR Branch 3706 member Karl Seibert spoke to the owner of Bryant Pawn Shop about using USPS for its mailing and shipping needs. USPS affordable prices and free boxes helped influence the customer's decision, and the lead has been parlayed into \$10,400 of new business.

Kailua, HI Branch 4454 member Jo Ann Viernes noticed UPS making and taking deliveries on her route. Jo Ann asked the customer if she would be interested in learning how to save money using the Postal Service. The customer told Jo Ann that the vendors did not want to use the USPS because it didn't pick up Standard Post, and that's all they would use to obtain the cheapest shipping rates. Jo Ann asked for a list of those companies, and contacted them as leads for Customer Connect. One of those companies, Play Vision in Woodinville, WA, was happy to hear about USPS Priority flat-rate box options for ease of use, lower cost and package pick-up, resulting in a \$27,000 sale and with the prospect of more shipping business.

After talking to Hot Springs National Park, AR Branch 543 member Bob Miller about new businesses in town, the local postmaster met with the owner of The Rage clothing store, Laci Miner, in Mena City, AR. Miner wanted to grow her online retail sales while minimizing shipping costs. USPS Priority Mail 1, 2 and 3 Day shipping options serves as the answer; the free carrier pick-up, free tracking and \$50 of free insurance sealed the deal with the customer. Initially estimated to be a \$104,000 sale, the updated prospect looks more like \$600,000 of new revenue headed to USPS.

Customer Connect Rankings			
Area	SPLY	FY13	% to SPLY
<b>Total Leads</b>			
Great Lakes	8,285	10,116	22.1%
Eastern	6,860	7,099	3.5%
Pacific	7,479	6,670	-10.8%
Western	6,119	8,751	43.0%
Northeast	8,794	6,637	-24.5%
Cap Metro	4,882	2,396	-50.9%
Southern	11,910	11,163	-6.3%
<b>Total Sales</b>			
Great Lakes	886	1,103	11.3%
Eastern	1073	1,278	19.1%
Pacific	1,218	1,331	9.3%
Western	1,058	1,293	22.2%
Northwes	1,209	1,121	-7.3%
Cap Metro	198	329	66.2%
Southern	1,531	1,723	12.5%
<b>Total Revenue</b>	<b>FY 2012</b>	<b>FY 2013</b>	
Great Lakes	\$32,957,457	\$47,346,883	
Eastern	\$35,479,761	\$52,359,192	
Pacific	\$36,379,996	\$47,292,660	
Western	\$28,949,141	\$43,503,593	
Northwest	\$37,564,002	\$44,366,127	
Cap Metro	\$10,298,106	\$15,164,234	
Southern	\$23,594,672	\$26,212,136	