

Customer Connect



**Timothy C.
O'Malley**

President Rolando recently assigned the Customer Connect program to me. On March 24, we had a meeting with the new Postal Service representative for Customer Connect, along with several other USPS management officials. We will be resuming the national monthly telecons with NBAs and USPS area representatives. We look forward to moving the process ahead.

Let's discuss how important this program is. From the original pilot program that started in 2003, Customer Connect has grown into a very successful generator of new revenue for the Postal Service. Letter carriers from coast to coast recognize that e-commerce and parcel delivery comprise the future success of the Postal Service. The Customer Connect program is something that both NALC and USPS need to stay focused on. NALC is committed to Customer Connect to protect and enhance

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our jobs and, at the same time, improve wages, benefits and the stability of the Postal Service. The program has generated more than \$1.8 billion to date.

Our customers want to receive their ordered items within a few days. For that to happen, mailers look for a service that will be cost-effective and that addresses the timely delivery of their goods to their customer. Customer Connect uses our members, who are the face of the Postal Service and the most trusted of all federal employees. Letter carriers know who mails items on their routes and whom they can talk to about the various USPS services offered so that they can provide leads to USPS sales representatives.

Let's look at the services we have to offer, starting with Priority Mail Flat Rate. As the slogan goes, "If it fits, it ships." This product permits shipping to anywhere in the country for a low flat rate in just two to three days.

Priority Mail Express offers flat-rate packaging options, and there are legal-sized envelopes for oversize Priority Mail Express documents. The Postal Service now offers up to \$100 of insurance at no extra cost. Additional insurance

may be purchased for a fee and delivery may be available on Sunday and holidays.

Then there is Priority Mail Express with business pricing for qualifying high-volume shippers. Free Package Pickup is offered right from businesses. Using the track and confirm tool, customers can verify when their packages were delivered. International shipping options, including Flat Rate, are now available.

Shipping boxes and envelopes are delivered to businesses at no charge. There are many more reasons to consider mailing through the Postal Service, such as lower online pricing when printing and paying for postage online at USPS.com. On top of all these great products, the Postal Service has no surcharges for fuel, residential delivery or Saturday delivery.

Then there is Every Door Direct Mail (EDDM) from the USPS, which is designed to reach every home, every address, every time. With EDDM, mailers can maximize their savings by reaching more customers and saving money on postage. Businesses can get their messages into the homes and hands of everyone in their targeted areas without the need for specific names or street addresses. They identify the neighborhoods to target with the EDDM online mapping tool. Mailings can be created up to 30 days in advance of the mailing date, and retail customers can pay online. The current rate for EDDM is \$0.175 for flats up to 3.3 oz. This is a great product for small- and medium-size businesses at a very affordable cost. Customers can get started by visiting usps.com/everydoordirectmail.

The future success of Customer Connect requires us to be diligent and to get involved. There are many offices that have worked hard to have 100 percent carrier participation. An office reaches 100 percent participation when at least one lead is submitted for each carrier in a station. I urge every leader and every member to get involved to keep this program moving forward. Together we can protect the Postal Service and our jobs. We are fast closing in on reaching the \$2 billion mark. Who will turn in the lead that takes us over the top? Maybe it will be you!

A success story: \$130K Customer Connect sale

Pittsburgh, PA Branch 84 member Cindy O'Connell asked the manager of Three Rivers Jeep Auto Dealership if she could take her contact information back to the office so a sales representative could contact the dealership. The manager agreed, and said her company was looking to expand its e-commerce presence, both domestically and internationally, and gain cost-effective shipping solutions for their parts department.

USPS Field Sales Rep Becky Palamides met with the dealership and recommended Priority and regional rate box services to ship their online orders. It was a perfect fit, and parts manager Rick Snow said they would save 35 percent over their current shipping method.