

Latest organizing and Customer Connect info



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The CCA organizing percentage is now up to 86.3 percent. This is excellent news. We are 6.8 percentage points away from matching the career percentage of 93.1 percent. Keep up the good work, and welcome to the new members of the NALC.

Recent Customer Connect success stories

Houston Branch 283 member Narciso Vicente submitted a Customer Connect lead through the Employee Engagement program. This lead was for a business on his route called Pro Pharmacy Health.

The business development specialist reached out to the business and contacted the owner, Oluchi Ohanaka. He discussed with her the various options of shipping with the Postal Service. Because of the efforts of Vicente, the Postal Service is gaining a projected \$25,376 in additional revenue annually.

The lead generation process can be simple and easy, as Baltimore Branch 176 member Gary Hughes demonstrated. Michelle Henley of Mommy Teach-Shirts wanted help with shipping her cute T-shirts designed to teach reading to pre-schoolers. Hughes identified this business on his route because he witnessed Henley struggling with her 3-year-old twins while attempting to fulfill orders.



Michelle Hensley, founder and owner of Mommy Teach-Shirts, recently turned to the Postal Service for help with shipping her products after being approached by Baltimore Branch 176 member Gary Hughes.

Hughes asked Henley if she wanted to be contacted to learn about services and products offered by the Postal Service. She was very interested in receiving information to assist her in growing her business. Hughes completed a lead card when he returned to the station. His supervisor entered the Customer Connect

lead into the Employee Engagement program.

Henley was contacted by Business Development Specialist Lorraine Mello, who visited with Henley to discuss shipping options and Every Door Direct Mail. Henley created a Click-N-Ship account and ordered supplies for her business during that visit and immediately began shipping her T-shirts, with projected annual revenue of \$14,820.00. Great job, everyone!

Makers Nutrition is a vitamin and supplement manufacturer headquartered in Commack, NY, on Long Island. The company also offers fulfillment service for online marketplaces.

Long Island Field Sales Representative Ray Padilla received a Customer Connect lead identified by Long Island Merged, NY Branch 6000 member Steve Grova concerning Makers Nutrition. Grova has been a letter carrier in Commack for more than 30 years. Through the years, he has established an excellent business relationship with his customers, and he has earned their trust. This sale is expected to generate \$284,375 for the Postal Service.



Six Foods is a local Boston startup company that had a successful Kickstarter campaign in the fall of 2014. The company makes various snacks using crickets as a protein source. It was able to create its product in a rented kitchen in South Boston and successfully shipped its pre-orders via the Postal Service.

After much hype and increasing global fans, Six Foods was ready to take it further, ending up in a Cambridge location, where Boston Branch 34 member John Keegan had a conversation with one of the founders. Keegan submitted the lead. It was discovered that Six Foods was shopping via all delivery companies and looking for the best deal. It ultimately chose the Postal Service based on past service, prices and cooperation from the Cambridge post office.

Six Foods is shipping domestically and internationally via Priority Mail and FCMI. The company continues to grow via its website (sixfoods.com), through Amazon.com and through various local promotions. Its goals are huge, and the Postal Service will be a part of its success. This sale resulted in \$96,000 of new revenue for the Postal Service. Thank you, John Keegan and the Cambridge post office, for your support!

