

What's new in Customer Connect?



Timothy C. O'Malley

Well, we have a new lead card that can now be used by all crafts—this includes Customer Connect, Clerks Care, Rural Reach, Mail Handlers and Submit A Lead. This will save in production costs, as everyone can use this card. You can download a copy from our NALC website.

Getting leads is an important aspect of our jobs. We are rapidly approaching the \$2 billion mark, which is remarkable. This is building our future.

In addition, we now have a new system to input the leads. It is called Panorama, and it went into effect in August. It replaces the Business Connect Data Center (BCDC) system.

You can submit a lead through the Postal Service's website. Panorama is easily accessed, user friendly and is in real time.

Carriers will have easy access to more information. Here's a brief list of what you can see in the program:

- Access to enter leads
- View lead cards
- View lead status
- Receive e-mail updates on leads
- Download and certify stand-up talks
- Access audit information and conduct new audits
- Update station coordinator

Customer Connect success stories

Garden Grove, CA Branch 1100 member Ruel Sangco, from Fullerton Sunny Hills Station, recently submitted a successful lead. The carrier approached a business on his route, Century 21, and asked if it wanted to learn more about the programs that USPS has to help businesses grow. Sangco connected Century 21 to a business development specialist for the Santa Ana District.

The company has 30 to 40 agents working at this particular location and is currently doing a weekly mailing. This Customer Connect lead netted a \$12,600 sale for the Postal Service. Excellent job, Ruel!

San Diego, CA Branch 70 member Rosita Guerrero, of the Point Loma Station, noticed that Downwind Marine had started shipping more parcels than usual and asked the customer if they would like someone to assist them with their shipping needs. The Downwind Marine store in Point Loma had been selling nautical supplies for a

while, but had been completely new to the shipping business. Their online store is run independently from the marine shop, and they have a separate team working to build it up.

Guerrero recognized their needs and submitted it as a Customer Connect lead. Downwind Marine had been using the Postal Ser-

vice for some of their mailings, but was not aware of all of the packaging options. USPS reps were able to give the company a superior service at a much lower price than they were getting using one of our competitors. Business Development Specialist Shawn Zarkoski and Field Sales Rep Gerald Porter were able to close a Priority sale for \$94,604, with a much higher potential as their online business grows. Thank you to Rosita for recognizing the opportunity!

Customer Connect participation

Customer Connect participation is a key part of the program. If you are currently not participating in the program, please consider it. When one of the leads you submit results in a sale, you feel proud knowing that the end result brought in new revenue to the Postal Service. The program benefits all letter carriers when we bargain for wage increases and benefits. If you do participate, thank you for your efforts and keep up the excellent work.

The keys to continued success are:

- Having a carrier coordinator in every station or unit
- Stand-up talks
- Participation in district telecons or meetings
- One-on-one discussions with each carrier

Success can only occur when we actively participate.

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