

Even more success with Customer Connect



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This month, I'd like to share a few more fine examples of carriers connecting with their customers to improve their company and bettering our future through the Customer Connect program.

Western Area

Centennial Colorado Branch 5996 member Javier Vigil of the Englewood Post Office saw some recent success. The carrier approached Rocky Mountain Popcorn a year ago, but the manager was not interested at the time. Vigil recently saw changes in management and again approached the customer about USPS shipping solutions.

The carrier submitted a lead via the Customer Connect program. A USPS representative followed up on the lead and discovered that Rocky Mountain Popcorn ships 23 packages to retail customers with FedEx ground and four to 20 parcels to grocery stores, packaging 80 cases per day. Retail orders had a set price of \$4 per shipment, so pricing was an important topic of discussion.

A sales representative also met with the manager to discuss USPS shipping and transportation solutions. It was determined that volumes would make the company eligible for Commercial Plus Pricing, saving the company money by switching their business from FedEx to the U.S. Postal Service.

Teamwork played a major role in providing great customer service, meeting the business needs of this customer. Rocky Mountain Popcorn will ship an estimated 20,000 parcels this year via Priority Mail with an estimated \$250,600 in new revenue for the U.S. Postal Service. Thank you, Javier!

Southern Area

Houston Branch 283 member Denis Boateng of the James Griffith Post Office was working a routine split when he noticed competitor parcels waiting for pick-up. The owner of Where the Winds Blow, Lynn Chorn,

was quick to ask Boateng, "What can the USPS do for us?" The carrier was pressed for time, but answered, "A lot! But let me have someone contact you with more information."

Boateng contacted a Customer Connect district coordinator for assistance in submitting the lead. The appropriate information was collected and a quality lead was submitted. A senior field sales representative offered a positive shipping solution for Where the Winds Blow. Chorn was pleased to choose USPS due to its better pricing and better service than our competitor's offer.

This lead is expected to bring in \$215,500 of new revenue, and Boateng was presented with a "Deliver the Brand" certificate and star in recognition of fine representation of the United States Postal Service.

Eastern Area

Wilmington, DE Branch 191 member Jeff Bowser's delivery at Ahead Express one day was normal, except he noticed approximately 100 packages stacked against the wall for UPS pickup.

The Newport Post Office carrier mentioned to the receptionist, "If you could save about \$1 per package, would you be interested in shipping with the USPS?" Bowser then gave the scenario of \$1 per parcel multiplied by the number of packages, times the days of shipping, times the number of months and what it would equal. The savings were huge. This immediately sparked a conversation. Bowser told the company that the USPS might have better deals for its shipping, which caught its attention.

Thanks to the pricing and delivery methods, the product was a perfect fit for the company. After five to seven months of working with the company on the pricing, the USPS won the business and completed the sale for \$3 million in new revenue. Excellent job!

Columbus, OH Branch 78 member Luann Canini of the Upper Arlington Post Office had a customer, Troy Filters LTD, ask her about shipping with the USPS. The carrier told her customer, "The Postal Service is very competitive," and asked for a business card.

Upon returning to the office, Canini gave the business card and lead card to her manager, who submitted it into Customer Connect.

The company was shipping more than 1,000 packages per week via FedEx and UPS, and it has a reasonable expectation that volume could grow to 2,500-plus packages weekly over the next few months as the company launches some new product lines.

The sale closed for \$374,085 in estimated annualized revenue for Priority Mail and First Class Mail. Wonderful job, Luann!



Houston Branch 283 member Denis Boateng (r) recently was recognized for his successful Customer Connect lead.