

Customer Connect successes



**Timothy C.
O'Malley**

The Customer Connect program continues to demonstrate how the relationship between letter carriers and local businesses can help earn new revenue for our company.

In the Northeast Area, New York City Branch 36 member Maria Romero of the FDR Station submitted a Customer Connect lead for Bella Roma Pizza. It was discovered that owner Mr. Kostas needed to increase store traffic and ultimately increase his profit margin. It was explained that the Every Door Direct Mail (EDDM) product was designed to help businesses brand and market their products and services in a cost-effective manner.

Kostas was excited to navigate USPS' newly redesigned mapping tool. He was especially interested in the fact that he could map out a target area, use demographic data (e.g., age, household income and size) to select a delivery route, choose a mailing drop-off date, and even pay online. Kostas agreed that this business solution was exactly what he needed and launched his EDDM campaign. This sale resulted in estimated annualized revenue of \$72,000.

Over in the Southern Area, Houston Branch 283 member Gary Ingram of The Woodlands post office submitted a Customer Connect lead for the company Bubble Up. The carrier was confident that a postal representative could assist his customer in satisfying its shipping needs.

Information was provided to the company concerning shipping via First Class and Priority Mail for larger and time-sensitive mailings. Thanks to Ingram for believing in the company and helping generate an additional estimated annual revenue of \$90,000 for the Postal Service.

Ingram was presented with a "Deliver the Brand" certificate and star of recognition by the Houston District.

Also in the Southern Area, it was quick thinking by Decatur, AL Branch 1314 member Daniel Clark, who identified a lead that generated \$634,400. The carrier noticed a UPS representative visiting a business on his route, Southern Gals Boutique, and a decrease in mail pick-ups. Clark immediately contacted a postal representative and, after speaking with the customer, they decided to stay with the Postal Service and we were able to retain the business. Thanks, Daniel, for a great save!

And in the Capital Metro Area, Roswell, GA Branch 4862 member Michael Gomes of the Roswell post office dis-

cussed using the Postal Service with Cosmetic Wholesalers Office Manager Jessica Curare and convinced her to meet with a sales representative from the USPS.

Cosmetic Wholesalers is a distribution company for beauty products and provides professional hair salons with tools and products, serving the industry with a website.

Gomes kept the communication lines open and worked with the company to identify and assist with its mailing needs. The volume and complexity of the sale increased to \$131,820 in estimated annual revenue in Priority Mail.

Organizing totals

The total number of active members is 198,547 and the total number of retirees is 89,990, giving us 288,537 total members. The latest organizing report indicates that we are currently at 85.3 percent for city carrier assistants (CCAs). There are approximately 39,668 CCAs; of those, 33,833 are NALC members, leaving a little more than 5,835 who are not members. We have asked all national business agents and branch presidents to work to improve the overall percentage of CCAs in the union. We hope everyone in each work unit can assist in talking with the CCAs to tell them about NALC history and the benefits of being NALC members.

For career letter carriers, we are currently at 93.3 percent organized. Our total craft percentage is 91.8 percent. Keep the NALC strong—sign up a non-member. Let's work toward having a 100 percent union membership.



The Woodlands, TX, post office recently celebrated Customer Connect success. Pictured (l to r) are Customer Connect coordinator Oscar Z. Herrera, Houston Branch 183 member Gary Ingram and Woodlands Manager Markeith Hicks.