

# Customer Connect highlights



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**T**he year has started off with excitement for Customer Connect. Carriers are doing a fantastic job looking for leads and talking with their customers. This month, I wanted to focus on a number of new Customer Connect leads that have brought in large new revenues for the Postal Service. Keep up the good work!

## Capital Metro Area

**BBS Futbol is new to Norcross, GA.** The company takes orders for soccer equipment, backpacks, shoes and other soccer apparel to its customers through its website.

Atlanta, GA Branch 73 city carrier assistant Ferliner Fowler noticed

the new business on the route and talked to the company about the products and services of the USPS.

Fowler relayed her actions to her postmaster, who assisted the carrier in inputting the Customer Connect lead into the system. A business development specialist qualified the lead and submitted it to a local sales team, and they were able to close the sale.

Great job, Ferliner, getting new revenue of \$483,600 for the Postal Service. Way to go!

## Great Lakes Area

**While making her usual delivery to Indiana Cash Pawn, Michigan City, IN Branch 455 member Evie Richards** was asked to take a pre-paid Priority parcel. The carrier knew that the shop rarely had outgoing mail, so this event triggered her curiosity. As Richards spoke with the owner, she found out that he had started an eBay account and planned to ship small parcels.

Upon her return to her station, she notified her supervisor and had the lead submitted to the Customer Connect program. The customer was contacted to assess his needs, and through the conversation, it was discovered that he also needed a better shipping solution for heavier and larger weights because he was unhappy with a USPS competitor's hidden surcharges and rates to certain zones.

The simple conversation between the carrier and the customer resulted in the generation of \$59,540 in new revenue.

**Lafayette, IN Branch 466 member Robert Elliott** noticed a lot of a competitor's vehicles outside of MiKri World, a business on his route. He simply asked the owner, Kristen Baker, if her business had considered using the USPS and if she would like someone to contact her. She was interested.

Elliott then took the lead back to the station, which was submitted as a Customer Connect lead into the system. This led to a \$161,000 sale. Excellent work!

## Northeast Area

**Long Island Merged, NY Branch 6000 member Robert Memoli** noticed the Mako Group, a business on his route using UPS and he entered this business as a Customer Connect lead into the system.

The Mako Group is the exclusive importer and U.S. distributor of high-quality tactical equipment and weapon accessories, and has a website selling the weapon accessories.

Total volume and sales amounted to 70 packages daily, generating \$137,410 in new revenue.

## Southern Area

**Pensacola, FL Branch 321 member Michael Laughlin, a T-6** at the Warrington Post Office, submitted a lead for a company on his route called DrinkKitz.

DrinkKitz, which is a new online company, develops, produces and markets an innovative and unique line of powdered cocktail drink mixes. This Customer Connect lead bought in \$114,600.

**Congratulations to Columbus, GA Branch 546 member Kirk Roane**, who submitted a Customer Connect lead for a business on his route called Realtree.

Roane has been working with this business for many years, encouraging it to use the USPS for more of its shipping needs. Realtree considers Roane an important part of its team.

This lead brought in a sale of \$89,692 for International Priority and \$732,985 in Domestic Priority shipping.

**West Palm Beach, FL Branch 1690 member Keira Eidem** spoke to A.J. Grimes, owner of Ahhsoles, a new company launching to sell a unique concept in the flip-flop business. Grimes told Eidem he was interested in parcel pickup for his business. He shared with her how he was looking to expand his business and get some office space.

Eidem explained the Postal Service's many options for customers to help promote their businesses. The carrier first told Grimes about Every Door Direct Mail and used her route calculator to give him an idea of cost. "I was lucky enough to have gained the information that I needed on a telecon," Eidem said. "This information was easy, inexpensive and intrigued him."

She went on to explain that, depending on what Grimes wanted to do, what his shipping needs were and who he wanted to target, that USPS has many other services to offer. She asked if she could forward his information to have someone contact him. Eidem then submitted the Customer Connect lead into the system. This led to \$82,500 in new revenue for shipping.