



City carrier assistant Kristina Coll (fourth from r) was recognized for her Customer Connect lead by union officials and postal managers.

Customer Connect adds up for USPS

By touching every address in the U.S. at least six days a week, letter carriers naturally develop special relationships with all of their customers. Since USPS' Customer Connect program began in 2003, thousands of carriers have successfully leveraged their interactions with business customers to encourage them to use the Postal Service instead of relying on private delivery and mailing services. Below are some recent stories about Customer Connect leads submitted by letter carriers that have helped USPS earn new revenue.

Success in San Diego

Yellow Circles, a business in El Cajon, CA, sells non-profit promotional material. The business told San Diego Branch 70 member **Josh Genschaw** that it was looking to start shipping internationally, so the carrier had a discussion with Yellow Circles' manager and offered to schedule a follow-up with a USPS representative.

After Genschaw submitted a Customer Connect lead, a USPS business development specialist met with Yellow Circles and identified many opportunities for the customer, then elevated the lead to the sales department. A field sales representative followed up and helped implement software shipping solutions that would address the company's domestic and international shipping goals.

Because of Genschaw's lead, Yellow Circles is currently shipping approximately 500 packages per month for a sale worth \$150,000 in annual revenue.

Fellow San Diego Branch 70 member **Stan Tucker** was also in El Cajon when he noticed a fishing equipment business called Gatku was using UPS, so Tucker asked the customer if they would be interested in discussing shipping options with USPS. The customer

agreed and gave Tucker their contact information. A USPS business development specialist spoke with a Gatku representative and identified the potential for a large sale, so the lead was escalated to a field sales representative, who presented Gatku some USPS shipping options that would provide a cost-effective shipping solution.

With a projection of around 6,500 shipped packages a year, Gatku is expected to produce \$100,000 in new revenue for USPS, thanks to Tucker's Customer Connect lead.

(In an added twist, it turns out that the owners of Yellow Circles and Gatku are brothers-in-law.)

Puget Sound Auctions



Tracie Steele

Seattle Branch 79 member **Tracie Steele** was carrying on another carrier's business route when she noticed that a UPS truck was picking up a lot of packages from a company called Puget

Sound Auctions. Steele seized the opportunity to approach the owner of the business, telling him that Puget Sound Auctions could save money by switching to the Postal Service for its mailing needs. The 26-year letter carrier gathered the needed information and then submitted a Customer Connect lead to her manager.

After speaking with a Postal Service rep, Puget Sound Auctions switched to USPS to notify customers of where and when their next auctions will be and for most of its parcel mailings.

Steele's lead produced nearly \$85,000 in yearly revenue for USPS, and Puget Sound Auctions saved money by using USPS' better pricing.

Dnipro

Keeping her eyes and ears open on her route, Elizabeth, NJ Branch 67 letter carrier **Malikah Best** noticed UPS and FedEx trucks picking up packages daily at Dnipro, a freight-forwarding business.

Convinced that USPS could save Dnipro money, the carrier submitted a Customer Connect lead to a business development specialist during a Customer Connect reconnect visit.

The USPS sales team worked with Dnipro to close the deal, and Best's submission led to an estimated \$1.7 million in annualized revenue for the Postal Service.

Texas post office's Employee Engagement recognition

The Round Rock Frontier station in Round Rock, TX, recently was recognized for generating more than \$1.6 million in combined revenue for various Employee Engagement Programs to date in Fiscal Year 2017.

The USPS district manager congratulated employees for a job well done, handing out recognition letters, Rio Grande medallions and revenue-generator lapel pins to the employees responsible for generating the revenue.

Letter carriers recognized for their efforts were Austin Branch 181 members **Kristina Coll**, who submitted a lead for a total of \$152,039 in revenue for USPS, and **Stephen Keating**, who submitted a lead that led to \$32,602 in revenue.

The presentation also was made to clerks, rural carriers and management employees who submitted leads. Employees were treated to a breakfast as a reward for their contributions to Customer Connect. **PR**



Malikah Best