

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.

Kilgore's Medical Pharmacy

While delivering great customer service and establishing business relationships on his route, Columbia, MO Branch 763 member **Jonathan Bond** recognized a potential lead at Kilgore's Medical Pharmacy in Columbia.

Bond noticed a number of packages on the business' counter waiting to be picked up by a USPS competitor, so he asked Kilgore's office manager, Elena, if she would like to speak to a USPS business development specialist about shipping with the Postal Service, to see if USPS could help reduce Kilgore's shipping costs.

Elena's response? "Absolutely."

Upon returning to the post office, Bond submitted a Customer Connect lead to his postmaster. A business development specialist contacted Kilgore's Medical Pharmacy and provided information on USPS First Class and Priority Shipping.

USPS won the sale after a brief competitive cost analysis. Kilgore's is now shipping First Class and Priority shipments daily. Thanks to Bond's actions, the Postal Service acquired revenue amounting to \$53,458 annually.

Micro Engineering

St. Louis Branch 343 member **Michele Jones** delivers to Micro Engineering,



Michele Jones (third from l.) received a certificate of appreciation from NALC and USPS.

which deals with lightweight model train parts and railroad tracks. While on her route, Jones noticed that Micro was shipping a few packages by USPS Click-N-Ship, but most of the packages were being sent out through a competitor.

A customer representative mentioned to Jones that Micro was trying to save on shipping costs, so the carrier suggested that they speak with someone from the Postal Service about determining whether it could save them money. Micro Engineering agreed, and Jones submitted a Customer Connect lead.

The company was contacted the next day by a USPS sales representative, who determined that, through the use of Priority Mail and First Class Package Services, Micro Engineering could save money significantly.

Jones' lead resulted in \$139,948 in annualized revenue. The owner of Micro Engineering has since recommended the Postal Service to two other companies and is in the process of expanding its business with USPS' help.

Hydroponics

Grand Rapids, MI Branch 56 member **Carl Roscoe** has been on the same route, which has mostly businesses, for about four years, and he has developed a great relationship with the customers on his route.

Quite some time ago, the carrier attempted to get one of those companies, Hydroponics, to do business with USPS, but he was not successful. Recently, though, Roscoe figured he had nothing to lose, so once again he solicited the business to see if it was satisfied with its current carrier, or if he could do something to get Hydroponics to switch to USPS.

The carrier's involvement this time around resulted in triumph, with an annualized revenue of \$244,000 per year for USPS. This delivery/pickup is now made on a collection route.

Celebration in Pennsylvania

Congratulations go out to Philadelphia Branch 157 carriers from the Schuylkill Postal Station. This office beat the odds and improved revenue performance in the Customer Connect program for the second quarter of Fiscal Year 2017. The district leadership team stopped by to celebrate the achievement and served breakfast to the employees.

Every office with carriers can participate in the Quarterly Customer Connect Improvement Challenge. Carriers are encouraged to turn in Customer Connect leads to their manager or supervisor. Allow the sales team to follow up with the customer to close the sale. It's that easy and breakfast is on the district manager for the station/office that has the highest revenue. **PR**

The Schuylkill carriers received a breakfast for their Customer Connect results.

