

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's 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.

Hicks Inc.

When Luverne, AL Branch 4030 member **Kippery Smith** noticed a FedEx truck at a business on his route, he submitted a lead for Hicks Inc. through the Customer Connect program. Hicks is a wholesale distributor of fishing, hunting, marine, archery and other outdoor products. The company ships to retail stores throughout the United States.

Smith asked the manager, Chris Johnson, if he would like to speak to a USPS representative about saving time and money on shipping. Johnson said yes, so a business development specialist followed up. The BDS explained the variety of products and services USPS offers, and another field sales representative presented information about why Priority Mail was a good fit for Hicks's shipping needs.

Impressed with the presentation, Johnson said, "It would be foolish not to start shipping through USPS."

Smith understands the importance of growing USPS's business not only for his future, but for the future of those who continue to join the Postal

Service. Because of his initiative, the projected annualized revenue for this sale is \$333,816.

Toomey's Mardi Gras Candy

Mobile, AL Branch 469 member **Steven Wattier** knows business potential when he sees it, and so he submitted a Customer Connect lead for Toomey's Mardi Gras Candy Company when he noticed a UPS truck parked outside.

Toomey's 70,000-square-foot building houses one of the largest inventories of Mardi Gras supplies found anywhere. Being direct importers, the business offers competitive pricing and the store's décor provides a history lesson on the location of the United States' original Mardi Gras—Mobile.

A business development specialist contacted Toomey's manager, Tara Duhe, and recommended Priority Mail and First Class Mail. After determining Toomey's shipping volume, the lead was transferred to a field sales representative, who gathered other pertinent information and discovered the business was also receiving orders through Amazon. The FSR then presented Duhe with pricing charts for Priority Mail and First Class Parcel, as well as for tracking, while explaining their features and advantages. Duhe was impressed with the presentation and committed to switching to USPS.

As a result of Wattier's efforts, this Customer Connect opportunity generated \$87,635 in projected new revenue for USPS.

Success in San Antonio

San Antonio, TX Branch 421 member **Luis Diaz Romero** submitted a

Customer Connect lead for a local thrift chain store whose owner was seeking discounts on his shipping, which had increased volume.

The value decision maker, Derrick Ayala, met with a business development specialist to identify the customer's business needs. The BDS began to formulate a shipping service that would accommodate Ayala's shipping, return products, insurance and scanning. The customer was advised that with a six-day delivery a week, the Postal Service is the right choice.

Romero's lead led to \$29,760 in new revenue for USPS.

Fellow Branch 421 member **Steven Wilbanks** recently submitted a lead for a local optical store on his route. The company was new in the area, and the owner was concerned in increasing his customer base.

A business development specialist met with the company's value decision maker, Jose Gonzalez, to understand the customer's needs and formulate a mailing advertising solution that would accommodate those requirements.

The BDS presented the customer the benefits and features of Every Door Direct Mail.

Using the mapping tool, the customer would be able to target demographics to include salary range, age and number of people per household. They also advised that the average direct mailing was more successful after three mailings.

Thanks to Wilbanks's lead, \$1,800 of new revenue was generated for the Postal Service. **PR**



Kippery Smith



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