

Customer Connect adds up for USPS

By touching every address in the United States at least six days a week, letter carriers naturally develop special relationships with 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.

The following are three standout deals from members of Austin, TX Branch 181, all from the Southeast Station:

The sweet, hypoallergenic, vegan smell of success



Frank Lyon

Phlur, an Austin, TX-based fragrance firm, entices its buyers not by sense of smell—at least at first—but by sight: It creates an image that evokes a certain

ambience or character and develops a fragrance around it. The company's motto is "Good. Clean. Fun.," and it touts its products as vegan, hypoallergenic and responsibly sourced.

One day on his route, city letter carrier **Frank Lyon** dropped by Phlur's headquarters and asked about the business. He discovered that the company was trying to find a solution for return packages and just generally needed cost-effective ways to ship its dreams-in-a-bottle. And, as its cosmetic sales are largely internet-based, shipping is a crucial factor in its bottom line.

After Lyon submitted a lead card to his supervisor, a field sales rep met with the owner, Shawn Freeman, to discuss Phlur's shipping needs.

The owner discovered he would save both time and money by using USPS over his current shipper and switched his business immediately.

Lyon's ability to sniff out a solid lead has resulted in \$389,220 in new estimated annual revenue for the Postal Service.

Celebrity candlemaker sees the light, switches to USPS

Illuminidol puts the "idol" in illumination by creating replicas of those novena candles often found in bodegas and Latin American grocery stores. You've no doubt seen them: tall glass cylinders filled with candle wax and covered with images of Catholic saints. Only Illuminidol superimposes

the faces of the saints with those of actors, characters, sports stars, musicians and public figures. The company even offers custom candles with a face of your choice. Illuminidol calls them "a satirical pastiche characteristic of Austin."

City carrier **Lee Tisdale** thought that the company could benefit from a field sales rep's visit, and he was right: Galvin Invenso, the owner, was having some issues with his shipper, including unexpected surcharges.

A field sales rep met with Invenso

and explained the benefits of shipping with USPS. He suggested that the owner set up Priority Mail, expedited services and tracking—all with no surcharges.

Invenso had a decision to make: He could stick with his current shipper, and continue to experience problems and pay surcharges; or switch to USPS, and enjoy sterling service with an increase in profits.

Could his former shipper really hold a candle to USPS?

Tisdale's hunch brought in \$531,960 in estimated revenue for the Postal Service.

The dough rolls in thanks to gluten-free health snack

FitJoy, a relatively new player in the protein-bar market, advertises its on-the-go snack as a sort of anti-candy bar, free of gluten, GMOs and artificial flavors and sweeteners.

When the company, which is on carrier **Jacob Contreras's** route, expressed an interest in USPS shipping options, Contreras turned in the lead.

A field sales rep followed up with FitJoy Office Supervisor Sandra Gross, who explained that she needed to make a deal fast. The sales rep sold her on quicker service at a lower cost, with the end result being an extra \$359,450 for the Postal Service. **PR**



Lee Tisdale



Jacob Contreras