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.

In New York, an island expansion inspires a great talk

While delivering on his normal Bay Shore, NY, route, Long Island Merger Branch 6000 member Arnie Juarez struck up a conversation with Rajinder Sharma, the owner at one of his regular delivery stops. Sharma owns Shoreline Wear Inc., a franchise of women’s and children’s clothing stores. Juarez noticed the volume of deliveries coming in and out of the store. “[The company] was sending out boxes every day,” he said. Sharma was expanding his business from New York to the tropical shores of St. Thomas, Hawaii and Puerto Rico.

The carrier told Sharma all about the benefits of using the Postal Service during the expansion. “Oh, that’s great, that’s exactly what we need!” Sharma told Juarez. The carrier went back to the office and told his supervisor, “We have a new customer!” After a sales representative explained the benefits of using Priority Mail, Sharma agreed to create an Endicia.com account and switch his volume to USPS. Juarez said he was glad that he was able to make the connection. “I appreciate my job; anything that can give back I want to do,” he explained. “People want the [USPS] services, but they don’t get approached by anyone.” As letter carriers, he continued, “we’re right there—it’s very simple just to let [the customer] know what’s available.” Juarez’s willingness to start the conversation produced $110,952 in estimated revenue for the Postal Service.

One great question opens the door in California

Every two weeks, Greater East Bay Branch 1111 member and Customer Connect Coordinator Bob Avila gives a stand-up talk to his fellow letter carriers. During his speech, he tells them the secret to his success with the Customer Connect program.

When you’re meeting with a potential new customer, he says, you just have to ask them one question: “If I can show you a way to save money, would you be interested?” Almost everyone says yes, and then he can make his pitch to switch to USPS. “It’s all about the services” that the Postal Service can provide, the carrier explained. “I think we have a great product.”

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Avila’s ability to practice what he preaches generated $99,475 in new revenue for the Postal Service.