

# Customer Connect adds up for USPS

**B**y 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, rather than rely 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 Texas, a carrier perfects his sales pitch

"If I see a competitor in [a business on my route], I see if there is something we can ship instead," said Dallas, TX Branch 132 member **Mandell Moss**, describing his strategy for generating leads for Customer Connect.

Moss, who has worked as a carrier for more than 25 years, said that his sales pitch revolves around the customer's specific priorities. "You talk to the contact person [in the business]," he explained, "and figure out what they need."

The carrier said that if the business is using a competitor, he looks to see how much it is shipping, and then explains how USPS can serve its shipping needs better. "If they ship volumes with UPS, why can't they do that with the Post Office?" Moss added.

One customer that he approached said that "he always wanted to ship with USPS but never knew who to contact," Moss said. The carrier was able to take the customer's information and pass it onto the USPS sales team.

Recently, Moss was also able to assist a business that ships 3D LED products. The customer was looking for ways to save on cost while still meeting customer delivery expectations, and was convinced by the carrier's explanation of the Postal Ser-



**Mandell Moss**

vice's rates and delivery times. Moss then submitted the lead to a Dallas business development specialist, who persuaded the owner to switch to USPS for shipping.

Thanks to Moss's connection with the customer, the sale generated more than \$274,200 in estimated annualized revenue for USPS.

## Ohio Customer Connect coordinator inspires by example

Lima, OH Branch 105 member **Ned DeLong** has twice been named the top Customer Connect carrier for his district—but reaching that accomplishment has only pushed him to work harder. In addition to working as his branch's health and safety officer, DeLong serves as the Lima Customer Connect coordinator, helping motivate and instruct his fellow carriers on how to generate potential sales leads.

"When it comes to finding a lead, make it simple," the 17-year carrier said he tells newer carriers. "It's a business. Get a business card." This strategy has produced many leads for carriers, including some that have generated millions in revenue for USPS.

For his own leads, DeLong says that he never misses an opportunity to bring business to the Postal Service, including reaching out to family members and even making connections while on vacation.

He encourages branch members to use their ties to local businesses as well.

"I know a good quality sale [lead] when I see it," DeLong said. "You just have to be knowledgeable on what we can offer them, and look for an opportunity."

One of DeLong's key tips is to reach out to customers in the beginning of the year. Many delivery services raise rates in January and February, he said, but USPS "has a competitive rate, with no surcharges." Once he's made his pitch, DeLong then passes the customer's specific needs along to the sales team to close the deal.

Despite his busy schedule, DeLong says that he views his work as essential for keeping USPS in business. "I'm driven to keep [the Post Office] going—I love this place," he said. "If you do nothing, then nothing's going to happen."

## Carrier's attention keeps customer with USPS

"I had a collection route, and I kept watching the volumes [of shipping] go down" at one of the businesses on his route, Oklahoma City, OK Branch 458 member **Richard Holland** explained. The company, Esellsimple, regularly ships auto parts through USPS, but recently, the store's shipping volume had declined dramatically. Finally, the three-year carrier decided to inquire about the shift.

He approached the owners—"they're very friendly people"—and asked what had changed. The owners told Holland that they were switching to UPS as their store's shipping provider. During the discussion, the carrier discovered that the customers felt let down by the USPS claims process.

The next day, Holland had a chance encounter with the Oklahoma City postmaster, Mike Allision. He told Allision about his customers' decision to change providers, and their specific concerns.

The postmaster got in contact with Esellsimple and, along with the sales

team, figured out a way to address the owners' desire for improved customer service. The store ended up switching back to USPS, using Priority Mail with a consistent pick-up service and improved transit times. Holland's sales lead generated more than \$926,000 in revenue for the Postal Service.

Holland was modest about his contribution to the lead, saying, "It's just one of those things—this one happened to be a home run." But he strongly encouraged other carriers to follow in his footsteps and reach out to the customers on their route.

"As carriers, we are face-to-face with our customers daily; we have the op-

portunity to keep every customer a loyal USPS customer," he added. For carriers who are new to the Customer Connect program, Holland says to keep the sales pitch simple. "You say: 'How would you like to get a competitive bid [for shipping]?' And who is going to say, 'No, we don't want to save money?'" **PR**

## Election Notices

### Indiana

This is official notice of the nominations and elections of the officers of the Indiana State Association of Letter Carriers. Nominations and elections will be held June 28-29 at the 2021 state convention in Indianapolis. The officers being elected are president, executive vice president/director of education, recording secretary, treasurer, director of retirees and seven executive board members.

*Catherine Bodnar, Rec. Sec., ISALC*

### Little Rock, Arkansas

This is official notice to members of Branch 35 that nominations for branch officers, one trustee and delegates to the state conventions will be held during the regular branch meeting on May 7. Candidates for branch officers and trustee must be present during the nominations to accept nomination for office or have, in the hand of the secretary, written certification of acceptance for a specific office.

Election of delegates to the state convention and trustee will be conducted during the regular branch meeting on June 4. If you have any questions, please contact me at P.O. Box 190872, Little Rock, AR 772219-0672, or call 501-565-8106.

*Jackie Maddox, Pres., Br. 35*

### Martinsburg, West Virginia

Nominations for officers and delegates of Branch 1475 will be accepted at the regular October branch meeting. Elections for officers and delegates will be by secret ballot at the regular November branch meeting.

*Chris Lindner, Sec.-Treas., Br. 1475*

### McAlester, Oklahoma

Branch 1166 will be holding a merger vote at the May regularly monthly meeting. The meeting will take place on May 18 at 6:30 p.m. at the VFW. The address is 1426 Morris St., Krebs. All members are encouraged to attend.

The merger agreement will be between McAlester, OK Branch 1166 and Muskogee, OK Branch 1042. If passed, the new branch will be Muskogee Merged Branch

1042. All McAlester assets would become Muskogee's. Muskogee's bylaws will be the surviving bylaws. If passed, the proposed agreement to be voted on will become effective on June 1, upon approval of NALC Headquarters.

*Jacob Evans, Pres., Br. 1166*

### Ohio

This is an official notification to all members of the Ohio State Association of Letter Carriers that nominations and elections for the offices of president, vice president, secretary, treasurer, director of legislative and political affairs, director of retirees and board members will be held during the 70th state convention. The convention will be held at the Hilton Cleveland Downtown July 23-24. The term of each office shall be two years.

*Dale M. Liptak, Sec., OSALC*

### Pawtucket, Rhode Island

This is official notice to all members in good standing of Branch 55 that nominations for all officers will take place on Wednesday, May 12. Our meeting and the nomination of officers will take place outdoors, rain or shine. We will meet in the rear parking lot of the Lincoln Post Office, located at 203 Front St., Lincoln. The meeting starts at 7 p.m.

Any member in good standing wishing to accept a nomination and unable to attend the May 12 meeting must submit a letter in writing to the recording secretary, Kenneth Cahoon, and signify the acceptance of the specific nomination by the same May 12 meeting. The following positions are up for nomination: president, executive vice president, vice president, financial secretary-treasurer, recording secretary, health benefit representative (must be enrolled in the NALC Health Benefit Plan), sergeant-at-arms and three trustee positions.

The officers/positions will be elected for two-year terms. The election results will be by secret mail ballot, and election results will be shared with the members in accordance with the Branch 55 bylaws.

*Kenneth Cahoon, Rec. Sec., Br. 55*

### Santa Fe Springs, California

This is official notice to all members of Branch 4941 that nomination for officers will take place at the regular branch meeting on May 19. The election will be at the regular branch meeting on June 16.

*Dave Donovan, Pres., Br. 4941*

### Tennessee

The Tennessee State Association of Letter Carriers will hold its state officers' nominations on May 2. They will be held via web after receiving a dispensation letter from President Fredric Rolando.

*Laurie McLemore, Pres., TSALC*

### Texas

The nomination and election of officers for the Texas State Association of Letter Carriers shall be conducted by mail. The nomination form shall be mailed to all delegates, as well as to each branch in Texas. Any regular member, in good standing with their branch, shall be eligible for any office of this association, and candidates running for a district board member position must be a member of the branch for that specific district.

Candidates running for a district board member position shall be elected by delegates of their respective district. No person shall nominate themselves for more than one office. The nomination form must be acknowledged and signed by each candidate running for office. Every nominee must certify that he or she has not served in a supervisory capacity for the 24 months prior to being nominated.

Upon its completion, the nomination form must be received by May 31, and shall be mailed to: TSALC Secretary Julian Alvarez, 181 W. 87th St., Odessa, TX 79764-2326.

This election by mail shall include only duly elected delegates by and for their branch. All ballots shall be mailed to the delegates' address of record with NALC membership. Ballots must be received by Aug. 26 to be counted at their weighted value (weighted value=total number of branch members, divided by the total number of delegates voting).

A branch may choose to vote unit

rule for the entire membership, and this decision must be made in writing and received by TSALC by June 30.

All candidates running for TSALC office may contact Reilly Echols Printing Inc. (214-428-8385) to print and mail their campaign material to all delegates, at the candidates' expense.

*Julian Alvarez, Sec., TSALC*

### Torrance, California

In accordance with Article 5 of the NALC Constitution, this is official notice to all members of Branch 2207 that nominations for the offices of president, vice president, secretary, treasurer, sergeant-at-arms, MBA officer, health benefit officer and three trustees will be taken to the floor at the October branch meeting. Any potential nominees who cannot be in attendance must submit a letter of acceptance at the October branch meeting.

The election of officers for Branch 2207 will be held at the November branch meeting. The election of delegates to the national and state conventions will also be elected.

All elected officers will serve from Jan. 13, 2022, to January 2024.

*Joyce Cudanes, Sec., Br. 2207*

### Western Wayne Co., Michigan

This is official notice to all members of Branch 2184 that nominations for branch president, executive vice president, vice president, recording secretary, financial secretary-treasurer, health benefits representative, sergeant-at-arms, retirees' officer (who shall be a retired member), three trustees and all station stewards, as well as the state and national convention delegates for the 2021-2023 term, will be taken at a special meeting, to be held on Sunday, May 23, at 2 p.m. at the Branch 2184 office at 6969 Monroe St., Taylor. All branch officers, by virtue of their positions, are automatic delegates to the state and national conventions.

Elections will be conducted by mail and the results will be announced at the executive board meeting on July 26.

*John Hite, Sec., Br. 2184*