

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.



Brian Buttrey in a Postal Museum souvenir

Loveless Café

Brian Buttrey of Nashville, TN Branch 4 retired from the Postal Service in early July, but not before leaving a parting gift of \$206,654 for his employer.

The idea was sparked after a chat with his niece, who works at Loveless Café, a Nashville institution. She said that Loveless was using FedEx and UPS to ship its gifts and food items; Buttrey said he would “guarantee” that USPS could do better.

And he repeated a catchphrase that he's fond of, regarding using USPS for

shipping: “Let us take your package—we're going there anyway.”

He asked if a business agent could contact the café and his niece agreed.

Loveless, which began as an overnight inn for motorists in 1951, later added a restaurant that ran for “years and years,” Buttrey says. “Someone took it over and built it back up—all the [former motel] rooms are little shops.” Among other items, it sells its famous country hams and jams online.

The local business development specialist and sales team won over the Music City landmark with First Class and Priority Mail services, and Buttrey couldn't be more pleased with the outcome.

Color The World

A cosmetics company in Raleigh, N.C., has dreams of making the world a more beautiful and compassionate place, and thanks to letter carrier **Carlton Sutton**, USPS is the one delivering the goods.

The company, Color The World, produces vegan, cruelty-free lipsticks, or “lip fairy tales,” as the company calls them.

Ten percent of its profits go to charity, often one linked with the design of the

The Color The World success team, from l: Business Development Specialist Robert Humphreys Sr., Sales Executive Jackie Avery, carrier Carlton Sutton and Station Manager Cathy Jones



tube. For example, “Huntress—Give a Dog a Forever Home” has white Scottie dogs silhouetted on a robin's-egg blue tube; its proceeds go to the Forever Home Rescue Foundation. Fighting blindness, saving sea turtles, preserving rain forests—Color The World's list of causes is long, with lipstick hues and tube designs to match.

Sutton, a member of Raleigh Branch 459, wisely sensed an opening for USPS, and asked the owners if a sales agent could contact them to save on shipping. They agreed, and he turned in the lead to his supervisor.

That small action resulted in a pretty penny for USPS: \$857,610 in new annual revenue. And that's not all: His lead potentially could bring in more than \$1.3 million a year, as the owners are considering branching out into other beauty products.

First Choice Insurance & Tax

Houston, TX Branch 283 member **John Turner Jr.** turned in a lead that brought many happy returns for the Postal Service.

The manager at a business on Turner's route, First Choice Insurance and Tax, asked if he knew a simple way to bring in more customers.

The city letter carrier told her about Every Door Direct Mail®, an audience-targeting program available through USPS, and asked if a sales rep could meet with her to explain more about it. She agreed, and now is using EDDM throughout the year. Turner's lead generated an estimated \$8,976 annually for the Postal Service. **PR**



John Turner Jr.