

Customer Connect

Carriers boost revenue by promoting USPS products

Carrier shows spirit for Postal Service

West Virginia Mountaineer fans across the nation are celebrating the fantastic delivery of their new “Fan”-cy Spirit Fingers, which highlight the state’s postal abbreviation, WV.

Slight Indulgence owners J.C. and Suzy Warman recently selected USPS Priority Mail Flat Rate Envelopes as their preferred shipping method after Morgantown, West Virginia Branch 783 member Brian Clayton submitted a Customer Connect lead.

Suzy, designer of the patent-pending “Fan”-cy Spirit Fingers, is cheering both the savings and services offered with Click-N-Ship.

Postmaster Tommy White and Small Business Specialist Deborah McAteer assisted with the transition to USPS shipping. Annual revenue is projected at almost \$12,000. ✉



USPS photo

Morgantown, WV Br. 783 member Brian Clayton models Slight Indulgence’s “Fan”-cy Spirit Fingers with business owners J.C. and Suzy Warman.



Melrose Park, IL Br. 2183 member Roxy Parker was presented with a certificate for her role in securing a large Customer Connect sale to One Stop Mailing. Parker is currently on limited duty and conducted the sale over the phone when an irate customer called complaining about their mail service. After she resolved the issue, Parker asked what other shipping needs the company has and informed the caller of USPS products that could save them money. Parker said she approaches every phone call as an opportunity to make a sale. Northern Illinois Business Development Team Manager Beverly McGee said that the sale may actually be worth up to \$10 million in annual revenue; the original estimate was \$5 million (reported in the April *Postal Record*). Pictured are (from l) Region 3 NBA Neal Tisdale, Br. 2183 Customer Connect Coordinator Joey Bracco, Parker, and RAA Mack Julion.

Customer Connect contributors

Here’s a sample of the successes carriers have had promoting USPS products:

USPS Area	Carrier	Branch	Company	Sale Amount
Capital Metro	Karen Grover	Br. 142, Washington, DC	Village Green Apothecary	\$350,000
Eastern	Kathy Frampton	Br. 40, Cleveland, OH	Big Dee’s Tack and Vet	47,677
Great Lakes	Sharon Thrash	Br. 343, St. Louis, MO	S R Sports	210,000
New York Metro	Otis Williams	Br. 41, Brooklyn, NY	Cookieskids.com	186,472
Northeast	Craig Masterman	Br. 12, Worcester, MA	Public Sector Partners	37,500
Pacific	John Becker	Br. 1100, Garden Grove, CA	Smashbox Cosmetics	227,968
Southeast	Butch Inmon	Br. 1593, Tupelo, MS	Lifeline II	150,000
Southwest	John Hess	Br. 181, Austin, TX	Gpsgolfguru.com	75,000
Western	Laurie Bowser	Br. 642, Boulder, CO	Tundra Specialties	119,828

Through Customer Connect, letter carriers are taking advantage of their special relationships to encourage business patrons to use USPS instead of private delivery services. Since the startup in mid-2003, letter carriers have generated more than **\$650 million** in new annual revenue.

