

Customer Connect

Carriers boost revenue by promoting USPS products

A prescription for new Postal Service revenue

Medical Arts Pharmacy does prescription fulfillment from its office in Coral Springs, Florida, and ships mail-order prescriptions nationally. It also provides fulfillment services for eTelMed, a tele-medicine service provider.

eTelMed offers web-based tele-medical consultation with physicians and patients using electronic medical records and peripheral medical devices to monitor and review blood work, pulse, glucose levels and more, using real-time data.

South Florida Branch 1071 member Linda Lawrence noted that UPS was collecting a lot of packages from Medical Arts Pharmacy, so she got in touch with the office manager. She told her about Priority Mail and assured her that the Postal Service could reduce the company's shipping expenses.

Lawrence said she remembered how the Business Development and Sales Team had stressed what a difference it could make to the Postal Service's bottom line if every carrier submitted just two leads a month. She provided the company's information to her supervisor

for entry as a Customer Connect lead.

Upon receiving the lead, Sales Specialist Charlene Miles sent Medical Arts Pharmacy a customized Priority Mail flier describing the benefits and advantages of using Priority Mail. She met with the CEO of eTelMed and discovered that he was also the decision-maker for Medical Arts Pharmacy.

It turned out he already had a thorough overview of Priority Mail advantages based on the information Miles had sent. In fact, they had already

requested boxes and made their first mailing.

Medical Arts is currently taking its Priority Mail COD packages into retail offices in both Coral Springs and Coconut Creek, Florida, and is sending 75 to 200 packages a day.

As a result of the team effort of Lawrence, Miles and the diligent daily package acceptance provided by the Coral Springs and Coconut Creek post offices, the Postal Service will gain an estimated \$500,000 in new revenue. ✉



Three carriers from Hudson Valley Merged, NY Br. 137 recently received awards for their participation in Customer Connect. Pictured are (from l) Customer Connect Coordinator Keith Arace, carriers Alan McDowell, Joe Sabogal and Alan Bowman, and Br. 137 President George Sarvis.

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	Richard Boyer	Br. 233, Columbia, SC	Heroes and Dragons	\$85,242
Eastern	William Hahn	Br. 297, Alliance, OH	Coastal Pet Products Inc.	150,000
Great Lakes	Jane Bryan	Br. 434, Ann Arbor, MI	Malloy	64,100
New York Metro	Michael Sullivan	Br. 6000, Long Island Mgd., NY	Castlereaugh Printcraft	135,000
Northeast	Douglas Mercier	Br. 230, Nashua, NH	Colonial Medical	400,000
Pacific	Steven Richards	Br. 2200, Pasadena, CA	Genix International	350,000
Southeast	Jeff Tsiguloff	Br. 1477, West Coast FL	Map Cycle Enterprises	150,000
Southwest	Bezeit Miles	Br. 129, Baton Rouge, LA	LDCADZ	51,220
Western	Mary Atwell	Br. 1902, Arizona Merged	ActiveForever	62,736

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 **\$746 million** in new annual revenue.

