

Customer Connect

Carriers boost revenue by promoting USPS products

You never know where a lead will lead

Western Wayne County, Michigan Branch 2184 member Michael Chevillot really was listening when Small Business Specialist Dawn Bator-Humphrey held a service talk at the Westland Post Office. She encouraged carriers to submit a Customer Connect lead even if the prospect isn't on their route.

The message clicked with Chevillot, who had seen the UPS truck dropping off packages at the local Family Video franchise every day. The carrier knew that shipping decisions were made at corporate headquarters, located across Lake Michigan in Glenview, Illinois, but he submitted the lead anyway.

Chevillot's lead resulted in a \$422,000 sale for First-Class mail. According to Northern Illinois Account Manager Lori Jensen, nearly 400 Family Video stores across the county will begin sending out First-Class parcels containing DVDs and video games to local customers.

"A sale like this pumps up everyone in the office," said Bator-Humphrey.

"Everybody can turn in a lead. You'll never know how successful it can be unless you try."

Jensen noted, "The letter carriers are our eyes and ears, telling us what is happening in the field. Their leads are very important."

Chevillot says he's "been pushing it to everyone: submit all leads. Don't be confined to your route."

He's working on another lead with a corporate office in another district, hoping to ring up another big sale. "You never know what can happen," he said. ✉



Above: A recognition event was recently held for Albany, New York Branch 29 member Kevin Stevens for his second Customer Connect lead that has resulted in more than \$1 million in new revenue for the Postal Service. Pictured (from l) are Region 11 National Business Agent Dan Toth, Stevens and Northeast Area Vice President Tim Haney.

Left: Columbia, SC Branch 233 member Thomas Delaney Jr. helped land an account with Digital Edge Inc. that resulted in \$274,962 in annual revenue for the USPS (reported in the August *Postal Record*). So far, the carrier has established accounts totaling \$2.7 million for Customer Connect. Branch 233 President Cosmo Baccomo (r) recently recognized Delaney for his efforts before his peers.

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	Nutritional Warehouse	\$38,056
Eastern	Bruce Johnson Jr.	Br. 725, Southeast PA Merged	B.C. Sports	250,000
Great Lakes	John E. Thompson	Br. 320, North Oakland Co., MI	MWP Industrial Supply	125,280
New York Metro	Edward Martinez	Br. 2062, Floral Park, NY	University Sports Publications	100,000
Northeast	Michael Supple Jr.	Br. 109, Derby, CT	New Headings	49,400
Pacific	Henry Bui	Br. 24, Los Angeles, CA	Hisonic International Inc.	57,200
Southeast	Jacqueline Nicolas	Br. 1071, South Florida	Intec	35,000
Southwest	Alexander Bell	Br. 35, Little Rock, AR	ABC Financial Services	48,575
Western	Michael Genson	Br. 1902, Arizona Merged	Diecast NASCAR	25,000

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 **\$771 million** in new annual revenue.

