

# Persistence can make Customer Connect pay off

**Greg White**, president of Gulfport, MS Branch 1374 and president of the Mississippi State Association, approached Grace Healthcare about its use of UPS for its shipping needs. White said that USPS could offer Grace a better product at a better price. At first, White's news seemed to have fallen on deaf ears. But sometime later, the letter carrier was delivering the company's mail when Grace's manager asked White for more information on Priority Flat Rate Shipping. The manager had learned that UPS was charging a fuel surcharge for its package pick-up service.

White gave the manager a Priority Flat Rate sales pitch, then provided a Customer Connect information card, adding that the Postal Service often

provides last-mile delivery service for UPS packages.

The manager's response: "I think it's about time to eliminate the middle man."

USPS now picks up more than 100 Priority Mail and First Class packages a day from Grace Healthcare, generating approximately \$1.2 million in new postal revenue.

"City carriers are told we should always be professional," White said. "Being 'professional' also means knowing your company's products." **PR**



**Greg White (r) with Gulfport, MS, Postmaster Valerie Raynes and USPS' Michael Johnson.**

## USPS' new best friend

**When** Hartford, CT Branch 86 letter carrier **Derrick Reeves** recognized a possible Customer Connect lead at Canine Fence, a local business on his route, he submitted it to Branch 86 Customer Connect Coordinator Alan Horowitz, and it resulted in a new sale.

Fellow Branch 86 member **Kim Barreno** provided Reeves with the contact information, and the sale was the fifth-largest in the nation for the first week of February 2013.

Canine Fence uses an automated reorder system to ship batteries for dog

collars that work with an "invisible fence." After much work and evaluation, Canine Fence was able to redesign its package as a First-Class flat so it could ship competitively using USPS. The flexible packaging was approved, and Reeves' persistence paid off in the form of a \$426,972 sale.

"Congratulations to each and every one of you," Connecticut Valley District Manager Kimberly Peters wrote. "Your quick response and postal expertise provided the Postal Service with additional new revenue that is critical to the success of our organization." **PR**

### 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	Anthony D'Alfonso	Br. 176, Baltimore, MD	PlayBetterStore.com	\$121,843
Eastern	Jason Collis	Br. 419, Knoxville, TN	AM Sports	134,557
Great Lakes	Joshua Heether	Br. 122, Lansing, MI	Instant Cash	134,400
Northeast	Thomas Buffum II	Br. 134, Syracuse, NY	Hunter and Hillsberg	124,800
Pacific	Samuel Castro	Br. 1100, Garden Grove, CA	Discount Warehouse	87,875
Southern	Armando Adame	Br. 505, El Paso, TX	MMI Zero Water	85,000
Western	Michael Bard	Br. 203, Springfield, MO	Pyramid Foods	133,102

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 **\$1.7 billion** in new annual revenue.