

## **Customer Connect - Frequently Asked Questions (FAQs)** **(Updated October 5, 2012)**

### **1. What is Customer Connect?**

Customer Connect® is a joint partnership between the National Association of Letter Carriers (NALC) and the USPS. The program encourages letter carriers to leverage their business relationship with customers by identifying new business opportunities and obtaining customer concurrence to meet with a sales representative.

### **2. Who is eligible to participate?**

All employees in the Letter Carrier craft are eligible to participate in the program. All letter carriers may participate in the program and are encouraged to submit two (2) leads per month. The main products emphasized are Package Services, International and Direct Mail. Customer leads are followed up by a Sales representative.

### **3. Why are letter carriers becoming involved with revenue initiatives?**

Employees in the letter carrier craft are encouraged by the National Association of Letter Carriers Union to participate and identify potential customers on their routes that could benefit from USPS products and services. Providing these leads is completely voluntary on the part of the letter carrier and should only involve a minimum amount of activity.

### **4. How does the Customer Connect Program impact a City Letter Carrier?**

The program has been designed to minimize the impact on operations and carrier street time. Carriers are asked to identify and contact only 2 customers each month. They should look for 2 customers each month that could use USPS for their mailing options and complete a lead card. They can request lead cards from their Management Coordinator. For example, they see one of our competitors picking up packages from a customer; this could be a potential customer that could use one of our shipping services.

### **5. How will a carrier know what to discuss with customers?**

Service Talks will be given every 2 weeks by the Management Coordinator or Carrier Coordinator to keep letter carriers informed about updates and enhancements to USPS products and services. These talks will also ensure letter carriers are able to speak with confidence when presented with revenue generation opportunities.

### **6. How do they initiate a conversation to obtain a lead?**

We inform carriers they simply ask the customer if they are interested in learning about ways the USPS can save them time and money on their mailing and shipping needs.

If they are interested, ask them the 5 questions on the lead card. Tear off the product information portion of the lead card brochure and leave it with them. Let them know they will be contacted by a USPS Sales representative within a week. Take the other portion of the lead card back to the office for data input.

We also provide "Ask the Customer" cards that can be ordered via the Order Site in the Business Connect Data Center (BCDC) by the Management Coordinator. The cards list questions that can be posed to customers as talk starters.

### **7. What are the Customer Connect Program mandates?**

There are program mandates include: lead cards brought back to the office must be input by close of business the next business day; a location must be identified in the post office/station for posting CC information; carriers must receive weekly lead status reports; local management must post weekly station summary reports; service talks must be conducted every 2 weeks; leads must be followed up on and initial contact made within 48 hours of receipt by sales representatives; all city letter carrier recognitions must be unit wide and not by individual and USPS management must conduct quarterly district teleconferences with NALC input and participation.

### **8. Who are key players at my post office/station for this program?**

Each station will have a Management and Carrier Coordinator assigned to help oversee the program. The Management Coordinator will be selected by USPS Management and the Carrier Coordinator will be assigned by the NALC.

### **9. What is the role of the Management Coordinator (MC)?**

The role of the Management Coordinator is to initiate and implement program mandates at their post office/station; help to motivate carriers and monitor program processes to ensure success.

### **10. What is the role of the Carrier Coordinator (CC)?**

The role of the Carrier Coordinator is to work with the Management Coordinator to ensure the post office/station adheres to program mandates; motivate the carriers and monitor program processes to ensure success.

### **11. Will any material be available to assist carriers in customer discussions?**

Promotional awareness tear pads can be ordered for carriers by the Management Coordinator through the Business Connect Data Center. The tear pad can be placed in their shirt pocket to distribute to business customers. These cards will support promoting postal products and services. The intent is not to supply an awareness card to every customer on their route, but rather to focus on those customers who are using our competition; could benefit from using additional products and services and need to be updated about our latest product enhancements.

**12. Do we have a process that can be discussed with carriers to use when talking to a customer?**

Yes and it includes:

- ▶ Once they have identified a potential customer, ask them if they would like to see if the Postal Service can save them money on their mailing needs?
- ▶ Pull out a lead card brochure that is separated into two sections. One section is a leave behind for a customer that has great information about USPS products and the other portion is for the carrier to gather some basic information from their customer.
- ▶ Ask the customer the series of questions listed at the top of the lead card brochure.
- ▶ Ask the customer who is the contact person that makes their shipping decisions.
- ▶ Ask the customer if they would like information on how to grow their business using direct mail.
- ▶ The person they speak with is their contact and they need to fill in their contact information and any pertinent information.
- ▶ Finally, be sure the carrier writes their name and date at the bottom of the lead card. Once the card is complete, tear off the portion they have completed and bring it back to the office. Leave the informational portion for the customer.

**13. Who will follow up on the leads carriers have submitted?**

Leads will be followed up on by a sales person. Carriers can instruct the customer they will be contacted within days upon receipt of the lead.

**14. Who do I contact if I have questions about the Customer Connect program?**

You can contact your local Marketing and Sales Departments. You can also send an email to: [Custconn@usps.gov](mailto:Custconn@usps.gov). Include the name of your area/district in the subject line and pertinent information in the content of the email for assistance.

Kelly Hopkins, Business Development Specialist: 616-336-5362  
Clare Boyd, Business Development Specialist: 616-776-6172

## **Frequently Asked Questions (FAQs) for the Management Coordinator**

### **1. What is my role as the Management Coordinator?**

Your role includes:

- Encouraging participation in the program
- Inputting leads into the lead entry site for the Customer Connect Program
- Adhering to the Customer Connect Program mandates as outlined below

### **2. What are the Customer Connect Program Mandates?**

#### **Customer Connect® Program Mandates**

The US Postal Service and the National Association of Letter Carriers (NALC) have agreed to the following:

- Upon completion of a lead card, the carrier should bring the lead card back to the office for data input.
- Management must identify a designated location in the office for carriers to drop their lead cards.
- Leads must be input into the system by close of business the next day.
- Sales must follow up on leads within 48 hours (the clock begins at 2:00pm CST the next day after the lead is entered excluding weekend and holidays).
- Management must share Weekly Lead Status report from BCDC with “individual” letter carriers that have submitted leads and post the Station Summary Report in a designated area for all to view.
- Customer Connect® Bi-Weekly Service talks must be conducted and can be found in BCDC. The service talks can be accessed and downloaded from the Customer Connect® Lead Entry Site or from the Reports menu selection.
- After conducting a Customer Connect® talk, certify the talk was given by either utilizing the “Stand up Talk Certification” venue via the Business Connect Data Center (BCDC) or jointly sign the bottom of the hard copy stand up talk along with Carrier Coordinator and place on file.
- Quarterly district teleconferences must be conducted with NALC and USPS Management representatives.
- Ensure management and letter carrier coordinators are in place at each site. NALC will identify carrier coordinator.