



Dear Letter Carrier:

Congratulations on being selected to participate in the Customer Connect Program. The program is designed to increase revenue for the Postal Service by leveraging the valuable relationship you have built with your customers over time. As a letter carrier, your daily communications with customers provide you with a first-hand perspective of the habits, behaviors, and needs of businesses on your route. Program participation is EASY. All you have to do is identify customers you feel could benefit from using the Postal Service or who are using competitors' package services.

In order to ensure program success, we have incorporated the following enhancements:

- Joint leadership teams have been established in every participating delivery unit. Each team is jointly led by a delivery unit manager and a unit letter carrier selected by the National Association of Letter Carriers. The leadership team is responsible for carrying out process activities including: giving program stand up talks; posting program reports about office progress; sharing lead submittal reports individually with carriers; and coordinating local needs with the Customer Connect District Coordinator.
- To ensure leads are entered in the specially developed Customer Connect system timely, new technology has been introduced that allows lead input at the station level. This feature expedites leads to sales personnel and offers quicker response to customers.
- For ease of accessibility, reports are sent by email to each local office on a weekly basis. Comments about the last customer activity between the customer and sales personnel are printed on the lead submittal report shared individually with carriers.

The Postal Service, through our letter carriers, is uniquely positioned to deliver our message of value and excellent service across the country. Customer Connect has been created to leverage that unique opportunity. If 100,000 carriers found one customer a week who shipped only one Priority Mail package a day, the Postal Service would gain \$1 billion in financial contribution each year. You can make a difference! We look forward to your personal participation.

Sincerely,

Handwritten signature of William H. Young in black ink.

William H. Young
President, NALC

Handwritten signature of Patrick R. Donahoe in black ink.

Patrick R. Donahoe
Chief Operating Officer and
Executive Vice President