




VICE PRESIDENTS, AREA OPERATIONS
DISTRICT MANAGERS
NATIONAL BUSINESS AGENTS, NALC

SUBJECT: Customer Connect


The Customer Connect Program has been a successful revenue generator for the Postal Service since its inception in 2004. Letter Carriers have leveraged their business relationships with customers and submitted leads that have resulted in over \$1 billion in new revenue. Program mandates were set and agreed upon by the President of the National Association of Letter Carriers (NALC) and the Postmaster General. This memorandum serves as a re-communication of those agreed upon program mandates.

- Enter Customer Connect leads into the Business Connect Data Center (BCDC) system at the station level within 24 hours of receipt (if assistance is needed on how to enter leads, contact the District Marketing Manager).
- Allow participating letter carriers appropriate time to submit 2 leads per month (program is voluntary for city letter carriers).
- Ensure ample lead cards are available at stations and establish an isolated location for the placement of lead cards.
- Ensure assignment of a management and letter carrier coordinator for the program. Contact the local NALC President or National Business Agent (NBA) for carrier recommendations.
- Ensure quarterly district telecons are held to share program updates and strategy support. Telecons should include district sales and marketing managers, national business agents, and station management/carrier coordinators.
- Ensure Customer Connect program talks are given bi-weekly and certify completion by having management and carrier coordinators sign the stand-up talk and keep on file for 12 months. Stand-up talks can also be certified electronically in BCDC.
- Ensure weekly "Individual Carrier Reports" are shared with individual carriers and the "Station Summary Report" is posted in an isolated area.

Thank you for your continued support and contribution to the success of Customer Connect.



Megan J. Brennan
Chief Operating Officer
and Executive Vice President



Fredric V. Rolando
President
National Association of Letter Carriers