

Greater Baltimore PCC Sales Initiative Test

The GBPCC and the Baltimore Post Office agreed to work on a pilot program to increase PCC awareness and membership by encouraging the sales team and those with customer interface to provide information on the PCC to their customers.

PILOT PROGRAM INITIATIVES:

- Marketing tools were developed for leave behinds and follow up was conducted via email, in person or phone.
- The departments participating in the customer recruitment drive were BSN, BDS, Mailing Requirements and Sales.
- Postal incentive was a contest providing recognition in front of their peers and district leadership with a certificate of appreciation.
- Customer incentive was a free PCC Day 2018 invitation where they could find out more about the PCC, meet the membership and become an active partner.

RESULTS:

- We estimate 40 plus touches that produced additional dialogue and 10 new attendees at PCC Day 2018.
- Free membership for 1 year was offered but we are still calculating the final numbers.
- Following PCC Day, the next PCC event was for paid registration only – 4 of the touches attended.
- The next event 4 more touches attended.

Summary:

Baltimore will continue the dialogue to assess final numbers, develop marketing tools for increased awareness and add a PCC membership tool kit as they move forward with additional testing. As a pilot program we encourage and ask other PCC's to get involved, offer similar opportunities and report on their outcomes. As with most pilot programs there are ways to do things better however the outcome was a great starting point and deemed a success.

Sidebar: As Industry Co-Chair of the GBPCC and an active participant in program development it was exciting to be a part of this. So much more in front of us and every voice and every idea matters and an honor to be part of this vision shared not only by our committee but by many PCC's. Success is inevitable if we work together to bring this to the national stage. I was approached by a postal clerk who attended PCC Day and asked me how she could be a part of this and help to. She was so excited to be a part of the day but wanted to be a part of the action. As we know actions speak louder than words and it is encouraging to know that everyone in the postal service that has customer interaction can also be a part of building the future of the PCC's.