

Transforming the Customer Experience at USPS

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Setting the Stage

Customers expect more than ever before...



Personalized

Unique and relevant



Private

Secure data



Mobile

Anytime, anywhere



Real-time

Fast and frictionless



Omnichannel

Seamless Integration

Customer Experience (CX) is about creating *lifelong loyalty* over the course of a customer's journey.



CX is the sum-totality of how customers engage with your company and brand, not just in a snapshot in time, but throughout the entire arc of being a customer.

— [Harvard Business Review](#)¹

Great CX can increase profit and enhance brand image.

33% reduction in the cost to serve customers by delivering great experiences¹

Reduced Cost

Word of Mouth

Customers mention a good to average experience to 9 people, but will tell **16 people about a bad one²**

Customers with positive experiences **remain customers for 5 years longer** than those with negative experiences¹

Brand Loyalty

Increased Revenue

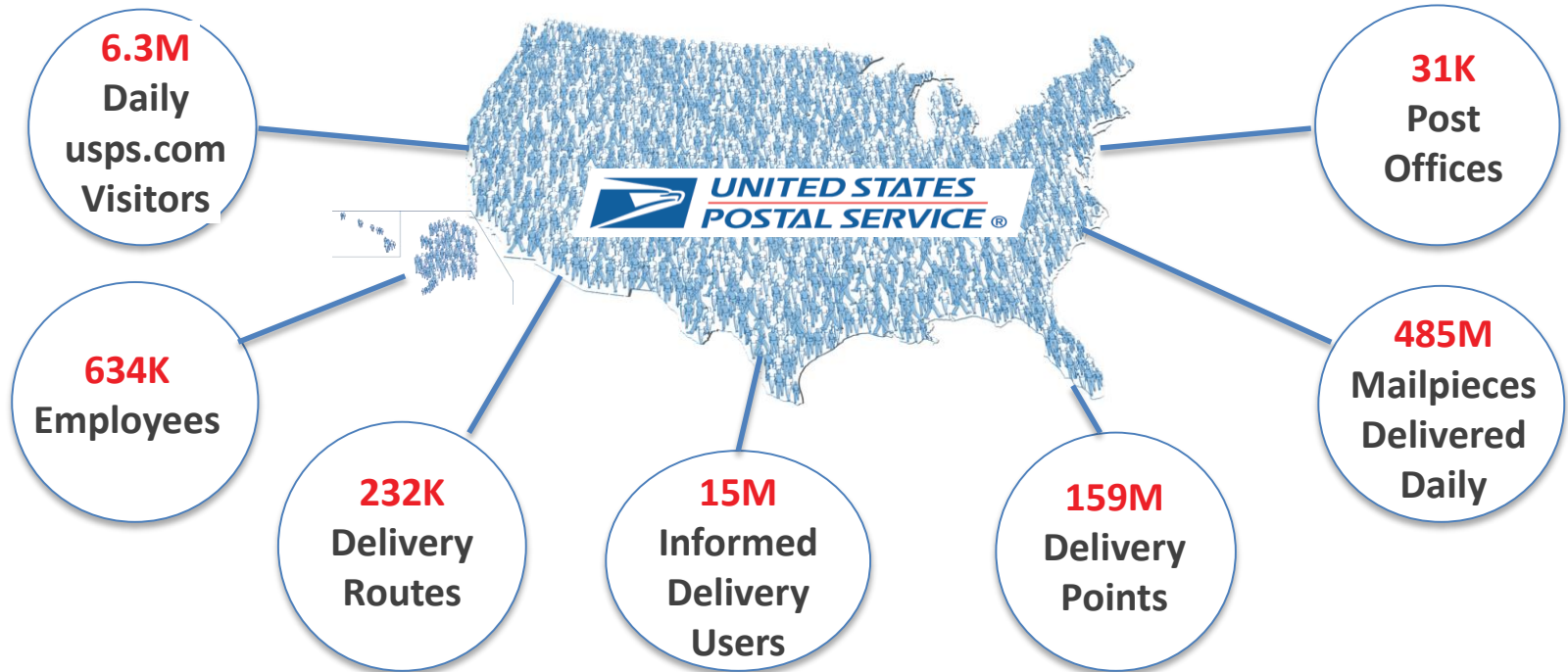
84% of organizations working to improve CX report an increase in revenue³

¹"The Value of Customer Experience, Quantified," Harvard Business Review, 2014

²"Customer Experience is the Future of Marketing," Forbes, 2015

³Dimensiondatacx.com, 2018

USPS is privileged to deliver to every household in America.



Physical mail remains a key driver of high customer engagement.

In the past year, digital fatigue
has set in...



Email response rate
dropped from
.11% to 0.06%¹

*...but direct mail engagement
continues to rise.*



Direct Mail response
rate increased from
5% to 9%¹

**USPS is uniquely positioned to address the digital to physical
spectrum of customer preferences.**

¹ "The 2019 Hidden Metrics of Email Deliverability", 2019, ReturnPath

² ANA/DMA Response Rate Report 2018



Our Customer Experience Plan

USPS has always been focused on delivering value to the customer...



...and we are continuously evolving as our CX strategy.



How is USPS demonstrating its commitment to CX?



Established Corporate Strategic Goal on CX

*Deliver a World Class
CX is one of four
strategic goals*



Established a VP Position and Office for CX

focused directly on
driving the strategic
goal on CX



Transforming the Consumer Receiving Journey

and empowering our
employees to drive
change for our customers

What are our Top CX Improvement Priorities?



Transforming the Consumer Receiving Journey

Provide a seamless experience across the receiving journey



Enhancing the Call Center

Help our customers when things don't go as planned



Listening to Drive Action

Use data to understand and address customer needs

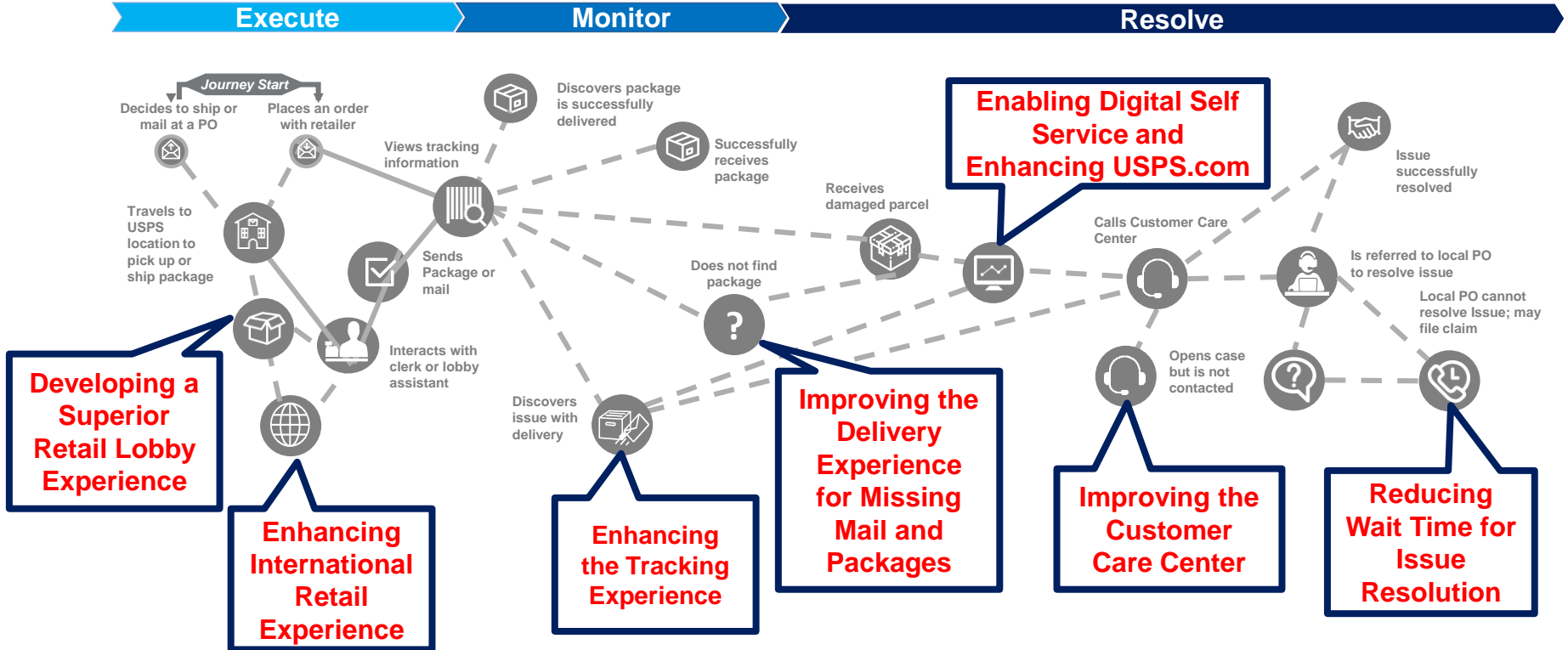


Employee Experience & Culture

Empower employees to own the customer experience

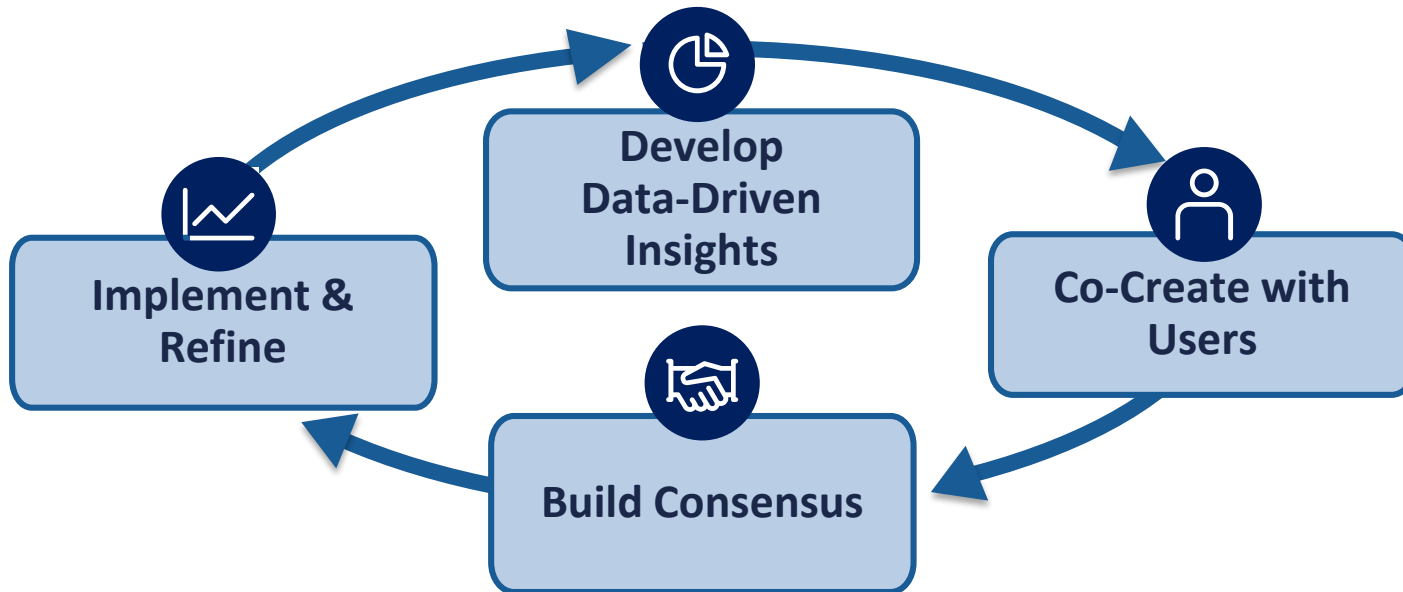


Focusing on our customers' moments of truth





Using customer and operational data to collaboratively identify opportunities and implement solutions.





PREVENT

The best call is the one that doesn't occur



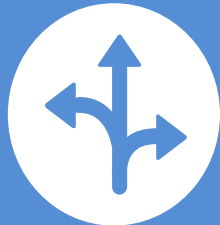
TREAT

Resolve at first contact



EXPEDITE

Develop innovate self-service for customers



LEARN

Identify root causes of customer contacts



Our employees are a critical enabler to success.

“The Good Guy Mailman”



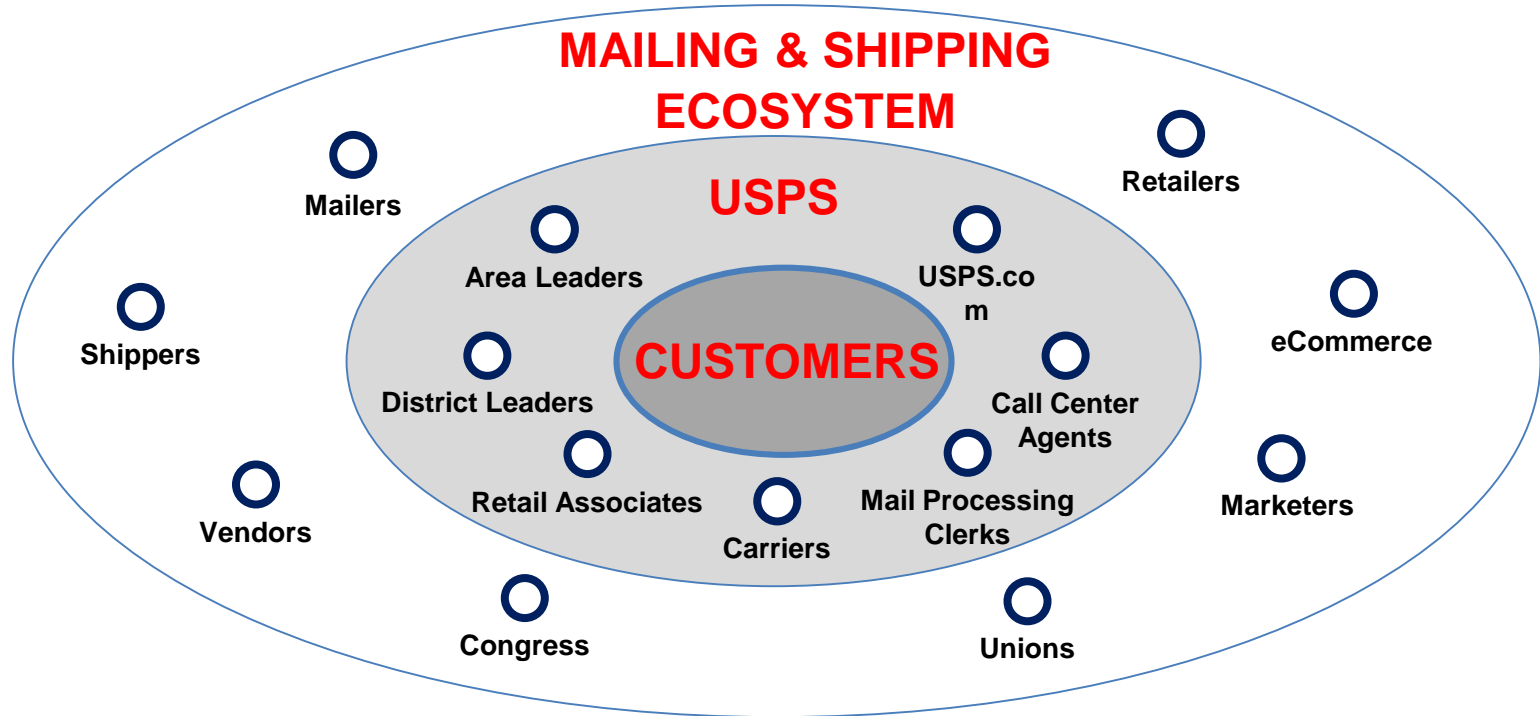
#PostalProud encourages employees to treat mail, packages and customers with care.





The CX “Ecosystem”

Providing great CX requires cooperation and collaboration across multiple entities.



How Mailers, Shippers, and Marketers can improve CX:

Augmented Reality:¹



Informed Delivery as a Marketing Platform:



Digital channel with an engaged user base



Multi-channel campaigns generating multiple impressions



Enhanced customer call to action with interactive content

Tangible Rewards to Drive Brand Loyalty:

30% of Starbucks' transactions were conducted on a mobile device; yet, they still send personalized rewards cards in the mail²

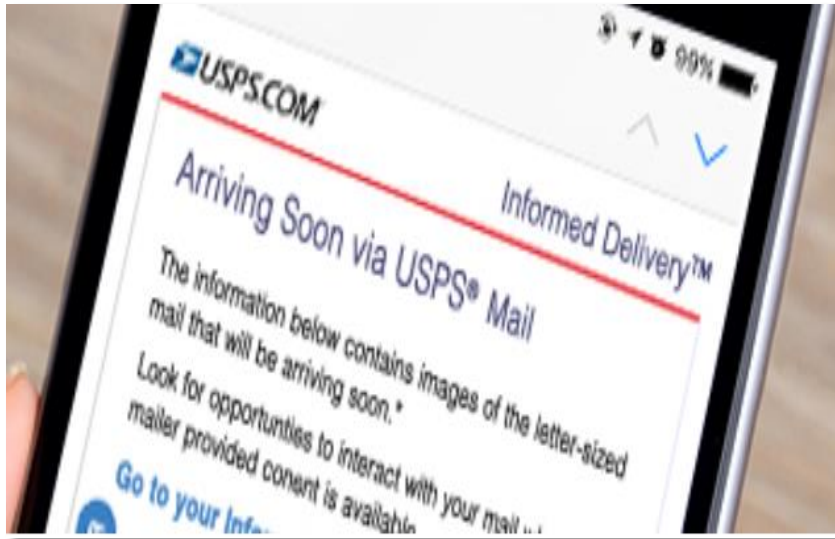


<http://www.targetmaine.com/augmented-reality-not-just-a-game/>

¹ <http://www.targetmaine.com/augmented-reality-not-just-a-game/>

² Source: CNN Money <http://money.cnn.com/2017/04/27/news/companies/starbucks-digital-sales/index.html> via Mintel Direct Mail in a Digital Age report, April 2018

USPS is strengthening our commitment to our business partners.



Informed Delivery Enhancements

- **Business Mailer Support**
- **Informed Delivery Package Campaigns**
- **2019 Mail Promotions**

Employee Spotlight: Helping Business Customers create mailpieces that meet their unique needs.



“I help business and residential customers create mailpieces that are the right size and shape to meet their needs.”

— Mailpiece Design Analyst,
Pacific Area

Key Takeaways

- In a ***changing and dynamic market*** landscape, USPS is uniquely positioned to provide value to its customers—all US households
- USPS is more focused on the customer than ever, and is dedicated to ***improving the consumer receiving journey***
- USPS is only part of the CX equation – together with marketers and mailers we can ***transform the customer experience for consumers***

***How can USPS better help you deliver great CX
to your customers?***