

# Customer Experience, Product Innovation, Marketing

**Kelly Sigmon**

*Vice President Customer Experience*

**Gary Reblin**

*Vice President Product Innovation*

**Steve Monteith**

*Chief Customer and Marketing Officer and EVP (Acting)*

# Customer Experience

Kelly Sigmon

11/17/20

# Executive Summary

- USPS has many customer touchpoints with senders and recipients
- FY 21 key areas of focus
- Goal is to create an integrated experience

# The Value Of Customer Experience

Customer Experience (CX) is about **sum-total of all of the interactions** of a customer's journey



*“It is the sum-totality of how customers engage with your company and brand, not just in a snapshot in time...”*

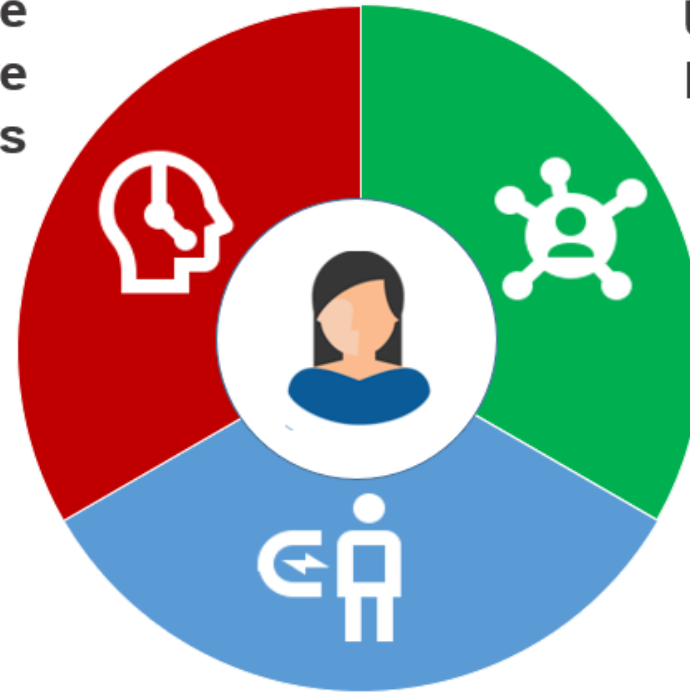
— Harvard Business Review

Source: Harvard Business Review, <https://hbr.org/2010/10/understanding-customer-experie>, October 28, 2010

# Customer Experience FY21 Goals

## Three key areas of focus

**Improve the  
Customer Care  
Centers**



**Utilize Customer  
Insights to Drive  
Consistent and  
Reliable  
Experiences**

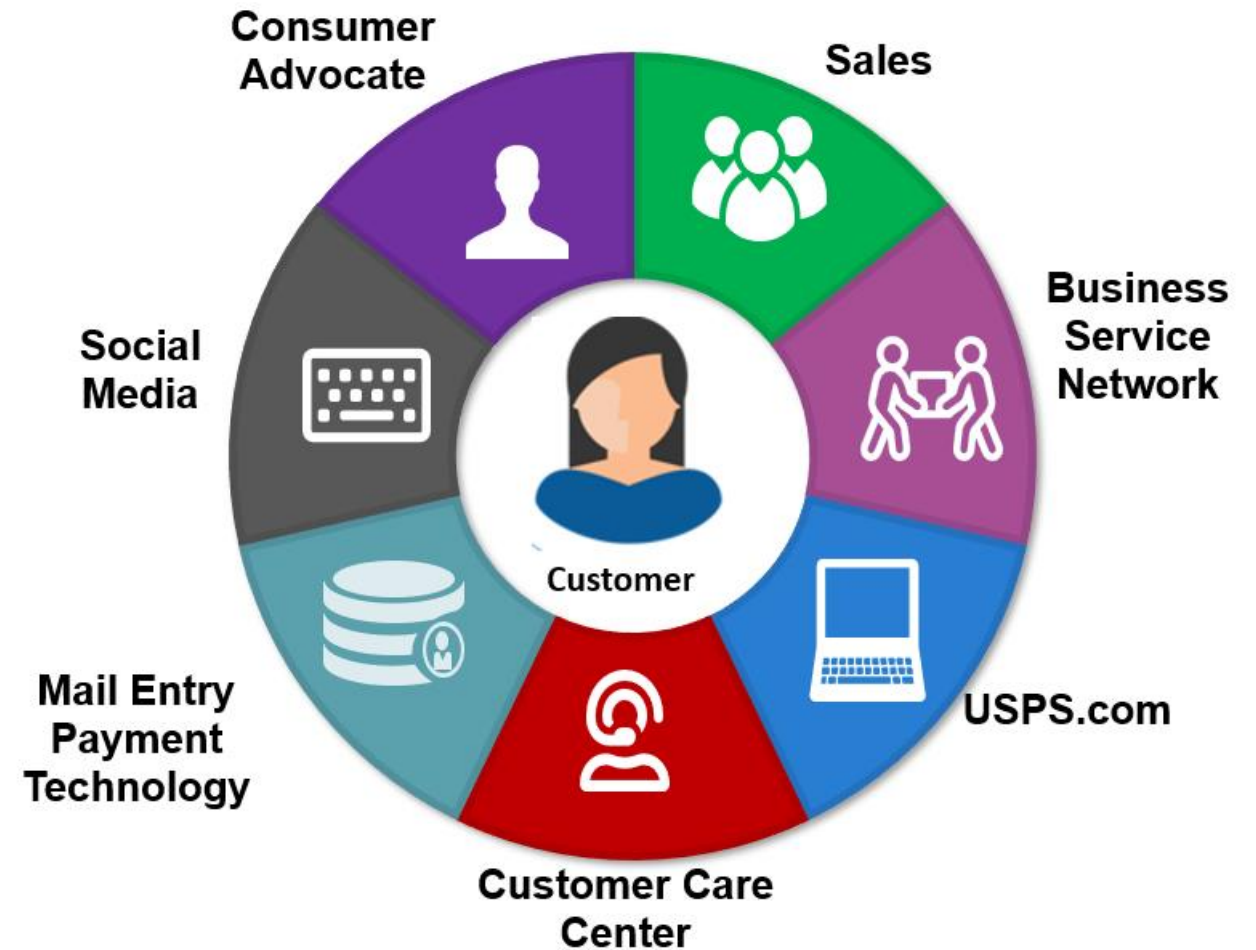
**Integrated USPS  
Customer Care**

# Integrated Customer Care

**When it comes to Customer Care, the USPS has many touchpoints for all of customers - business and consumers alike**

**Each touchpoint has a particular function**

**The focus will be to create an integrated customer care experience**



# Integrated Customer Care

- **Streamline customer care** and create visibility of across Onboarding, Educating and Resolving
- **Maximize value** of the CRM platform by leveraging collaboration tools within the platform to share information, provide feedback, and resolve customer issues.



**Mapping Out the Customer Care Journey**

# Summary

- Customer Experience is the sum total of all interacts in a customer's journey
- FY 2021 CX Focus
  - Continuing to improve our customer care centers
  - Utilizing customer insights to provide consistent and reliable service
  - Creating an integrated customer care experience



# Marketing

Steve Monteith

11/17/20

# Task Team 32 Status

## TASK TEAM 32 - Increase First-Class Postcard Maximum Size

Industry Leaders – Rose Flanagan, David Marinelli

Postal Leader – Elke Reuning-Elliott

- **Scope:** Large size presort First Class Mail postcard with maximum of 6 x 9 Inches
  - MTAC Task Team formed to assist with developing a use case for larger postcards
  - Working to determine potential migration of FCM Letters and/or Flats to larger postcards
  - Only Presorted FCM is in scope
  - Survey being developed to quantify product use, and migration patterns
  - USPS will oversee the survey after team approval
  - Plan to have USPS administer the survey in early 2021
- **Objectives:**
  - Validate with mailer in-depth interviews
  - Quantify potential migration
  - Develop a business case for ELT, BOG, and PRC approval