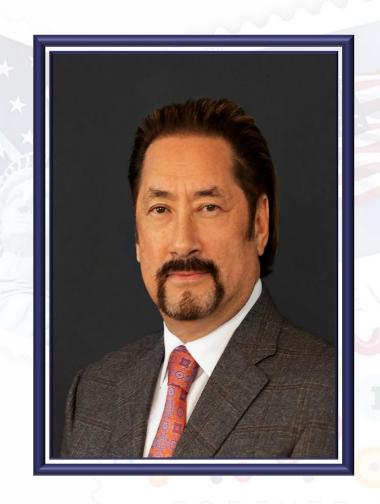




# SOUTHERN AREA WEBINAR



# **OPENING REMARKS**

Mike Cook
Southern Area
Director, Customer Relations
and National Postal CO - Chair

FOREVER



Timothy Costello
Southern Area Retail and
Delivery Post Office
Operations, Vice President



Vice President,
Corporate Affairs



Elvin Mercado
Vice President, Retail and
Post Office Operations



Mike Cook
Southern Area Director,
Customer Relations and
National Postal Co-Chair



### **Southern Area**

**National and Area AIM Co-Chairs** 



Kim Waltz

**Mike Cook** 

**Holly Kozlencer** 

**Sushrut Parikh** 

**Carol Kliewer** 

**National Industry Co-Chair** 

**National Postal Co-Chair** 

**Periodicals Co-Chair** 

**First Class Mail Co-Chair** 

**Marketing Mail Co-Chair** 

### **OPENING REMARKS**

**AIM Overview** 

**Southern Area Update** 

**NPF Overview** 

Retail & Delivery Update

**CLOSING REMARKS** 



**Kim Waltz** 

**Timothy Costello** 

Judy de Torok

**Elvin Mercado** 

Mike Cook

FOREVER



# SOUTHERN AREA UPDATE -

Timothy R. Costello
Vice President,
Area Retail & Delivery Operations
Southern Area

FOREVER

# United States Postal Service Retail & Delivery

### **Tim Costello**

Vice President Area Retail & Delivery Southern

The Eagle Always Faces Forward

### **Enhance Delivery, Retail & Employees**

### **Delivery Reach**

Establish the Postal Service as the preferred delivery service for the American public committing to world class service to every American home and business 6 and 7 days a week - today, tomorrow and for generations to come.

### Retail

Transform Post Offices into destinations that connect and enrich our communities through easy and affordable access.

### **Employee Engagement**

Establishing a diverse winning culture to foster employee collaboration and engagement.





### **CRDO Leadership Team**



Joshua Colin, Ph.D.

Chief Retail and Delivery Officer
Executive Vice President



Angela Curtis
Vice President
Delivery Operations



Elvin Mercado

Vice President

Retail - Post Office Operations



Sal Vacca
Vice President
Operations - Atlantic



Vice President
Operations – Central



Tim Costello
Vice President
Operations - Southern



Eduardo Ruiz
Vice President
Operations - WestPac



Joseph Stewart

A/Executive Director

Level-1 Post Office Support



Michael Billingsley
Director Retail and Delivery
Transformation

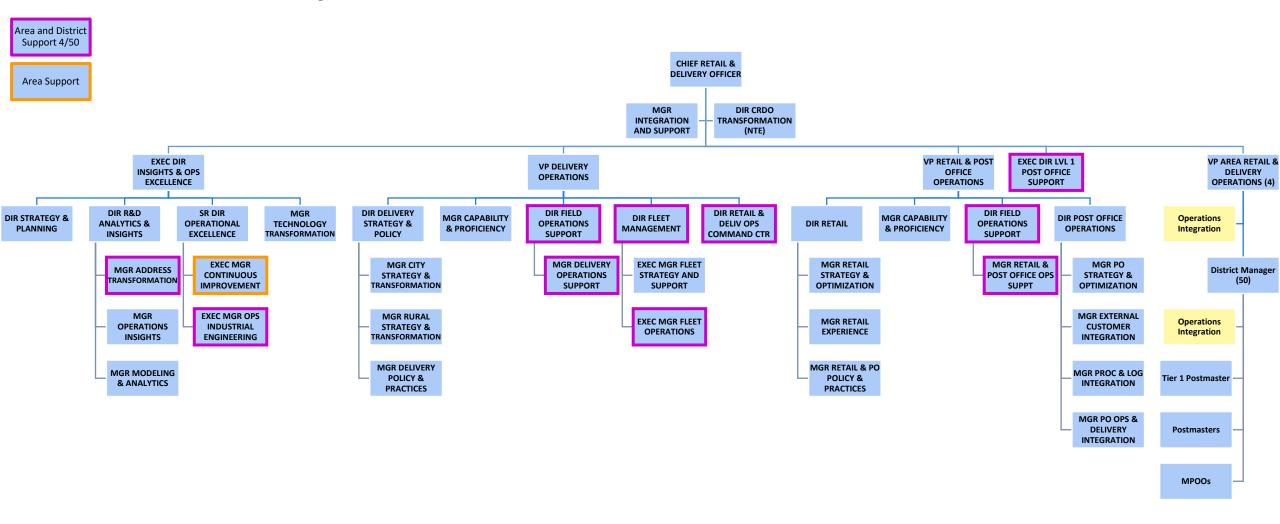


Adyani Torres

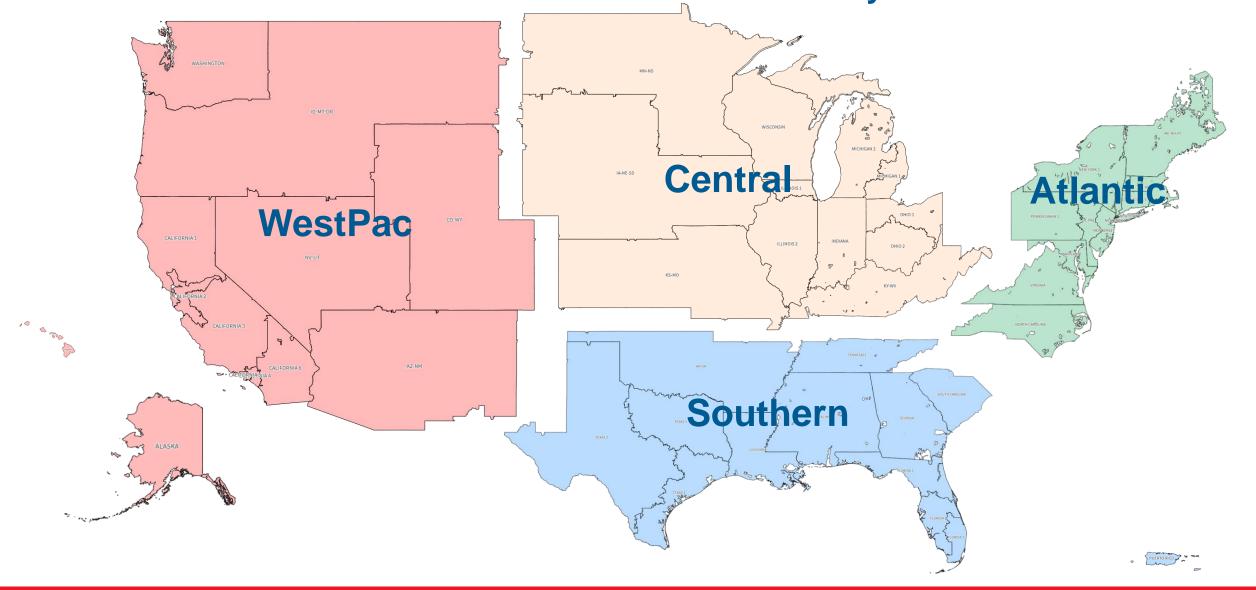
Executive Director Insights and
Operational Excellence



### **Retail and Delivery Transformation**



### **New District Structure - 50 Districts of Retail & Delivery**



### **New District Structure**

# Southern Area Retail & Delivery





### **Leadership Team - Southern Area District Managers**



**Tim Costello** 





**June Martindale** 

District Manager

**Vice President** 



**Julie Gosdin** 



**Richard Fermo** 



**Steve Hardin** 



**Jean Lovejoy** 

AL - MS

District Manager AR - OK



**Lisse Garrett** 



**David Camp** 



**Nefty Pluguez** 



**Corey Richards** 

**District Manager** 

Florida 3

District Manager Georgia



District Manager Louisiana



**District Manager Puerto Rico** 



**Ddistrict Manager South Carolina** 



**Omar Coleman (A)** 



**Scott Hooper** 

District Manager

Texas 1



District Manager Texas 2



**Tom Billington** 

District Manager Texas 3

### **Leadership Team - Southern Area Executive Postmasters**



**Falonda Woods** 



**Yulonda Francis-Love** 



**Diane Tindle** 

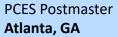
**PCES Postmaster** 

Orlando, FL



Jacquelyn Villemaire (A)

**PCES Postmaster** Tampa, FL





**Robert Carr** 



**Daniel M. Reyes III** 

**PCES Postmaster** 

Dallas, TX

**Sunil Chanan (A)** 





**Wendy English** 

**PCES Postmaster** 

San Antonio, TX



**Keith Pierle** 

**PCES Postmaster** 

Oklahoma City, OK



**Douglas Watson** 

**PCES Postmaster** 

Memphis, TN



**PCES Postmaster** Austin, TX



**PCES Postmaster** Jacksonville, FL

**Kevin Farmer** 



**PCES Postmaster** Miami, FL

**Julia Wilbert** 



**Michael Vecchitto** 



**PCES Postmaster** Fort Lauderdale, FL



**PCES Postmaster** Fort Worth, TX



**PCES Postmaster** Houston, TX

### **Leadership Team - Southern Area Level 26 Postmasters**



John Richardson Jr **AL-MS District** Birmingham, AL



Florida 2 District Fort Myers, FL



Alejandro Sepulveda Florida 3 District Hollywood, FL



**Matthew Connelly** Louisiana District **New Orleans** 



**Robert Birge Jr AL-MS District** Mobile



Florida 2 District St Petersburg, FL

Jessie Davis (A)



Florida 3 District Pompano Beach, FL



**Jose Marengo** Puerto Rico District San Juan, PR



**Kathy Ervin-Johnson** AR-OK District Tulsa, OK

**Bryiant Clevenger** 



Florida 2 District Melbourne, FL



Florida 3 District West Palm Beach, FL

**Orlando Dela Osa** 



**Stephen Slaughter South Carolina District** Charleston, SC



Florida 2 District Naples, FL



Florida 2 District Sarasota, FL



James Tate III (A) Louisiana District **Baton Rouge, LA** 



South Carolina District Columbia, SC

**Michael Hernandez** 

### **Leadership Team - Southern Area Level 26 Postmasters**



**Patrick Campbell** 

Tennessee District Knoxville, TN



**Antonio Garcia Jr** 

Texas 2 District **Spring, TX** 



**Lisa Rogers** 

Tennessee District Nashville, TN



**Kelvin Dansby** 

Texas 1 District
Arlington, TX



**Marcia Titus** 

Texas 2 District
Corpus Christi, TX



Roberto Compuzano (A)

Texas 3 District **El Paso, TX** 

# National Retail and Delivery Peak Highlights



1.245B

Packages Delivered



133.9M; 10.7%

Packages Delivered 6am-9am



94.0%

On Time Service Performance



95.5%

Carriers Return by 21:00

From Nov. 6 THROUGH Dec. 31 INCLUDED



# Southern Area Retail and Delivery Peak Highlights



351.3 M Packages Delivered

From Nov. 6 THROUGH Dec. 31 INCLUDED



7,640
Post
Offices



95K
Mail Carriers
in Retail &
Delivery



21.3K Clerks in Retail & Delivery

# US Postal Service recovers from poor holiday showing in 2020

The U.S. Postal Service pulled out all the stops to avoid a repeat of the 2020 holiday shipping disaster, and it worked

By DAVID SHARP Associated Press

December 31, 2021, 7:19 AM • 3 min read



# Postal Service holiday delivery rate recovers from 2020

BY RACHEL SCULLY - 01/01/22 10:30 AM EST

362 COMMENTS



ACENCY OVERSIGHT

USPS sees more on-time holiday deliveries, despite surge in COVID-19 quarantines



U.S. NEWS

JAN. 1. 2022 / 4:56 PM

# USPS delivered 96.9% of shipments on time in weeks before Christmas

### Sierra Sun Times

U.S. Postal Service Reports it Sustained Strong Service Performance for First-Class and Marketing Mail Through Christmas 2021

Last Updated: Saturday, 01 January 2022 05:57
 Published: Saturday, 01 January 2022 05:57



# DFA Key strategic goals

The comprehensive Plan includes a combination of investments in technology, training, Post Offices and a new vehicle fleet; modernizing the Postal Service's processing network; adopting best-in-class logistics practices across delivery and transportation operations; creating new revenue-generating offerings in the rapidly expanding e-commerce marketplace and pricing changes as authorized by the Postal Regulatory Commission.

The following set of transformational goals and key initiatives provide a roadmap to a more efficient, valuable and relevant organization that will meet the evolving needs of the Nation and our customers for years to come.



A strengthened public service mission including 6 and 7 days of mail and package delivery



With congressional support, electric delivery fleet by no later than 2035



A modern, transformed network of Post Offices designed as go-to destinations



An organization structured to support effectiveness



Service standards that foster service excellence -95 percent on time reliability



Best-in-class mail and package processing network



A fully optimized surface and air transportation network



A supportive legislative and administrative framework



A bold approach to growth, innovation and continued



Best-in-class mail and



A stable and empowered workforce including reducing non-career workforce turnover by 50%



A more rational pricing approach including the judicious implementation of new and existing pricing authority



### **NGDV Program Status: Key Milestones**



### Final Design Review & Updates

Incorporated numerous modifications based on Carrier feedback



### **Initial Vehicle Order In Coming Weeks**

50,000 vehicles beginning October 2023



### Preparation of production facility underway

Equipment installation began late February



### Technology Prove-out Vehicles (TPVs) & "Mules"

Supplier building multiple vehicles to test key systems



# Developing operator and maintenance training material

- Working with supplier on custom content for ICE and BEV vehicles
- Stakeholders Include: Safety, Training, Unions, Fleet, Engineering
- Maintenance training facility under development for NCED



### Finalizing initial deployment locations



NGDV Mockup at CES 2022



Spartanburg SC Production Facility



### **Legislative Reform**

H.R. 3076, Postal Service Reform Act of 2022

- On Feb. 8, the House of Representatives passed the bill by a vote of 342-92.
- The bill addresses the finances and operations of the Postal Service.
- To become law, the legislation must also win approval from the Senate and be signed by the president.
- "If passed by the Senate, this legislation will have the same operational and financial impacts as the selfhelp steps we are taking at the Postal Service to provide the American people with the delivery service they expect and deserve." ~Postmaster General DeJoy
- We must continue to do our part: improve efficiency, reduce costs, innovate and grow revenue – which are the tenants of the *Delivering for America* plan.







# **WE SHOW UP AND DELIVER**





# NPF OVERVIEW

Judy de Torok Vice President, Corporate Affairs

FOREVER

# **National Postal Forum (NPF)**





# **NPF Overview**



The National Postal Forum is the mailing and shipping industry's premier education, networking, and trade show event. The next NPF will take place May 15-18, 2022, at the Phoenix Convention Center, featuring:

- PMG Keynote Address
- ELT/Officer presentations
- 100+ workshops
- Professional certification courses
- Exhibit Hall with over 100 vendors

It's big . . . It's REAL big.



# **NPF Mission Statement**



"To assist the USPS in building relationships with mailers and educating them in the most effective and efficient use of the products and services offered by the USPS"



# NPF 2022 Theme



This year's theme...

**Facing the Future Together** 



# **PMG Keynote Address**



# Delivering for the American People: Transforming the Postal Service

- Investing in people
- Modernizing the network
- Providing service excellence
- Creating financial sustainability







### **ELT/Officer Presentations**







### DELIVERING FOR THE AMERICAN PEOPLE: TRANSFORMING THE UNITED STATES POSTAL SERVICE.



# INVESTING IN OUR PEOPLE

**PMG Keynote Address** PMG DeJoy

**Empowering our People: Realigning to Support USPS Mission** 

Doug Tulino, Isaac Cronkhite, Josh Colin







# MODERNIZING OUR NETWORK

Modernizing USPS Network: Facility Investments & Operational Redesign for Service Improvement

Scott Bombaugh, Luke Grossmann, Benjamin Kuo

Transforming Transportation & Logistics: Paving the Way to Performance and Growth

Isaac Cronkhite, Robert Cintron, Peter Routsolias

Impacts of Transformation: Better Structured to Match Service Performance with Customer Needs Dane Coleman, Angela Curtis, Tim Costello



# PROVIDING SERVICE EXCELLENCE

Data + Delivery = A Stronger Mail and Package Proposition for Customers
Josh Colin, Jeff Johnson, Tom Foti

USPS Connect: Solutions Reaching Every Door, Jakki Krage Strako, Pritha Mehra

USPS Connect Regional: A Case Study featuring USPS Covid Test Kit Fulfillment: Scott Bombaugh, Pritha Mehra, Marc McCrery, Linda Malone



### CREATING FINANCIAL SUSTAINABILITY

Sustaining our Future: Pricing & Product Strategies Joe Corbett, Sharon Owens, Steve Monteith

USPS Connect Local: Connecting Communities Shavon Keys, Sheila Holman, Elvin Mercado

FINAL 3/30/2022

# NPF Schedule\*





| <u>Sunday</u>       | <u>May 15</u>  |
|---------------------|--|
| 11:30 am – 12:30 pm | PMG Employee Address   |
| 1:30 pm - 2:30 pm   | Period 1 Workshops   |
| 2:45 pm - 3:45 pm   | Period 2 Workshops, Orientation Session, ELT/Officer Presentation    |
| 4:00 pm - 5:00 pm   | PCC General Session, Period 3<br>Workshops, ELT/Officer Presentation |
| 5:30 pm - 7:00 pm   | NPF Welcome Reception  |

| <u>Monday</u>       | <u>May 16</u>                                |
|---------------------|--|
| 8:00 am - 9:30 am   | PMG Keynote Address                          |
| 9:30 am - 11:00 am  | Exclusive Exhibit Hall Time                  |
| 9:30 am - 4:00 pm   | Exhibit Hall Open                            |
| 11:00 am - 12:00 pm | Period 4 Workshops, ELT/Officer Presentation |
| 12:00 pm - 1:00 pm  | Lunch  |
| 1:00 pm - 2:00 pm   | Period 5 Workshops                           |
| 2:15 pm - 3:15 pm   | Period 6 Workshops                           |
| 3:15 pm - 3:45 pm   | Networking in Exhibit Hall                   |
| 4:00 pm - 5:00 pm   | Period 7 Workshops, ELT/Officer Presentation |
| 5:30 pm - 7:00 pm   | PCC Reception                                |

| <u>Tuesday</u>      | <u>May 17</u>                                |
|---------------------|--|
| 8:00 am - 9:00 am   | Period 8 Workshops, ELT/Officer Presentation |
| 9:30 am - 11:00 am  | Exclusive Exhibit Hall Time                  |
| 9:30 am - 5:30 pm   | Exhibit Hall Open                            |
| 11:00 am - 12:00 pm | Period 9 Workshops, ELT/Officer Presentation |
| 12:00 pm - 1:00 pm  | Lunch  |
| 1:30 pm - 2:30 pm   | Period 10 Workshops                          |
| 2:45 pm - 3:45 pm   | Period 11 Workshops                          |
| 4:00 pm - 5:30 pm   | Exhibit Hall Reception                       |
| 5:00 pm - 6:00 pm   | Customer Award Reception                     |

| <u>Wednesday</u>    | <u>May 18</u>                                 |
|---------------------|---|
| 8:00 am - 9:00 am   | ECRP Winners Recognition Breakfast & Group    |
|                     | Photo / Period 12 Workshops                   |
| 9:15 am - 10:15 am  | Period 13 Workshops, ELT/Officer Presentation |
| 10:30 am - 11:30 am | Period 14 Workshops, ELT/Officer Presentation |
| 12:00 pm - 2:00 pm  | NPF Partnership Recognition Luncheon          |
| 2:30 pm - 3:30 pm   | Period 15 Workshops                           |
| 3:45 pm - 4:45 pm   | Period 16 Workshops                           |
| 4:30 pm – 6:30 pm   | Reception                                     |
| 7:00 pm - 10:00 pm  | Closing Event                                 |

\*Subject to Change

# **NPF Workshop Tracks**





- Delivering Innovative Technology Learn how technology is changing our industry and creating new opportunities
- 2. Operations: Fulfilling the Needs of Your Customers Effectively manage your mail and shipping operations and optimize your business relationship with the USPS
- eCommerce: Steps to Shipping Success Navigate and reimagine the Evolving Shipping Landscape
- 4. Pushing the Envelope: Why Mail Works Direct mail is an important piece of your marketing strategy
- 5. Leadership & Professional Development: Characteristics of Success Build your teams, improve your skills, and grow your future

# **NPF Certification Courses**



# **Executive Mail Center Manager (EMCM)\***

### **Eight Key Areas Covered:**

- People Management
- Sales and Marketing
- Basic Mail Design
- Tools and Resources

- Technology
- Operations
- Finances
- Safety and Security

<sup>\*</sup>EMCM is a lifetime certification

## **NPF Certification Courses**

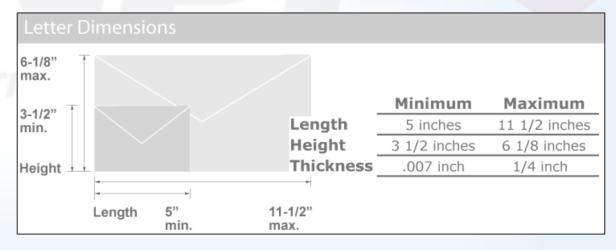


# **Mail Design Professional Course**

### **Offers Topics Such As:**

- Postal addressing standards, automation design
- Classes of mail and processing categories
  - ✓ Limited space, register early
  - ✓ Cost in addition to NPF registration
  - ✓ Final exam at end of courses





# NPF Exhibit Hall



- Latest Innovative Products and Services
- USPS Sales Booth
- Mailing Industry Resource Pavilion
- USPS Consultation Area

# **Employee Customer Recruitment**





The Employee Customer Recruitment Program (ECRP) leverages the talent of customer-facing employees to recruit attendees to NPF.

Employees who reach their recruiting goal will receive complimentary registration, lodging, and airfare at NPF (if applicable), as well as access to workshops and networking events!

2019 ECRP Recognition Breakfast with ELT Members



# **NPF Protocols**





- Whenever possible, NPF will practice physical distancing during the Forum
- CDC guidelines are actively being monitored by NPF staff and meeting organizers
- Enhanced hygiene practices will be promoted and implemented
- Sanitizing stations throughout the convention center

# **National Postal Forum**



# See you in Phoenix!!!











# KEYNOTE ADDRESS

Elvin Mercado
Vice President, Retail and Post Office
Operations

FOREVER



Elvin Mercado Vice President Retail and Post Office Operations

### **RETAIL AND DELIVERY UPDATE**



## **USPS Connect™ Local**



#### **USPS Connect™ Local DDU Solutions**

USPS Connect is a set of four package delivery solutions that **power** affordable next-day delivery for businesses of all sizes.

**USPS Connect™ Local** is a new same-day and next-day local to local package and mail

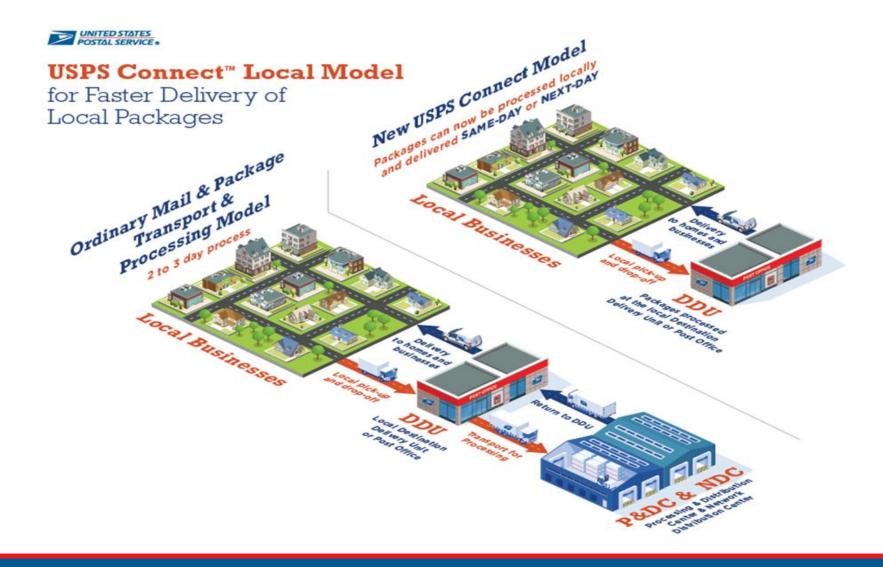
**USPS Connect™ Local Mail** delivery service for micro to medium-sized businesses. Provides new Parcel Select package and First-Class Mail options

**USPS Connect™ Regional** provides next-day\* enhanced Parcel Select or Parcel Select Lightweight package delivery to most locations for medium to large businesses.

**USPS Connect™ Returns** includes our existing returns options – convenient for both businesses and consumers.



#### **USPS Connect™ Local DDU Solutions**



#### What is USPS Connect™ Local(Packages)

U.S. Postal Service 10year plan, Delivering for America USPS expansion of our core mailing product-Parcel Select Same Day and Next
Day options depending
on the critical entry
time

5:00 am-7:00 am Same day Delivery

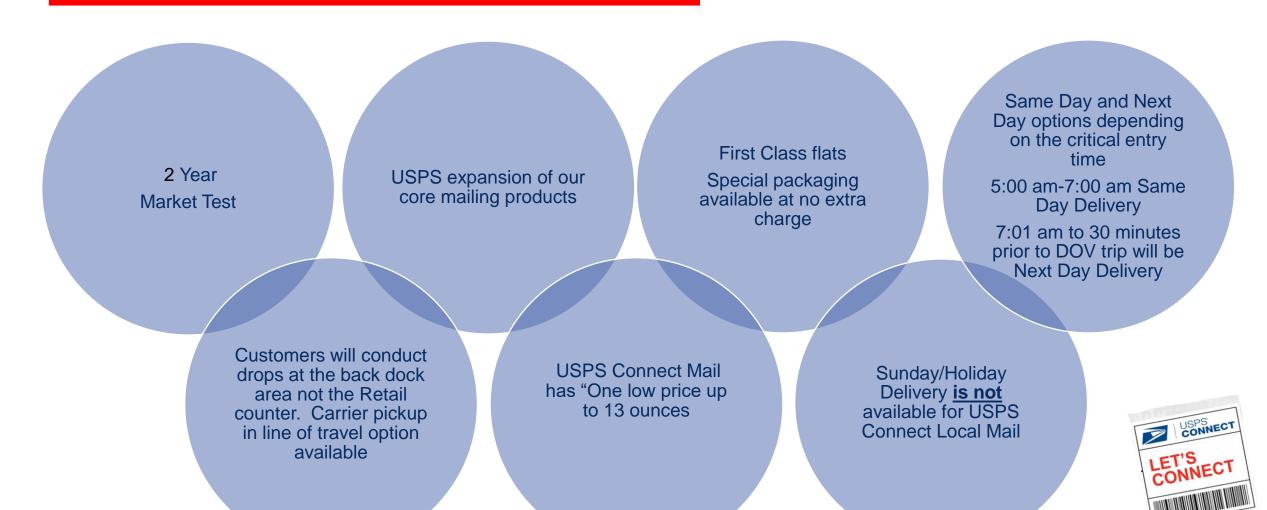
7:01 am to 30 minutes prior to DOV trip will be Next Day Delivery

Customers will conduct business at the back dock area

A bold approach to growth, innovation and continued relevance -\$24 Billion in new revenue Provides neighborhood businesses access to their local Post Office which serves multiple zips (normally only available to our larger mailers Sunday/Holiday
Delivery options in
select locations for a
fee. Carrier Pick-up in
Line of Travel is free
service or on demand
for a \$25.00 fee



#### What is USPS Connect™ Local Mail





#### **External Marketing Approach Delivering For America + USPS Connect**

- Television
- National press release in English and Spanish: <a href="https://about.usps.com/newsroom/national-">https://about.usps.com/newsroom/national-</a> releases/2022/0222-postal-service-expands-next-day-delivery-options-for-businesses.htm
- Photo Gallery: https://media.usps.com/events/usps-connect/
- usps.com
- Streaming Video
- Terrestrial Audio(Local)
- Newspapers
- **Business Journals**
- Streaming Audio & Podcasts
- Display(Retail lobbies)
- Social Media

Connect<sup>TM</sup>

- **Custom Programs**
- Sales(targeted business approach)
- Also External site for business customers is here <u>All-Inclusive Shipping Solutions for Any Size Business | USPS</u>











#### **Internal Marketing Approach Delivering For America + USPS Connect**

- Link articles-Newsbreak <u>USPS Connect | USPS News Link</u>
- https://about.usps.com/what/strategic-plans/delivering-for-america/#uspsconnect
- Departmental Town Hall meetings
- MDDIO video messaging
- Liteblue.com <a href="https://liteblue.usps.gov/wps/myportal/uspsconnect">https://liteblue.usps.gov/wps/myportal/uspsconnect</a> (Enter your Employee ID and Liteblue password to access). This site is also mobile friendly for maximum employee viewing. The Town Hall recordings are also being posted as we receive them.
- Operational training seminars
- Additional Links:

https://about.usps.com/what/strategic-plans/delivering-for-america/#uspsconnect



# **NextGen Lobby**



## **NextGen Lobby Goals**



# **Transform Retail Locations Into Go-To Destination Centers**

- Provide a world-class customer experience with improved retail training, modernized uniforms, refreshed lobbies, and expanded self-service and digital options.
- Provide local **new** businesses with access to expert shipping and mailing solutions associates and enable them to quickly move and market their products.



# **Expand Critical Governmental Services**

- Leverage our trusted brand to expand identity services such as passport services, fingerprint capture, biometric data capture, in-person proofing and Personal Identification Verification (PIV).
- Become a one-stop shop for government services and generate new revenue and additional foot traffic into our retail facilities.



# **Create Retail Hubs for Local New Business Growth**

- Provide new businesses a second storefront to elevate their brand and services in the local community such as thirdparty kiosk services.
- Offer USPS Connect Local for cobranding opportunities that can be leveraged to promote our customers' brands and the solutions they provide.
- Offer our unparalleled retail network for package returns with convenient features such as printing, packing, special postmarking, pick up, and package-less returns to meet increased e-commerce needs.





#### Leveraging Excess Retail Space - Profit Center Concept

- Retail locations would allocate space and associated costs to Profit Centers
  - Retail Mail and Package Center
  - Retail Products Center Business Services Center
  - Government Service Center
  - Business Services
    - New Business Opportunities
- Each Profit Center would be organized as Retail business lines
  - Each business line would sublease locations utilized to deliver the respective service
  - The subleases could include fees for space, data connectivity, staffing, etc.



#### **USPS Enterprise Infrastructure**

National Retail Footprint National IT Enterprise
Human Resources Supply Services
Marketing



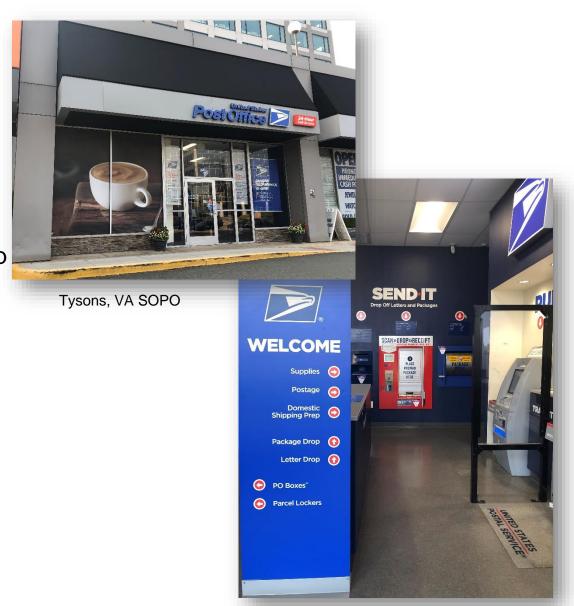
#### **Self Operating Post Office (SOPO)**

**Purpose:** Provide USPS customers with a convenient 24/7 alternative to a full-service counter to offer a wide range of services and transactions including:

- Letter/Package Drop
- Rent or Renew a P.O. Box™
- Keyless Parcel Locker (KPL) P.O. Box™ Package Pick-Up
- Purchasing Variable Rate Postage Services
- Purchasing Stamps and Extra Services

#### **Benefits:**

- Convenience and accessibility for on-the-go consumers
- Destination for easy drop-and-go letters and packages
- Enhance digital and mobile solutions to consumers
- Utilization of retail space for community growth



# **Retail Campaign**



- VP Cover letter
- A Premium Experience
  - Service Talks
    - Content
      - DFA
      - Courtesy
      - Cleanliness
      - Customer Greeting
      - Knowledge Base
- Next Steps
  - VP and APWU videos
  - Monthly LSSA Call





- Planned start is week of March 5<sup>th</sup>
  - Vetting VP letter and service talks
    - Legal/Corp Comms/Labor
  - One service talk one per week
  - MYPO compliance review by office
  - HERO
    - Will be fully loaded with all talks as one course
    - Certified by employee







#### **Retail Stand-up Talk**

March 7, 2022

#### A CLEAN WORKPLACE IS A PROUD WORKPLACE

The condition of your Post Office™ and your workspace is a true reflection of concern for customers peers alike. Keeping things clean and organized allows your team to work effectively and avoid wasting time by providing a safe working environment. Maintaining a tidy workspace ensures that everything is stored in its proper place. It creates a seamless customer experience and shows your customers you are proud of what you do and where you work.

Many Post Office™ locations have applied the 5S Lean Six Sigma-structured method to organize their workspaces and improve efficiency and cleanliness. The 5 steps include: Sort, Set in Order, Shine, Standardize and Sustain. By using 5S as a standard process, you create a safer, more efficient workplace while providing better service to your customers.

It's not hard to create a clean, safe workspace. Start with the most visible areas. Keep your personal workspace organized, rearrange/restock ReadyPost, Hallmark or Expedited Packaging Supply (EPS) displays. Pick up debris left behind by customers and alert management to the need for replacing lights.

It's easy to be complacent. Make it a point to organize one thing a day –maintain that practice and turn it into a habit.





#### **Retail Stand-up Talk**

**April 3, 2022** 

# WHEN WE WORK WITH A CALM SENSE OF URGENY AND COURTESY, WE WORK WITH PURPOSE

In today's busy world, time is a precious commodity—so valuing our customers' time is critical. That is why we must work to find the most efficient way to assist them. Whether it is engaging them in line with the Mobile Point-of-Sale (mPOS) device, helping them prepare for their transaction or explaining product options to them in a way that is easy to understand, we let our customers know we care by showing them that their time is valuable to us.

Our customers' perception is reality. If our customers can see that we are attempting to work quickly and efficiently to assist them, it helps improve the overall opinion of their experience.

One of the most impactful things we can do to improve the customer experience is to work as efficiently as possible with the utmost courtesy. Courtesy means thanking them for their patience, for their business, and even apologizing for any inconvenience they may have had. Treating customers with respect will positively influence how they view their overall experience with our employees and with the Postal Service.





#### **Retail Stand-up Talk**

**March 20, 2022** 

#### **KNOW WHAT MATTERS TO YOUR CUSTOMERS**

When a customer comes to you with a letter or package, they are mailing or shipping something important to them. A positive and knowledgeable demeanor ensures they feel well taken care of and that their item will get to its destination safely.

- Handle their item with care
- Talk them through their mailing options to ensure their mail or packages arrive in a timely manner
- Thank them for entrusting their items with the Postal Service

Not every interaction is going to be seamless or without friction. The power is in your hands to be positive and helpful.

Positivity is contagious. Your job is so much more than just accepting mail. You can be a "day-maker" or a "day-breaker" by how you treat your customers and how you represent the Postal Service.





#### **Retail Stand-up Talk**

**March 27, 2022** 

#### DELIVERING FOR AMERICA – A PREMIUM EXPERIENCE

Our basic mission is to provide prompt, reliable, and efficient mail and package shipping services to all Americans — regardless of where they live — and at affordable rates. As consumer behaviors change, the Postal Service must adapt and improve to better serve the public. The "Delivering for America" 10-year plan establishes clear strategies to quickly achieve financial sustainability and service.

The Postal Service is a lifeline for millions of people. Our connection with customers is galvanized by our daily presence in people's lives. The "Delivering for America" plan will strengthen these connections. We will transform Post Offices into convenient, inviting, and modernized retail spaces by investing in the needs of our communities. Our goal is to provide customers with **A PREMIUM EXPERIENCE** every day.

In addition, we will deliver better service, implement revenue producing opportunities, and develop compelling new products and services, create a stable and empowered workforce which will reduce employee turnover and strengthen the employee experience. Through the implementation of the plan's changes, we will improve the customer experience and deliver a greater value to those sending and receiving mail and packages.

The Postal Service is a fundamental part of our nation. For more than 240 years, we have bound the nation together, Our plan will generate enough revenue to cover our operating costs, enable investments in our people, infrastructure and technology, and simultaneously provide our customers and the American people with the excellent service they expect and deserve.

Thank you for providing **A PREMIUM EXPERIENCE** every day!

###





#### **Retail Stand-up Talk**

**March 13, 2022** 

#### SET YOURSELF UP FOR SUCCESS

When friends or family come to your house, you welcome them because you are glad to see them. When you acknowledge customers at the Post Office with a warm welcome, you are letting them know you value their business. A warm welcome is the first opportunity to start the customer's experience on a positive note.

Did you know that one of the most important actions that determines whether a customer has a positive experience or not is acknowledging them quickly? Something as simple as, "Hi, how are you today?" or, "I'll be with you in a minute" shows them you care and gives you an opportunity to connect on a more personal level.

Connecting from the start, sets the stage for a positive overall customer experience and keeps your customers returning to the Postal Service for their mailing and shipping needs.





#### **Retail Service Talk**

March 1, 2022

#### SOCIAL MEDIA – THINK BEFORE YOU POST!

Social media posts, on behalf of USPS, should only be done by approved employees.

These are challenging times, and you may be inspired to respond to a tweet or Facebook post about USPS as a supportive employee or contractor. Don't do it!

Before posting to social media, employees should ask themselves if there is any risk that they are disclosing confidential or nonpublic information, or if their post could adversely affect the Postal Service's mission. Commenting on any post that involves the Postal Service could put you in violation of USPS's Social Media Policy.

If you are unsure, be safe and do not respond to social media posts about USPS.

#### Personal Use of Social Media

The following rules and recommended guidelines apply to all Postal Service employees and Related Parties who use Social Media in an unofficial or Personal Capacity.

#### **Unofficial Use:**

Unless you are an Account Administrator or have received prior authorization from an Account Administrator or the Social Media Management Team, do not use Social Media to speak for or act on behalf of the Postal Service or suggest that you have the authority to do so. However, you may disclose your official title or position in the biographical section of your personal Social Media account, as such disclosure alone will not create the impression that you are authorized to speak on behalf of the Postal Service. In addition, do not create, maintain, or administer any Social Media account that purports to be an official Postal Service account unless the account has been approved by the Social Media Management Team. If you think there may be confusion regarding whether your content or your account represents the Postal Service, a clear and conspicuous disclaimer that your views are your own and do not necessarily represent the views of the Postal Service can be used to provide clarity.

#### Behavior and Personal Conduct - Employees:

Harassment, bullying, discrimination, or retaliation on Social Media: (1) between coworkers; or (2) by employees who identify themselves as Postal Service employees on Social Media that would be impermissible in the workplace is not permissible online, even if it is done after hours, from home, and on a personal computer, smartphone, laptop or tablet device. Employees are expected to conduct themselves during and outside of working hours in a manner that reflects favorably upon the Postal Service. Although it is not the policy of the Postal Service to interfere with the private lives of employees, it does require that Postal Service employees be honest, reliable, trustworthy, courteous, and of good character and reputation. The Federal Standards of Ethical Conduct referenced in Section 662.1 of the



# Thank Your