

# SALES & SERVICES ASSOCIATE ACADEMY

Module 2:  
Welcome



# Objectives

- Recognize the impact of the organization.
- Discuss your role in maintaining our reputation as the most trusted agency.
- Describe the role of Retail and Customer Service Operations in the organization.
- Define your role as a Sales and Services Associate (SSA).

# Our Mission

## **Our Mission:**

Serve the American people, and through the universal service obligation, bind our nation together by maintaining and operating our unique, vital, and resilient infrastructure.

To provide trusted, safe and secure communications and services between our Government and the American people, businesses and their customers, and the American people with each other.

To serve all areas of our nation, making full use of evolving technologies.

# Size and Scope

- Self-supporting federal agency (no tax dollars).
- Deliver to nearly 165 million addresses.
- Rely on postage products and services to fund operations.
- Over 31 thousand retail locations.
- Handle 44 percent of world's card and letter mail volume.
- Deliver high-quality services, provide world class customer experiences, ensure a safe workplace, and an engaged workforce.



# Public Trust



USPS® rated most trusted agency.



U.S. Postal Inspection Service protects the Postal Service, secures the mail system.

# Protecting the Mail

Mandate  
to preserve  
and protect  
mail.

Preserve  
public trust.

Be alert for  
possible  
criminal  
activities.

# Unacceptable Actions

Theft

Destruction/Damage of Mail

Delay of Mail

Opening Mail

*Disciplinary action and/or criminal prosecution (fine, imprisonment, or both).*

# Scenarios

- a. You subscribe to People magazine and your current issue has not arrived. You notice an issue while you are working the mail. Your break time is close, so you take the magazine to the break room to read it. You will put it back after break.
- b. You notice that a mailpiece (ready for recycling) has a pen enclosed. Your pen just broke. You remove the pen from the mailpiece in the recycle bin to use on the window.
- c. After helping several customers, you go to your supervisor's office to ask a question about a concern a customer had. On the way, you see a fellow SSA open a magazine and remove a page of coupons.



# Benefits of Protecting the Mail

- Maintain public trust.
- Customer satisfaction.
- Customer retention.



# U.S. Postal Inspection Service

- Empowered by Congress to investigate postal offenses and related civil matters.
- Assures public trust (sanctity of the mail).
- Federal law enforcement.
- Report all postal crime to inspectors.



# Office of Inspector General (OIG)

Independent agency within Postal Service under supervision of the nine presidentially appointed members of the Board of Governors.

Performs independent audits and investigations to detect fraud, waste, and misconduct.

Deterrent effect on postal crimes.



# Retail and Customer Services

Ensure unit is properly stocked to provide a world-class customer experience.



# Role of an SSA

Think of 5 words to describe your new role.



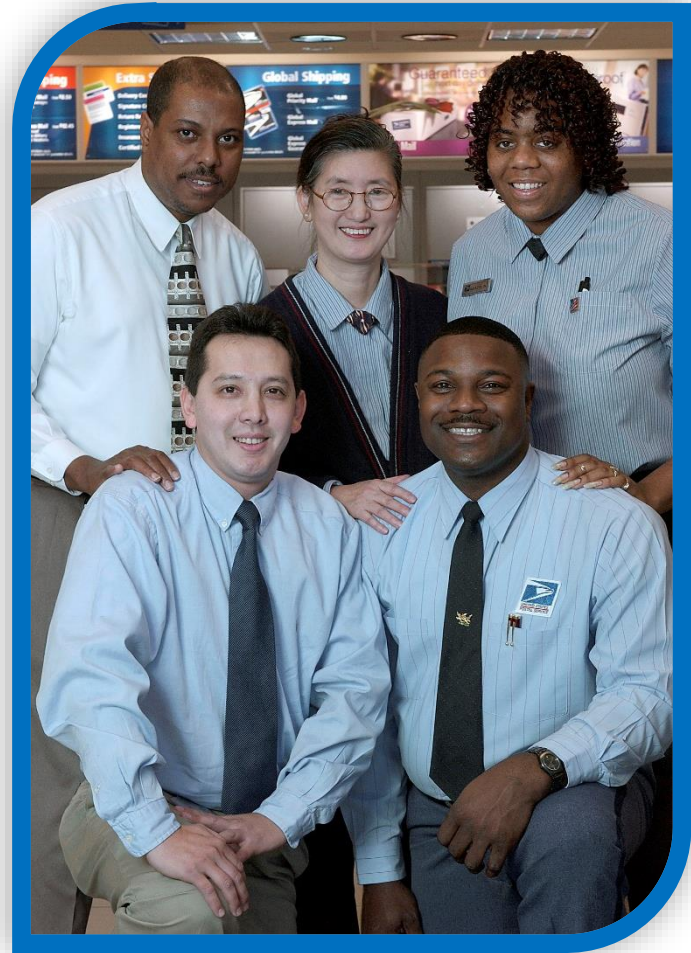
# Functional Purpose

Perform a variety of sales and customer support services.

Maintain pleasant and effective public relations.

Familiarization with postal laws, regulations, and procedures.

Customers are the core of our business, always put them first.

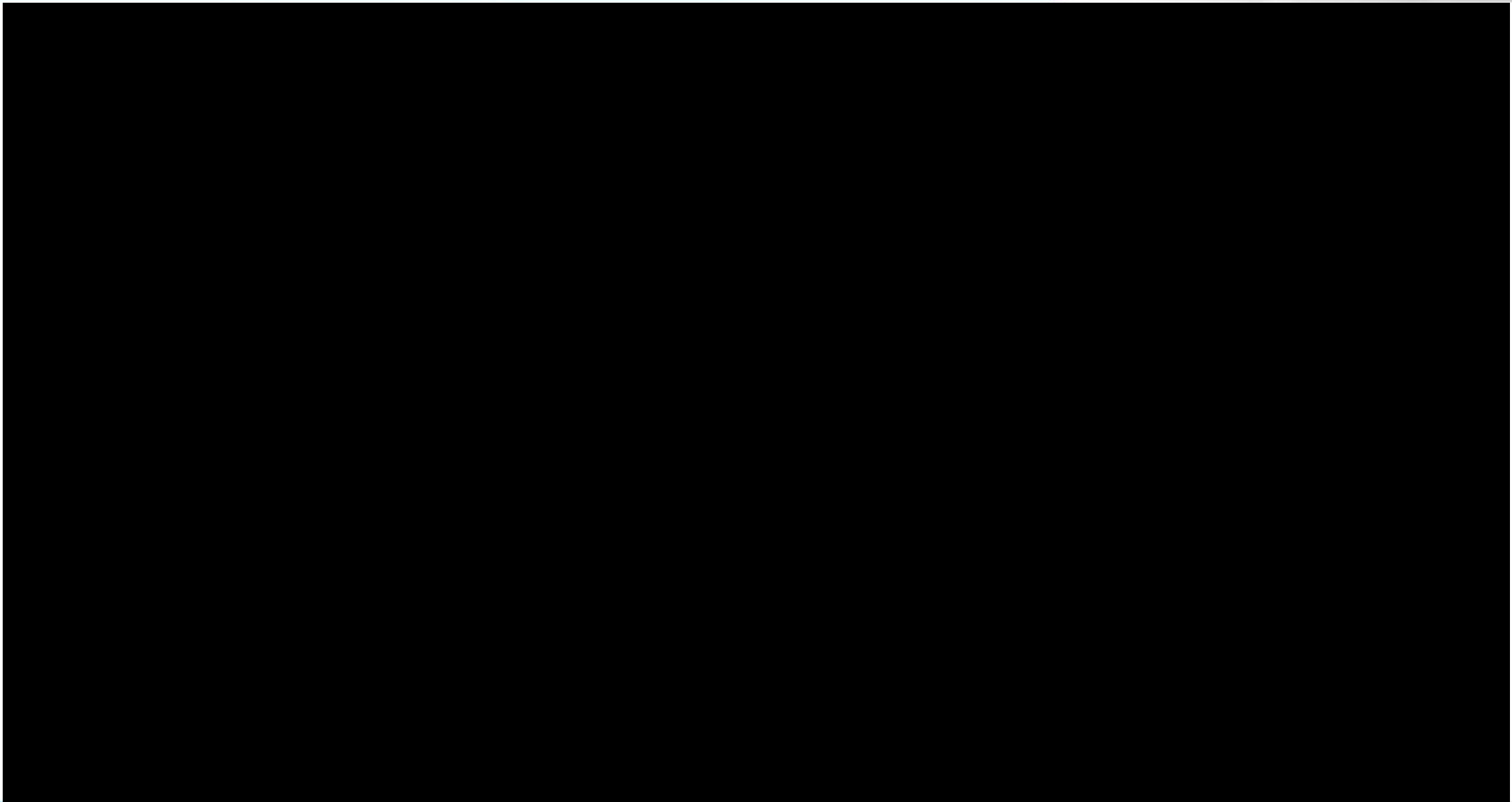


# Duties and Responsibilities

- How many are tied to customer service?
- Have you performed these tasks in a previous job?



# Rave Reviews Video





# Rave Reviews Debrief

1. How does Anthony uphold the USPS brand?
2. How did he define service?
3. Did you notice any customer service behaviors in the video? What were they?
4. What did Anthony have to say about the POS Survey?

# Working the Retail Counter

Create customer-centric environment:

- Appearance.
- Name tag.
- Follow uniform requirements.
- Maintain lobby.



# Assist Customers with Disabilities

- Americans with Disabilities Act (ADA) and other state and federal laws protect the rights of people who have disabilities.
- Speak directly to customer and greet them as you normally would.
- Provide any assistance needed to conduct business or purchase products and services.



# Telephone Etiquette Techniques

1. Always answer by the second or third ring.
2. Greet by thanking the caller and identify yourself and your office with a clear, normal, and calm tone of voice.
3. Address the Caller properly by their title (i.e., Mr. Jones, Mrs. Williams). Never address an unfamiliar caller by their first name.
4. Listen to the Caller and repeat their concern so you can verify that you heard their message clearly.
5. Always politely ask the Caller if you can put them on hold. Remember to monitor your time and get back to the Caller as soon as possible.
6. Be patient and helpful. If a Caller is irate or upset, listen to what they have to say and refer them to the appropriate source. Never snap back or act rude.
7. Always thank the customer for using the Postal Service and tell them you appreciate their business.



# Teammates within the Post Office

We work together to ensure customers receive a world-class customer experience:

- Postmaster/Manager.
- Supervisor.
- Lead Sales & Services Associate (LSSA).
- Sales and Services Distribution Associate (SSDA).
- Other Sales and Services Associates.
- Lobby Assistant.



# Employee Roles

Postmaster/Manager, Supervisor, Lead Sales & Services Associate (LSSA), Sales and Services Distribution Associate (SSDA), Other Sales and Services Associates, Lobby Assistant.	
<b>Sales and Services Distribution Associate (SSDA)</b>	Performs many of the same duties of an SSA, however they also support the back office distribution functions.
<b>Lobby Assistant</b>	Helps customers with package pick-ups, identifies mailing needs, ensures customers complete required forms before they reach the window, assists customers with lobby technology, and answer customer questions.
<b>Lead Sales &amp; Services Associate (LSSA)</b>	Maintains a comprehensive working knowledge of regulations, rules, policy, and procedures relating to all phases of retail services. Provides technical guidance to retail employees assigned to the unit, informing them of changes or clarifications in policies, procedures, operations, or regulations.
<b>Postmasters and Managers</b>	Manage post office daily operations and serve as business leaders and community anchors by making local contacts the Postal Service needs to increase its share of the shipping market.
<b>Other Sales and Services Associates (SSAs)</b>	Your teammates. You support each other by ensuring the correct processes are followed and customer needs are met, as well as educate customers on our products and services.
<b>Supervisors</b>	Responsible for managing post office day-to-day operations and ensuring that employees are properly trained and well informed.

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