**Module 9:
Retail Customer
Experience (RCE)**

Objectives

- Describe the Retail Customer Experience (RCE) program.

- Recognize standards used to rate how retail employees deliver the USPS® brand image.

- Explain strategies to reduce Wait-Time-In-Line.

- Describe various services available to the customer including Self-Service Kiosk, Contract Postal Units/Retail Partners, Stamps by Mail® and usps.com®.

- Explain the types of transactions that can be conducted on the Self-Service Kiosk (SSK).

- Summarize eligible transactions using the mobile Point-of-Sale (mPOS) device.

- Increase awareness of retail channels to provide mailing and shipping options to our customers.

Retail Performance

- Point of Sale (POS) Survey.

- Retail Customer Experience (RCE) Program.

Retail Customer Experience (RCE)

Diagnostic tool used to correct detrimental conditions.

Real-time snapshot of customer interaction.

Drives employee behaviors to result in improved customer satisfaction and revenue.

Independently contracted "customers" visit post offices and document their experiences.

SSAs must ask the required sales skills questions for a "perfect" transaction to be conducted.

Survey includes questions on brand image, WTIL, HAZMAT question, GIST, and POS survey.

RCE – Brand Image

- Courtesy: attentive and courteous throughout transaction; body language.
- Uniform: full uniform including name badge; clean neat and wrinkle free.

HAZMAT Question

- Ask each customer presenting anything on the scale the Hazmat question.

- Customer must respond on the POS Customer Display Unit (CDU).

Does this item contain anything liquid, fragile, perishable or potentially hazardous materials such as lithium batteries, perfume, mercury, or aerosols?

Yes   No

UNITED STATES
POSTAL SERVICE

Wait-Time-In-Line (WTIL)

Act with Courtesy and Urgency.

- Acknowledge and apologize.

- Demonstrate attempt to work efficiently to improve customer experience and create a customer centric environment.

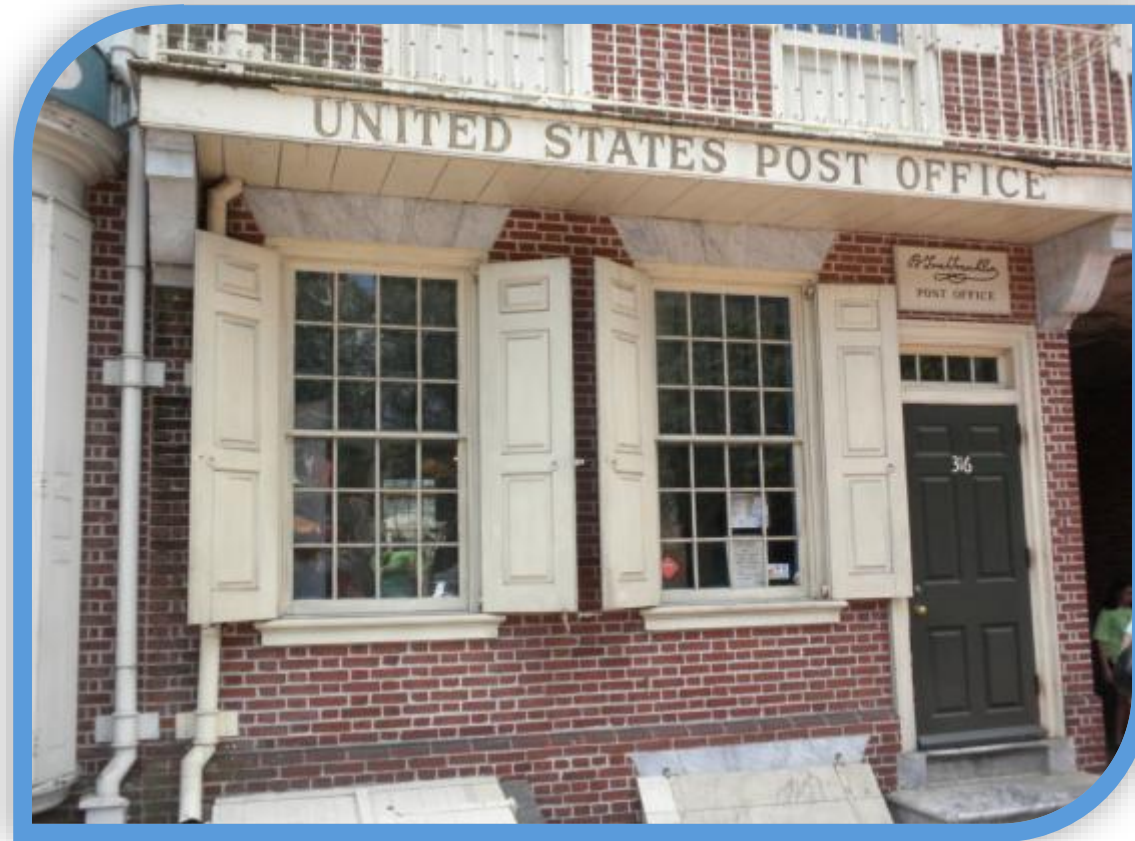Read the 3 scenarios and record how you would respond.

POS Survey

Did you invite the customer to provide feedback about their visit?

Exterior Appearance
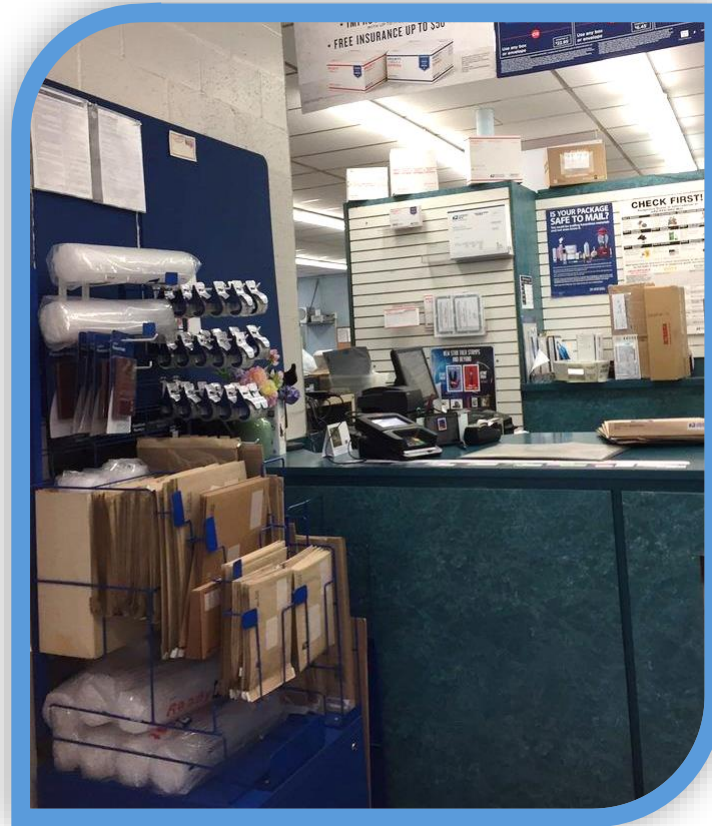
Exterior should be inviting and well maintained.

Interior Appearance

Neat, clean, organized, and well stocked.

Additional Shipping

Neat, clean, organized, and well stocked.

RCE Perfect Transaction

[1] Brand Image – Courtesy

- Be attentive by actively listening with courtesy throughout the transaction.
- Pay attention to verbal tone, body language and avoid distractions - no sidebar conversations with colleagues – no cellphones at counter.
- Complete transactions efficiently with the value of the customer's time in mind.

[2] Brand Image – Appearance

- A full uniform must be worn, including name badge, not postal ID.
- Take pride in appearance and make sure uniform is clean.
- No additional non-compliant clothing may be worn.
- Ensure exterior & interior of the building are neat, clean, and well maintained.
- Check to make sure both flags are in good condition & flying.

[3] Wait Time in Line

- **Acknowledge and apologize to customers for any excessive wait times**.
- Be mindful of break & lunch times.
- Keep lag time between transactions to a minimum.
- Stock frequently used forms and supplies at window.
- Notify back office if line begins to queue.

[4] Acknowledge/Greet

- Acknowledge all customers as they walk into the retail lobby.
- Greet each customer when they approach your counter.
- Asking, "How can I help you?" or "Next in line" is not a greeting.
- Make each customer feel welcome and appreciated.
- For each customer visit, make eye contact and greet pleasantly.

[5] Safety – Hazmat

- **Required** to ask, "Do any of your articles contain anything liquid, fragile, perishable, or potentially hazardous such as lithium batteries, perfume, mercury, or aerosols?"
- **Customer must confirm and answer question on CDU!**
- Visually inspect all packages for signs, symbols and labels of hazardous material.

[6] Shipping Needs

- Ask for the customer's need such as time sensitivity, signature confirmation or insurance.
- First offer guaranteed service with Priority Mail Express.
  - Includes $100 Insurance.
- If customer declines PME, offer value added service Priority Mail.
  - Includes $100 Insurance.

[7] Suggest

- Offer additional insurance and Signature Confirmation.
- Suggest products and services such as Gift/Greeting Cards, Ready Post items, Stamps, Passport Services and PO Box rental.

[8] Thank

- Thank customer for their business.
- Invite the customer back.

[9] POS Survey

- Invite every customer to take the survey at the bottom of POS receipt.
- Personally invite all customers to take the survey by saying, "We value your feedback. Please take this short survey to share your experience."

9-14

RCE Perfect Transaction, Updated 8/30/2022

POS Survey Questions

- Improve customer experience.

- Gather feedback.

- Six questions.
  - Overall satisfaction.
  - SSA knowledge, efficiency, attitude, courtesy.
  - Recommend USPS.

- Three minutes.

- QR Code/website/phone (1-800-410-7420).

Circle POS Survey on receipt. → Invite customer to participate.

POS Survey Feedback

POS Survey Responses for FY21 Q1

Overall Satisfaction*	% Very Satisfied	% Mostly Satisfied	% Somewhat Satisfied	% Somewhat Dissatisfied	% Mostly Dissatisfied	% Very Dissatisfied	% Top 2 Box	Number Resp.
1. Overall Satisfaction with Visit to Post Office	72.89	9.97	4.45	2.70	2.69	7.30	82.86	645,607
For you it is more important that a sales associate...	% Most Important							Number Resp.
2a. Be knowledgeable about postal products and services	28.60							605,583
2b. Work efficiently	17.65							605,583
2c. Have a positive attitude	23.92							605,583
2d. Treat you with courtesy	29.83							605,583
During your visit, how much would you agree that the sales associate...	% Strongly Agree	% Mostly Agree	% Somewhat Agree	% Somewhat Disagree	% Mostly Disagree	% Strongly Disagree	% Top 2 Box	Number Resp.
3a. Was knowledgeable about postal products and services	80.02	9.66	4.41	1.61	1.13	3.17	89.68	584,031
3b. Worked efficiently	79.94	9.40	4.31	1.69	1.23	3.43	89.34	584,688
3c. Had a positive attitude	79.41	9.09	4.26	1.68	1.29	4.27	88.50	584,593
3d. Treated you with courtesy	81.00	8.29	3.81	1.52	1.19	4.19	89.29	584,994
Wait time in line...	0-3 min	4-5 min	6-10 min	11-15 min	16+ min		% Top 2 Box	Number Resp.
4. Wait time in line for a sales associate	52.29	21.68	12.97	5.84	7.22		73.97	594,853
Wait time was acceptable...	% Strongly Agree	% Mostly Agree	% Somewhat Agree	% Somewhat Disagree	% Mostly Disagree	% Strongly Disagree	% Top 2 Box	Number Resp.
5. Amount of time waited in line was acceptable	68.48	15.42	8.24	2.96	1.70	3.20	83.90	591,259
Interaction Feeling	% Very Satisfied	% Mostly Satisfied	% Somewhat Satisfied	% Somewhat Dissatisfied	% Mostly Dissatisfied	% Very Dissatisfied	% Top 2 Box	Number Resp.
6. How did the interaction make you feel?	72.27	14.21	5.37	2.38	1.71	4.06	86.48	526,106
Valued Customer	% Strongly Agree	% Mostly Agree	% Somewhat Agree	% Somewhat Disagree	% Mostly Disagree	% Strongly Disagree	% Top 2 Box	Number Resp.
7. USPS makes me feel like a valued customer	67.65	16.42	7.44	2.62	1.80	4.07	84.07	523,656

*Overall Satisfaction is the only required survey question

Transaction Date	Overall Satisfaction	What should this Post Office do to improve your satisfaction with the service you received?	What is the primary reason behind your satisfaction rating?
12/31/2020	Bottom 2 Box	Sales associates need to be professional and courteous and not expect people to already know everything they do.	Customer service was poor. Didn't feel welcomed. Felt as though I was a burden and the person serving me was uncooperative and unsympathetic.
12/31/2020	Bottom 2 Box	Explain why my request couldn't be accomplished. Instead of just saying, "NO."	I felt that the clerk was rude and talking down to me.
12/31/2020	Middle 2 Box	When the line is outside due to 6' distancing keep it moving along! I waited outside in cold temps for my turn to get inside...the woman in front of me kept walking over to the window to show there was a line waiting. Once we got inside we could hear why the line was so long—the worker kept telling stories!	First time sending something and the worker seemed disgruntled but was still professional.
12/31/2020	Middle 2 Box	Perhaps the USPS employee who helped me could try to speak more slowly while explaining the options and not just assume the item requires next day delivery. I only went to the counter because there wasn't a line and the Clerk was open and the automated postage machine was already in use. I regretted not waiting for the machine, which makes it pretty clear I did not appreciate my experience with that USPS employee.	Service was not poor; however, clerk needs training in "listening" to customer and not interjecting personal bias during transactions.
12/31/2020	Top 2 Box	Both clerks working were professional and greeted customers and offered suggestions for mailing options based on delivery or price.	Although they had limited help, they were a great mood and they were courteous and kind.
12/31/2020	Top 2 Box	Everything was great! It was busy but the team moved fast and was knowledgeable about all options for mailing!	Clerks are always fast, efficient, friendly.

- Two volunteers to role-play SSA and the customer.

- Class observes.

Winning Formula
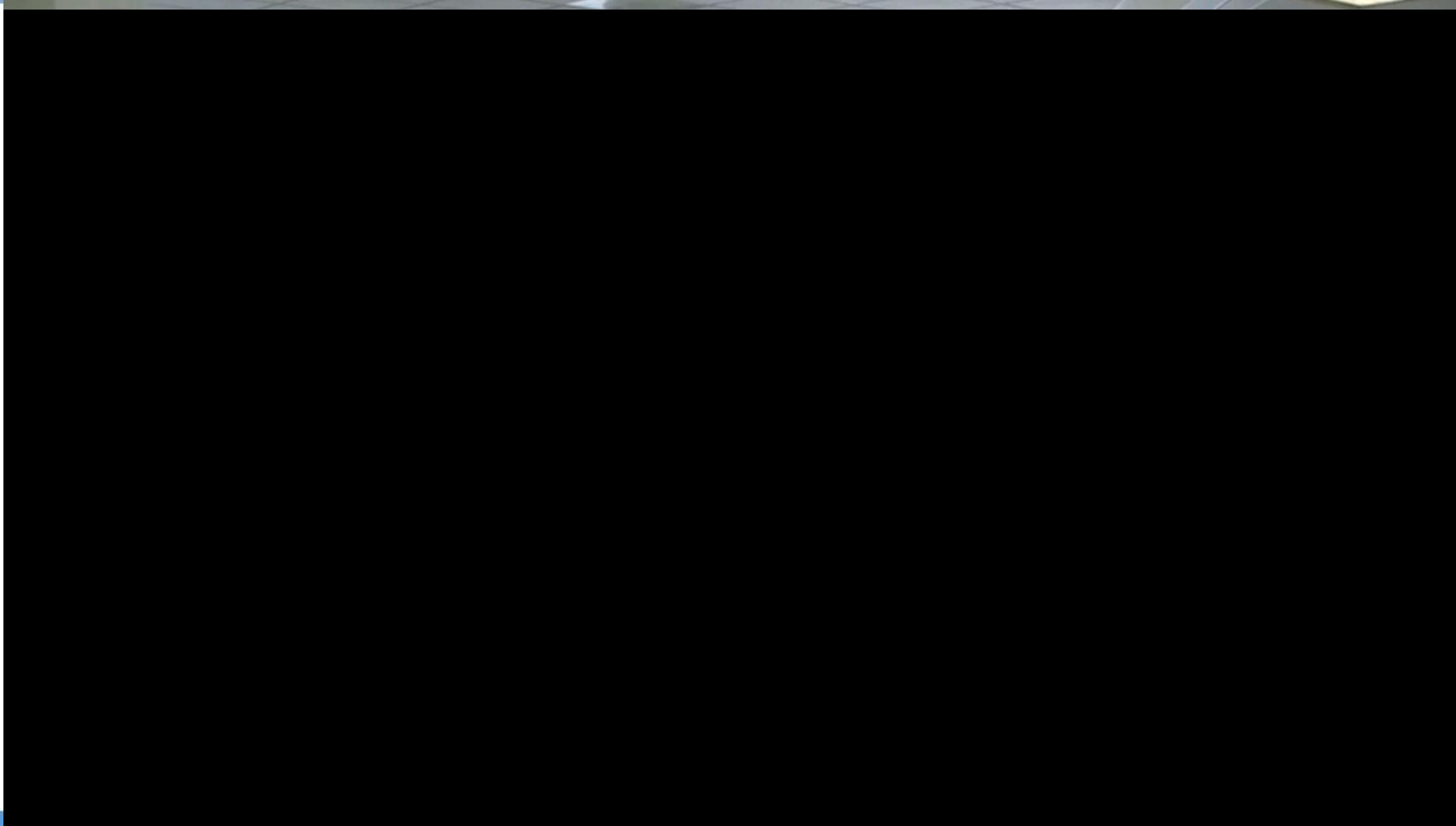
- Two volunteers to role-play SSA and customer.

- 20 scenarios.

- Class observes.

Exploring Alternatives

Economy forces change.

Increased use of internet.

Choices to purchase Postal products and services.

Self-Service Kiosk (SSK)

- Only accepts major credit, debit, and EBT cards (new kiosks are EMV enabled).

- New kiosks have dimensional array UPC code scanning.

- First-Class Mail®, Priority Mail® and Priority Mail Express® are available on the SSK RSS.

- Available 24/7.

- SSAs assist with complicated mailing needs.

Mobile Point of Sale (mPOS)

- Improves customer experience.

- Facilitates simple transactions in retail lobby.

- Reduces Wait-Time-In-Line.

- ALL prepaid packages presented at retail MUST receive an acceptance scan (and receipt) if requested by the customer, regardless of quantity at no charge.
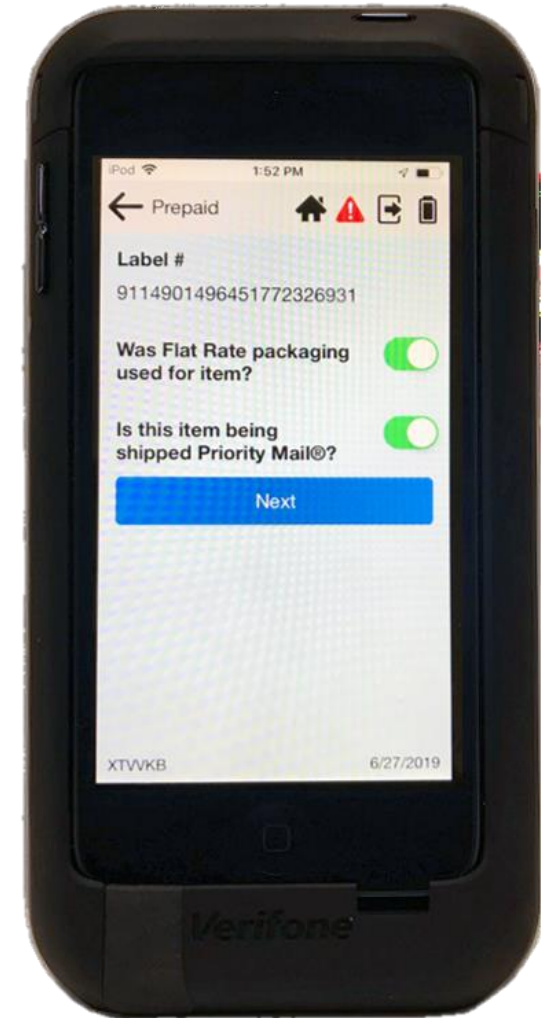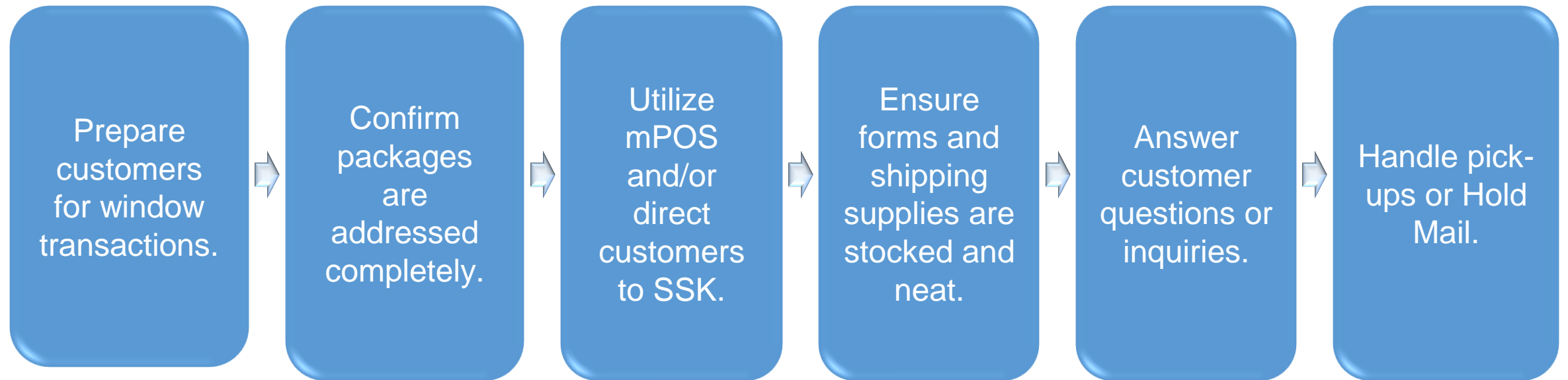
mPOS Eligible Transactions

- Scan prepaid barcoded packages for acceptance and merchandise return.

- Forever stamp booklets/coils, ReadyPost®, greeting cards and other retail items.

- Accept customer payment using credit and debit cards.

- Complete mail pickup transactions and have customers sign for mail articles.

- Print Priority Mail Flat-Rate® envelopes and boxes postage.

- In-person proofing.

Lobby Assistant

Prepare customers for window transactions. → Confirm packages are addressed completely. → Utilize mPOS and/or direct customers to SSK. → Ensure forms and shipping supplies are stocked and neat. → Answer customer questions or inquiries. → Handle pick-ups or Hold Mail.

USPS.COM

Quick, easy and convenient:

- ZIP Code**™** lookup and Post office locations.

- Purchase stamps.

- Post Office Box**™** Rental.

- Track and confirm.

- Domestic/international rate calculators.

- Change-of-address forms.

- Click-N-Ship®.

- Carrier Pickup**™**.
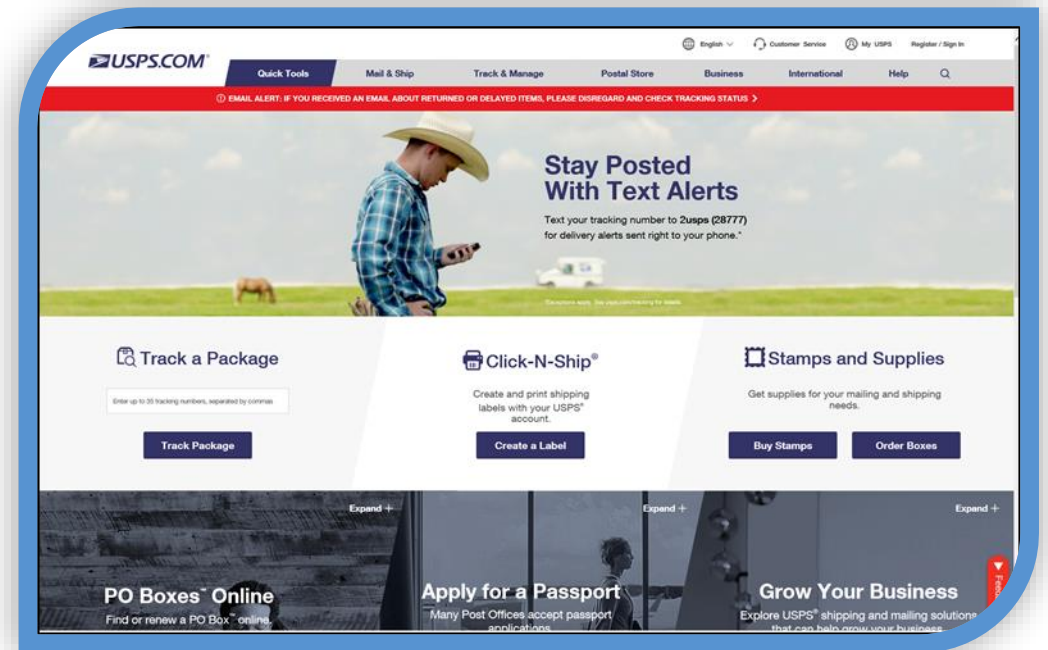
Automated Package Verification (APV)

- Processing equipment weighs, rates, and compares to postage paid.

- Customers receive invoice from PC postage provider, USPS® receives payment from provider if short-paid.

- Does not apply to:

  - Letters or flats paid with PC Postage®/Click-N-Ship with a tracking number beginning with '94,' or letters, flats, or packages paid with metered postage or stamps.

  - Priority Mail Express® packaging with Priority or First-Class PC Postage labels, and packages refused by addressee.

- Use pre-paid workflow process to provide acceptance scan and customer receipt.

PC Postage

Click-N-Ship | EasyPost | eBay | Endicia

PayPal | Pitney Bowes | Stamps.com

Package Information/ Manifest

APV System

Overweight/Oversize Parcels

- The Postal Service has established a charge for nonmailable overweight/oversize parcels found in the mailstream.

  - The shipper or receiver is required to pick up the piece from the location where it is found within 14 days and pay the charge.

    - If package is found and picked up at the location it was dropped off, there is no charge.

    - If not picked up within 14 days, package is considered abandoned unless other arrangements are made.

- When charging these fees, follow the RSS workflow in your office.

Short Paid Package Verification

- Captures the details of suspected short paid packages.

- Eliminates the need for delivery offices to collect postage due from addresses for short-paid and/or duplicated package labels.

- Charges the mailer for any postage due to improve customer experience and potentially avoid returns.

- Used to capture data on certain packages; follow RSS workflow.
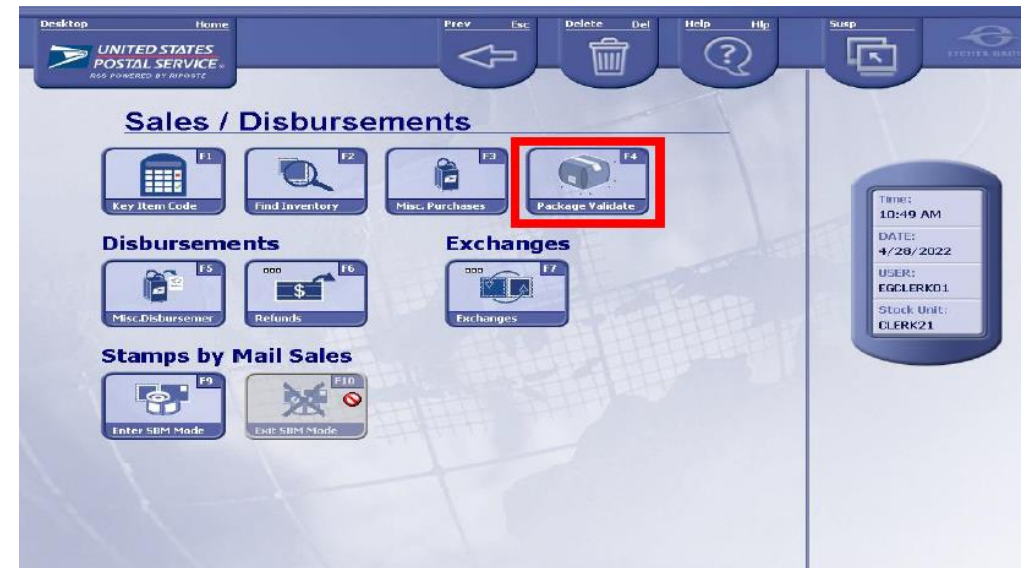
USPS Mobile® App

- Allows users to use device's camera to scan barcodes on shipping labels for tracking of packages and other mail.

- App stores label numbers to recheck status of shipments.

- Scanner function available on iPhone® and Android®.
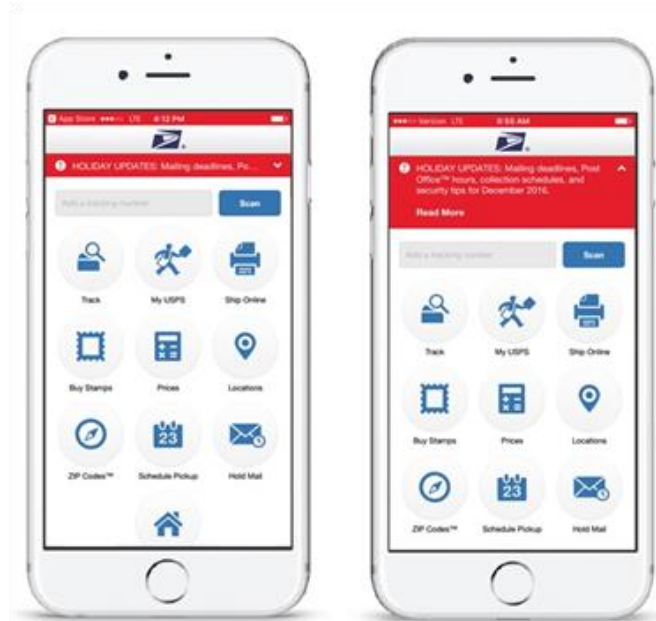
Approved Shipper

- Private retailer with a packaging and shipping operation.

- May provide a variety of services including competitor services.

- Authorized to display postal signage promoting Postal products/services.

- Profit through nonpostal surcharges.

Automated Teller Machines

ATM

- Bank receives stamps on consignment.

- Transaction fee.

Stamps by Mail®/Stamps by Phone™

- Customers purchase products by mail.

- Orders may be phoned in to local unit.

- Order forms incorporated in self-addressed, postage-paid envelopes, PS Form 3227, *Stamps by Mail®*.

- Mail orders returned in 3 to 5 business days.

- 1-800-STAMP-24 (800-782-6724), customers may order stamps and make purchases by credit card.

Stamps to Go®

- Retailers may order stamp booklets, stamp coils and ATM stamp sheetlets.

- Over 650 consignees, representing more than 64,000 locations that provide customers with the opportunity to purchase stamps.

Contract Postal Units

Contract Postal Units:

- Not operated by Postal employees.

- Same services and prices.

Mobile Retail Units:

- Special events and holidays.

Village Post Office^{TM}:

- Located within existing communities and operated by those entities.

Retail Access Activity

Access Type	Description
WORD BANK: SSK, mPOS, USPS.com, APV, Approved Shippers, ATM, Stamps by Mail/Phone, Stamps to Go®, CPU, Mobile Retail Unit, Village PO, USPS Mobile App.	
CPU	Operated under contract with Retail Partners to provide postal products at postal prices outside of our normal business hours where people live, work and shop. Customers generally have access to the same products, services, and information that are available at all Post Offices™, stations, and branches.
Stamps by Mail/Phone	Customers in city delivery areas purchase postal products by ordering through self-addressed, postage-paid envelopes (or by phone).
SSK	Designed to process 80 percent of transaction types that come into retail. They handle non-cash transactions, accepting major credit and debit cards.
Mobile Retail Unit	USPS service is provided for special events, holidays, etc., by taking the Post Office™ to our customers.
USPS.com	Provides quick, easy and convenient service using interactive pages that include lookups for ZIP Codes™, Post Offices, specialized USPS™ facilities, stamp purchasing, Post Office Box Rental, track and confirm®, domestic and international rate calculators, and online change-of-address forms. Also allows access to Click-N-Ship® to print postage for domestic and international packages, including completion of customs forms.
mPOS	Lobby Assistants use this device to improve the customer experience, as well as to make it easier for you to assist customers and improve the customer experience in retail lobbies by reducing wait-time-in-line.
Approved Shippers	Private retailers with a packaging and shipping operation. They may provide a variety of shipping services including postal services and competitor services (i.e., FedEx®, UPS®) and profit through non-postal surcharges.
APV	Supports recovery of online postage discrepancies in an automated fashion, and in a way that protects the customer relationship.
VPO	Facilities are located within existing communities in locations, such as businesses, town halls, or government centers, and are operated by those entities. They offer a range of products and services that could include collection boxes, PO Boxes, Forever stamps, and prepaid Priority Mail Flat-Rate boxes and envelopes.
Stamps to Go	USPS distributes First-Class Mail®, Priority Mail Express®, and Priority Mail® postage stamps to retailers for resale to the public.
USPS Mobile App	Mobile application for iPhone users that allows them to use the device's camera to scan barcodes on shipping labels for quick, easy and convenient tracking of their packages and other mail.

A customer approaches the counter at 11:30 a.m. on Saturday to send a Priority Mail® package that needs to go that day.

After the Sales and Services Associate greets them, the customer realizes that they forgot an item they needed to include in the package.

The SSA informs the customer that the lobby closes at noon and asks if there is time for them to return before the retail counter closes.

The customer responds that there is not enough time to go home and return before closing. Realizing the customer's dilemma, the SSA explains retail access solutions that could meet their needs.

What Would You do?

Situation 1: Customer brings in a package that is not sealed and asks you to tape it closed for them. Customer asks how much it would cost to ship a package but is not ready. Asks you to print the postage and they will tape it up (They do not want to wait in line again).

Situation 2: Customer brings in an item that does not qualify as a flat. When told they will have to pay the parcel price, they argue and say that another office charges them the price for a flat-sized item.

Situation 3: A Postal employee is using a check to pay for items, but do not have their driver's license. They would like for you to use their Postal ID instead.

Situation 4: Customer presents a package for mailing that is using a Priority Mail label that has been trimmed to remove the Priority Mail logo..

Summary

- Describe the Retail Customer Experience (RCE) program.

- Recognize standards used to rate how retail employees deliver the USPS brand image.

- Explain strategies to reduce Wait-Time-In-Line.

- Describe various services available to the customer including Self-Service Kiosk, Contract Postal Units/Retail Partners, Stamps by Mail and usps.com.

- Explain the types of transactions that can be conducted on the Self-Service Kiosk (SSK).

- Summarize eligible transactions using the mobile Point-of-Sale (mPOS) device.

- Increase awareness of retail channels to provide mailing and shipping options to our customers.