



September 13, 2013

VICE PRESIDENTS, AREA OPERATIONS

SUBJECT: Retail Customer Experience Evaluations

This letter is a reminder concerning the proper use of the Retail Customer Experience (RCE) Program Evaluations.

The program's primary purpose is to provide a tool that helps identify and measure the customer's retail experience. Evaluation results should be used to correct conditions that are detrimental to the customer experience and coach Sales and Service Associates (SSA's) on revenue growth and customer satisfaction opportunities.

RCE scores being use inappropriately as the basis for discipline, Letters of Warnings and now Emergency Placements are not the intent of the program. The RCE is intended to help drive correct behavior and assit in making clear to our SSA's why retail performance is so important to the Postal Service. This message will be totally lost if discipline is the response to unacceptable scores.

We have to look beyond the scope of our employees and put ourselves in the position of the customer. An RCE Shopper is simply a customer. How can we give them an outstanding experience? We can do so by using the perfect transaction as a template (not a robotic requirement) to offer the services that meets the customers needs.

The utilization of the PS Form 4000A for retail lobby observations and PS Form 4000B for retail employee observations are the tools that observe interactions and addresses deficiencies. If the employee does not meet expectations, coach the employee in ways to improve knowledge and performance and correct the behavior.

The RCE Program is not to be used for discipline. Please share this information with your Field Operations and Labor Relations personnel.

Thank you in advance for your continued support concerning this matter.

A handwritten signature in black ink, appearing to read "E. Phelan, Jr.", written over a faint circular stamp.

Edward F. Phelan, Jr.

cc: Manager, Customer Service Operations, HQ
Labor Relations, Headquarters
Robert Strunk, Director Clerk Craft, APWU