



April 7, 2023

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APR 10 2023

Mr. Ivan D. Butts  
President  
National Association of Postal Supervisors  
1727 King St., STE 400  
Alexandria, VA 22314-2753

**Certified Mail Tracking Number:**  
7020 3160 0002 0327 5798

Dear Ivan:

As a matter of general interest, the Postal Service has developed a new recognition program for retail operations named the '5 Star Banner Program'. Recognition will be based on office performance for the preceding three-month period and will continue on a quarterly basis.

Retail offices recognized during the quarter, will be called 5 Star Post Offices. The program will identify locations that have met the following criteria:

- 100% Retail Customer Experience (RCE) overall score;
- 95% or higher Point of Sale and Overall Satisfaction (POS OSAT), must have 50 or more surveys completed; and,
- 5-star rating on Postal monitored social media platforms, must have two or more reviews.

Each retail office that achieves the 5 Star Post Office status will be able to display digital messaging in the lobby, where available; receive a door decal to display to customers; a back-office employee poster and lapel pins for each retail clerk in the office. The retail office will be able to show their star status for 90 days.

The program will start during the current quarter. Enclosed is a copy of the service talk and a PowerPoint presentation titled, *Introducing: The 5 Star Banner Program*.

Please contact Dion Mealy at 202-507-0193 if you have any questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shannon Richardson", written over a blue circular stamp.

Shannon Richardson  
Director  
Contract Administration (APWU)

Enclosures

# Retail Service Talk

April 21, 2023

## Introducing: The 5 Star Banner Program

Retail Experience is proud to introduce our new recognition program – The 5 Star Banner program.

Program highlights:

- Overall program: Showcase to our customers, they are entering a 5-Star retail location and provide recognition to our dedicated employees.
- This is a quarterly recognition award.
- The qualifying criteria is:
  - 100% RCE overall score for the quarter.
  - POS Overall Satisfaction: Must meet the goal of 95% or higher with 50 or more surveys completed in the quarter.
  - Achieve a 5-star rating across all USPS monitored social media platforms, with at least 2 reviews completed by our customers in the quarter.
- Each qualifying office will receive:
  - A lapel pin for each SSA.
  - A back-office poster.
  - A window cling to display to our customers.
  - If your office has digital capabilities – digital signage will be auto-pushed.

Please note these items are only to be displayed for 90 days from receipt.

Lapel Pin

Back-office poster

Window cling



Our goal in Retail Experience is to reinforce the USPS brand and to provide a world class experience for our customers.



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# Introducing: The 5 Star Banner Program

Retail Experience

4/21/2023

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# 5 Star Banner Program

# 5-Star Banner Program

- Overall Goal: To showcase to our customers, they are entering a 5-Star retail location and provide recognition to our employees for their dedication.
- Communication plan:
  - Stand-up talk will be sent out to all offices
  - Link Article
  - Each office that qualifies will be contacted



# Program highlights

## Qualifying Criteria:

- 100% RCE Overall Score
- POS OSAT: Achieve 95% or higher
  - Must have 50 or more surveys completed
- 5-star rating achieved across all USPS monitored social media platforms
  - Must have 2 or more reviews

- This will be a quarterly review
- Offices will receive the following:
  - Digital signage on our lobby monitors, where capabilities are available
  - A door decal to display to our customers
  - A back-office employee poster
  - Lapel pins – each office will receive 1 for each SSA
- Items are to only be displayed for 90 days from receipt.



# Digital Signage Storyboards

**WHAT MAKES US A  
5-STAR POST OFFICE?**  
★★★★★

**WE DELIVER 5-STAR  
SERVICE**  
★★★★★

**WE DELIVER 5-STAR  
SPEED**  
★★★★★

**WE DELIVER 5-STAR  
CLEANLINESS**  
★★★★★

**WE DELIVER 5-STAR  
ENGAGEMENT**  
★★★★★

**WE DELIVER 5-STAR  
EXCELLENCE**  
★★★★★



★★★★★

★★★★★  
**THIS 5-STAR POST OFFICE™  
PROUDLY DELIVERS FOR YOU**



# FY22 Q3 results

Area	District	Office	Zipcode	Social Media Reviews	POS Surveys Completed	POS OSAT Score	RCE Overall Score
ATLANTIC	NEW YORK 2	PM MIDDLE ISLAND	11953	2	205	97.00%	100.00%
CENTRAL	KY-WV	PRESTONSBURG	41653	2	50	96.00%	100.00%
SOUTHERN	FLORIDA 2	EAGLE LAKE *	33839	2	51	96.00%	100.00%
WESTPAC	CALIFORNIA 1	PETALUMA MO	94952	2	98	97.00%	100.00%
WESTPAC	CALIFORNIA 6	PM-SANTEE	92071	2	94	97.00%	100.00%
WESTPAC	ID-MT-OR	POR-SELLWOOD RETAIL STA	97202	4	94	97.00%	100.00%



# FY22 Q4 results

Area	District	Office	Zipcode	Social Media Reviews	POS Surveys Completed	POS OSAT Score	RCE Overall Score
ATLANTIC	MARYLAND	ANNAPOLIS JUNCTION	20701	3	68	97.00%	100.00%
CENTRAL	INDIANA	MOORESVILLE	46158	2	95	98.00%	100.00%
CENTRAL	KS-MO	WIC-MUNGER STA	67208	5	71	96.00%	100.00%
CENTRAL	MICHIGAN 1	ALLEN PARK	48101	2	86	95.00%	100.00%
CENTRAL	MICHIGAN 1	DET-COLLEGE PARK STA	48221	2	70	96.00%	100.00%
CENTRAL	MICHIGAN 1	HOLLY	48442	2	58	98.00%	100.00%
CENTRAL	MICHIGAN 2	EAST LANSING	48823	2	166	95.00%	100.00%
CENTRAL	MICHIGAN 2	MANISTEE	49660	3	84	99.00%	100.00%
CENTRAL	MICHIGAN 2	OKEMOS	48864	2	148	97.00%	100.00%
CENTRAL	OHIO 1	CLE-OLMSTED FALLS BR	44138	2	72	96.00%	100.00%
WESTPAC	CALIFORNIA 1	CAPITOLA MPO	95010	2	72	96.00%	100.00%
WESTPAC	CALIFORNIA 2	CLAYTON MPO	94517	2	101	97.00%	100.00%
WESTPAC	CALIFORNIA 2	VALLEY SPRINGS	95252	2	69	96.00%	100.00%
WESTPAC	HAWAII	KANEHOE	96744	3	100	95.00%	100.00%



# FY23 Q1 results

Area	District	Office	Zipcode	Social Media Reviews	POS Surveys Completed	POS OSAT Score	RCE Overall Score
ATLANTIC	MARYLAND	ANNAPOLIS JUNCTION	20701	3	68	96.00%	100.00%
ATLANTIC	MARYLAND	BUCKEYSTOWN	21717	3	52	96.00%	100.00%
ATLANTIC	NEW JERSEY	ADELPHIA	7710	2	88	97.00%	100.00%
ATLANTIC	NEW JERSEY	ESSEX FELS	7021	2	187	98.00%	100.00%
ATLANTIC	NEW YORK 1	PATCHIN	10011	3	82	96.00%	100.00%
ATLANTIC	NEW YORK 3	BFL-HILLER	14223	2	50	98.00%	100.00%
CENTRAL	KS-MO	STL MAIN OFFICE FINANCE POSTAL STORE	63155	2	107	97.00%	100.00%
CENTRAL	KY-WV	CRESTWOOD	40014	2	58	97.00%	100.00%
CENTRAL	MICHIGAN 1	FRASER	48026	2	140	96.00%	100.00%
CENTRAL	MICHIGAN 1	PENNIMAN FINANCE	48170	6	138	98.00%	100.00%
CENTRAL	MICHIGAN 1	PLYMOUTH POST OFFICE	48170	6	151	95.00%	100.00%
CENTRAL	OHIO 1	CUV-STOW BR	44224	2	181	98.00%	100.00%
CENTRAL	OHIO 2	COL-CITYGATE RETAIL	43218	2	111	95.00%	100.00%
CENTRAL	OHIO 2	MAINEVILLE, OH	45039	2	72	96.00%	100.00%
CENTRAL	OHIO 2	MONROE	45050	2	74	99.00%	100.00%
CENTRAL	OHIO 2	MT VERNON	43050	2	260	98.00%	100.00%
CENTRAL	OHIO 2	URBANA	43078	2	97	98.00%	100.00%
CENTRAL	WISCONSIN	SHEBOYGAN	53081	3	108	96.00%	100.00%
SOUTHERN	AR-OK	AIRPORT STATION	74115	5	81	98.00%	100.00%
SOUTHERN	FLORIDA 1	LECANTO P O	34461	2	96	97.00%	100.00%
SOUTHERN	FLORIDA 1	MIDDLEBURG PO	32068	2	73	96.00%	100.00%
SOUTHERN	FLORIDA 1	TLL-PARK AVE ESTA	32301	4	97	98.00%	100.00%
SOUTHERN	FLORIDA 2	EAGLE LAKE *	33839	2	68	96.00%	100.00%
SOUTHERN	TEXAS 1	MIDLOTHIAN	76065	2	210	95.00%	100.00%
SOUTHERN	TEXAS 2	DEER PARK POS	77536	2	61	95.00%	100.00%
SOUTHERN	TEXAS 2	PINEHURST POS	77362	2	122	96.00%	100.00%
WESTPAC	CALIFORNIA 2	CONCORD MPO	94520	3	715	95.00%	100.00%
WESTPAC	CALIFORNIA 3	KINGSBURG	95631	2	68	97.00%	100.00%
WESTPAC	CALIFORNIA 3	OAKDALE	95361	4	61	95.00%	100.00%
WESTPAC	CALIFORNIA 4	CORONA MAIN OFFICE	92878	2	373	95.00%	100.00%
WESTPAC	CALIFORNIA 6	LUGONIA STATION	92373	2	156	96.00%	100.00%
WESTPAC	CALIFORNIA 6	REDLANDS DOWNTOWN MAIN	92373	2	64	97.00%	100.00%
WESTPAC	CALIFORNIA 6	SUN CITY MAIN OFFICE	92586	3	157	97.00%	100.00%
WESTPAC	WASHINGTON	BLAINE M.O.	98230	2	246	96.00%	100.00%

