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September 26, 2023

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

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Dear Ivan:

As a matter of general interest, the Postal Service's Retail Experience team will conduct a proof-of-concept of a new point-of-sale quick response (POS QR) code door cling. The dual-sided door cling will be placed on the exterior lobby door with a "Welcome" message facing the exterior of the lobby. The door cling's interior message will have the POS QR code.

The goal of this door cling is to provide customers an additional way to take the Postal Service's POS survey. The POS QR code on the door cling will link the customer to the same POS survey that appears on the customer's receipt.

The POS-QR proof of concept will be conducted at 20 pilot sites listed below by Area, District and Office Name for 30 days, starting September 30:

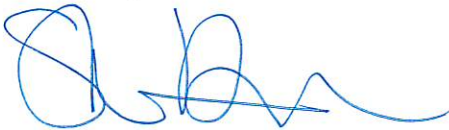
- Atlantic Area
 - Delaware-Pennsylvania 2 District
 - Philadelphia Main Post Office, Philadelphia, PA
 - Bethlehem Main Post Office, Bethlehem, PA
 - Maine-Rhode Island District
 - Worcester Post Office, Worcester, MA
 - New Jersey District
 - Elizabeth Post Office, Elizabeth, NJ
 - New York 1 District
 - Gracie Station, New York, NY
- Central Area
 - Illinois 2 District
 - Bloomington Post Office, Bloomington, IL
 - Minnesota-North Dakota District
 - St. Cloud Main Post Office, St. Cloud, MN
 - Wisconsin District
 - Bay View Saint Francis Station, Milwaukee, WI
 - Brookfield Main Post Office, Brookfield, WI
 - Green Bay Main Post Office, Green Bay, WI
- Southern Area

- Georgia District
 - Columbus Post Office, Columbus, GA
- Puerto Rico District
 - Caguas Post Office, Caguas, PR
 - Charlotte Amalie Post Office, St. Thomas, VI
 - Christiansted Post Office, Christiansted, VI
- Texas 2 District
 - McAllen Post Office, McAllen, TX
- WestPac Area
 - California 1 District
 - Bryant Street Station, San Francisco, CA
 - San Mateo Main Post Office, San Mateo, CA
 - California 2 District
 - Stockton Main Post Office, Stockton, CA
 - California 3 District
 - Burbank Main Post Office, Burbank, CA
 - Oxnard Main Post Office, Oxnard, CA

Enclosed is a copy of the service talk, *Point of Sale – Quick Response (POS QR) Door Cling*, and a copy of the POS survey door cling instructions.

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

Sincerely,



Shannon Richardson
Director
Contract Administration (APWU)

Enclosures



Retail Service Talk

September 1, 2023

Point of Sale – Quick Response (POS QR) Door Cling

To gain a better understanding of how customers perceive our service, Retail Experience is implementing a Point of Sale — Quick Response (POS QR) door cling. The POS survey is an important indicator of customer satisfaction and we at Retail Experience want to ensure our customers' opinions are heard.

To increase the number of POS survey responses and raise our Point-of-Sale Overall Satisfaction (POS OSAT) score, we are testing the POS QR door cling at 20 proof-of-concept sites. These 20 sites are broken down into five locations within the four areas (Atlantic, Central, Southern and WestPac). The 20 proof-of-concept sites had the highest number of customer visits for Weeks 28 through 32 in fiscal year 2023. Our year-to-date POS OSAT score is 86.7 percent with a National Performance Assessment (NPA) of 87.5 percent. By increasing the options for customers to take our POS QR survey, we can increase our score.

The dual-sided door cling should be placed on the exterior lobby door with the “Welcome” message facing the exterior of the lobby. The door cling’s interior messaging will have our POS QR code. In addition to retail clerks inviting customers to take the POS survey, the cling will serve as an easy-to-use and easy-to-see reminder for them to take the survey.

Our goal in Retail Experience is to reinforce the USPS brand and provide a world-class experience for our customers. Thank you for your participation in this program.

Exterior



Interior



September 2023

POS Survey Door Cling

Enclosed is a door cling to be attached to the front door of your Post Office, above the handle line. This cling will provide an additional touchpoint to solicit feedback from our customers.

Please ensure the “Welcome” side faces the exterior, and the “Feedback” side faces the interior.

Thank you for your ongoing support of our customers.

Exterior



Interior

