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JUL 20 2021

LABOR RELATIONS



July 16, 2021

Mr. Brian J. Wagner  
President  
National Association of Postal Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753

**Certified Mail Tracking Number:**  
7019 2280 0001 6261 0807

Dear Brian:

This is in further reference to the June 30 notice (enclosed) regarding the Postal Service's intent to test USPS Connect Local, a service for small and micro business customers that ship locally and want same-day or next-day delivery options.

As previously stated, customers at participating locations can utilize the Click-N-Ship application to access the USPS Connect Local option for Parcel Select and Parcel Select Lightweight shipments.

Enclosed for your review are additional Standard Work Instructions (SWIs).

- Connect Local Craft SWI Training Guide
- Connect Local SWI - Carrier
- SWI Connect Local - Clerks
- SWI Connect Local - Retail Associates

Please contact April Cutchember at 240-321-4768 if there are any questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Shannon R. Richardson".

Shannon R. Richardson  
A/Director  
Contract Administration (APWU)

Enclosures



June 30, 2021

Mr. Brian J. Wagner  
President  
National Association of Postal Supervisors  
1727 King Street, Suite 400  
Alexandria, VA 22314-2753

**Certified Mail Tracking Number:**  
7020 3160 0002 0328 8033

Dear Brian:

As a matter of general interest, the Postal Service intends to test a service for small and micro business customers that ship locally and want same-day or next-day delivery options, called USPS Connect Local.

Beginning July 19 customers at participating locations can utilize the Click-N-Ship application to access the USPS Connect Local option for Parcel Select and Parcel Select Lightweight shipments.

The subject test will be implemented in the facilities listed below and the offices will receive kits with information on how USPS Connect Local works. The first group of offices should receive their kits in advance of July 19. It is anticipated that the second group will receive the kits by the end of July. The test is schedule to last for six months.

### **Group 1**

<b>Facility</b>	<b>Address</b>	<b>City, State</b>
Beverly Hills	2202 S Cockrell Hill Rd	Dallas, TX
Juanita Craft	3055 Al Lipscomb Way	Dallas, TX
Joel Pool	5521 S Hampton Rd	Dallas, TX
Beechnut	11703 Beechnut St	Houston, TX
De Moss	6500 De Moss Dr	Houston, TX
North Shepherd	7511 N Shepherd Dr	Houston, TX
Oak Forest	2499 Judiway St	Houston, TX

### **Group 2**

<b>Facility</b>	<b>Address</b>	<b>City, State</b>
Mesquite	120 E Grubb Dr	Mesquite, TX

Waxahachie	316 N College St	Waxahachie, TX
Prestonwood	5995 Summerside Dr	Dallas, TX
Farmers Branch	13904 Josey Ln	Dallas, TX
Brookhollow	5055 Norwood Rd	Dallas, TX
University Dallas	5606 Smu Blvd	Dallas, TX
Northaven	2736 Royal Ln	Dallas, TX
Lakewood	6120 Swiss Ave	Dallas, TX
Robert E Price	8135 Forest Ln	Dallas, TX
Preston	8604 Turtle Creek Blvd	Dallas, TX
Willow Place	12955 Willow Place Dr W	Houston, TX
Memorial Park	10505 Town and Country Way	Houston, TX
T W House	1300 W 19 <sup>th</sup> St	Houston, TX
Fairbanks	7050 Brookhollow West Dr	Houston, TX
Medical Center	7205 Almeda Rd	Houston, TX
Almeda	3030 W Fuqua St	Houston, TX
Windmill	9898 Almeda Genoa Rd	Houston, TX
Granville W Elder	Granville W Elder	Houston, TX
Ashford West	12655 Whittington Dr	Houston, TX
William Rice	5201 Wakeforest St	Houston, TX

Enclosed for your review are the following documents:

- USPS PMG DeJoy Local Kit Letter
- USPS Connect Local Bag
- USPS Connect Local Standard Work Instruction (SWI)
- USPS Connect Local Standard Operating Procedures (SOP)
- USPS Connect Local Operational Test Service Talk for All Employees
- USPS Connect Local Sell Sheet
- USPS Connect Local Posters
- USPS Connect Local Locations
- USPS Connect Local Fact Sheet
- USPS Connect Local Frequently Asked Questions
- Program Guide USPS Connect Local

Please contact April Cutchember at 240-321-4768 if there are any questions.

Sincerely,

A handwritten signature in black ink, appearing to read 'Shannon R. Richardson', with a stylized, cursive script.





Shannon R. Richardson  
A/Director)  
Contract Administration (APWU)

Enclosures

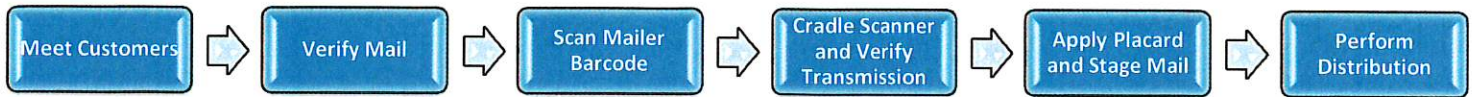


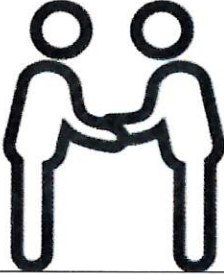

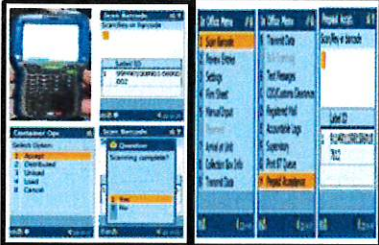


## SWI: Connect Local – Retail Associates



Visual	Important Steps	Key Points	Reasons for Key Points
	1. Perform normal transactions	<ul style="list-style-type: none"> <li>Pay attention to the packages presented for postage</li> <li>Be aware of Click N Ship customers wanting an acceptance scan</li> </ul>	<ul style="list-style-type: none"> <li>Ensure seamless customer interaction</li> </ul>
	2. Educate small/micro business customers	<ul style="list-style-type: none"> <li>Inform small business customers about USPS Local Connect</li> <li>Ask if they use Click N Ship for their shipping needs</li> <li>Explain how you can help them grow their business</li> </ul>	<ul style="list-style-type: none"> <li>Customer education and revenue generation</li> </ul>
	3. Submit Leads	<ul style="list-style-type: none"> <li>Submit leads in Clerks Care Portal</li> <li>Report leads to your manager for follow up</li> </ul>	<ul style="list-style-type: none"> <li>Revenue generation</li> </ul>
	4. Kindly direct customers to back dock area	<ul style="list-style-type: none"> <li>Please direct USPS Connect Local customers to back dock area for acceptance process</li> <li>Inform back office clerk/Postmaster/Branch Station Manager so customer is greeted at the dock</li> </ul>	<ul style="list-style-type: none"> <li>Ensure seamless customer interaction</li> <li>Keeps USPS Local Connect customers out of the retail line</li> </ul>

## SWI: Connect Local - Clerks



Visual	Important Steps	Key Points	Reasons for Key Points
	<b>Meet and Greet Customers</b>	<ul style="list-style-type: none"> <li>Greet customers</li> <li>Have scanner and rolling stock at ready</li> </ul>	<ul style="list-style-type: none"> <li>Greet customers</li> <li>Have scanner and rolling stock at ready</li> </ul>
	<b>Verify Mail</b>	<ul style="list-style-type: none"> <li>Review information on the shipping labels to ensure shipment is destined for location.</li> <li>Inspect "Drop off Destination Delivery Unit (DDU) location" located at the bottom of the label.</li> <li>Not for your Destination Delivery Unit (DDU) -               <ul style="list-style-type: none"> <li>Refuse or</li> <li>Scan Mis-shipped route through USPS</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Increases accuracy</li> <li>Reduces Mis-shipped Packages</li> </ul>
	<b>Scan Mailer Barcode</b>	<ul style="list-style-type: none"> <li>Scan PS 5630 barcode</li> <li>No PS 5630 Form?</li> <li>Set up scanner in PREPAID ACCEPTANCE MODE</li> <li>Scan each package</li> </ul>	<ul style="list-style-type: none"> <li>Captures and collects data when USPS received the packages.</li> <li>Provides for other visibility and accountability metrics</li> </ul>
	<b>Cradle Scanner and Verify Transmission</b>	<ul style="list-style-type: none"> <li>Cradle Intelligent Mail Device (IMD) immediately</li> <li>Confirm scans have been accepted on the IMD or Mobile Delivery Device In Office (MDDIO) by verifying mailbox icon no longer visible</li> </ul>	<ul style="list-style-type: none"> <li>Completes data collection process</li> </ul>
	<b>Apply Placards &amp; Stage Mail</b>	<ul style="list-style-type: none"> <li>Process Same Day parcels immediately</li> <li>Apply First In First Out(FIFO) placard to Next Day product               <ul style="list-style-type: none"> <li>Ensure date and time received on placard</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>Ensures packages are processed and distributed in the correct order and delivered timely</li> </ul>

## **SWI: Connect Local - Clerks**



### **Perform Distribution**

- Select correct Delivery Day Indicator (DDI)
- Scan all packages Arrival at Unit (AAU)
- Packages that do not belong to facility should be scanned as "Mis-shipped" (option M)
  - Mis-shipped packages are redirected to correct office via USPS outgoing mail stream
- Ensures packages are processed and distributed in the correct order and delivered timely



## SWI: Connect Local – Carriers





Educate  
customers/Submit Leads



Clear all committed  
parcels



Deliver and Scan  
accurately

	Important Steps	Key Points	Reasons for Key Points
	<b>Educate small/micro business customers</b>	<ul style="list-style-type: none"> <li>Inform small/micro businesses about USPS Connect Local pilot</li> </ul>	<ul style="list-style-type: none"> <li>Customer education and revenue generation</li> </ul>
	<b>Submit Leads</b>	<ul style="list-style-type: none"> <li>Customer Connect</li> <li>Rural Reach</li> <li>Report leads to your manager for follow up</li> </ul>	<ul style="list-style-type: none"> <li>Revenue generation</li> </ul>
	<b>Clear all parcel areas/Check Hot Case</b>	<ul style="list-style-type: none"> <li>Gather all parcels for delivery</li> <li>Check “Hot Case” when leaving for the street</li> <li>Check to ensure distribution is complete</li> </ul>	<ul style="list-style-type: none"> <li>Ensures all product delivered timely</li> <li>Customer satisfaction</li> </ul>
	<b>Scan and Deliver Accurately</b>	<ul style="list-style-type: none"> <li>Scan                             <ul style="list-style-type: none"> <li>Right Place</li> <li>Right Time</li> <li>Right Scan</li> </ul> </li> <li>Deliver USPS Connect Local packages during normal line of travel</li> </ul>	<ul style="list-style-type: none"> <li>Perfect Package Experience</li> </ul>



# USPS**CONNECT**<sup>™</sup> Local

Employee Training Guide

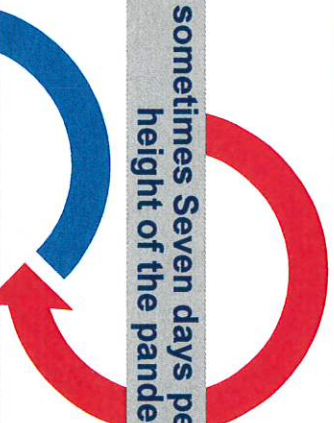
July 6, 2021



It's been a long year - Yet through it all, you helped deliver:



Six and sometimes Seven days per week during the height of the pandemic



A historic 135 million ballots handled during the Presidential election which had record turnout

An astounding 1.1 billion packages during peak season as ecommerce surged



THANK YOU!!!



## What is USPS Connect Local

- ☐ U.S. Postal Service 10-year plan, Delivering for America
- ☐ A bold approach to growth, innovation and continued relevance - \$24 Billion in new revenue
- ☐ USPS will expand our core package products Parcel Select, and Parcel Select Lightweight
- ☐ Provides neighborhood businesses access to their local Post Office which serves multiple zip
- ☐ Same Day and Next Day options depending on the critical entry time
- ☐ Customers will drop shipments between 5:00am-7:00am for Same Day delivery
- ☐ Customers dropping after 7:00am until 30 minutes prior to DOV trip will be Next Day delivery
- ☐ Customers are encouraged to drop a minimum of 10 packages a week
- ☐ Customers will conduct business at the Back Dock not the Retail Counter
- ☐ Sunday delivery if available in your facility



**87% of consumers say that shipping experience directly impacts their decision to shop with a merchant**



# USPS<sup>®</sup>CONNECT<sup>™</sup>

## Local Customer Journey



### Agreement

Customer signs with Sales assistance

### Click-N-Ship<sup>®</sup> print/pay

Customer uses to print labels

### Process

Customer processes packages for same or next day delivery

### Drop off

Customer drops off parcels at local office

### Delivery

Packages go out with carrier on their regular route

### Confirm

Business receives delivery confirmation through Click-N-Ship<sup>®</sup>

- Sales speaks with customer and provides registration link and reviews applicable DDUs for our customer.
- Sales representative reviews service confirmation, label generation, and SCAN Form in CNS
- Sales provides dedicated support email and phone
- Sales drops off or assists customer in initial order of USPS Connect bags
- Sales rep walks customer through first day shipping
- Customer generates label and completes PS Form 5630 SCAN
- Customer sorts packages based on USPS Connect requirements
- Customer confirms Connect Local label, placement, and readability
- USPS Representative walks through drop off process with customer
- Postmaster ensures packages are scanned and processed appropriately
- USPS Representative follows up to ensure customer satisfaction
- Customer receives notification through email, text, or through Click-N-Ship shipping history

**\*NOTE\*** Customer Care stands ready to support all Connect Local inquiries and questions



# USPS CONNECT CARE OVERVIEW

Approximately 20 Customer Retention Team (CRT) Agents located in Akron, OH and Seattle, WA will serve USPS Connect Local customers across all initial sites via a dedicated toll-free number and email address.

## TOLL-FREE NUMBER

**855-698-7772** (EXT)  
(855-MY-USPS-CONNECT)  
**877-925-0554** (INT)

## EMAIL SUPPORT

[USPSConnect@usps.gov](mailto:USPSConnect@usps.gov)

## OPERATING HOURS

**8:00AM TO 7:00PM EST (Monday – Friday)**

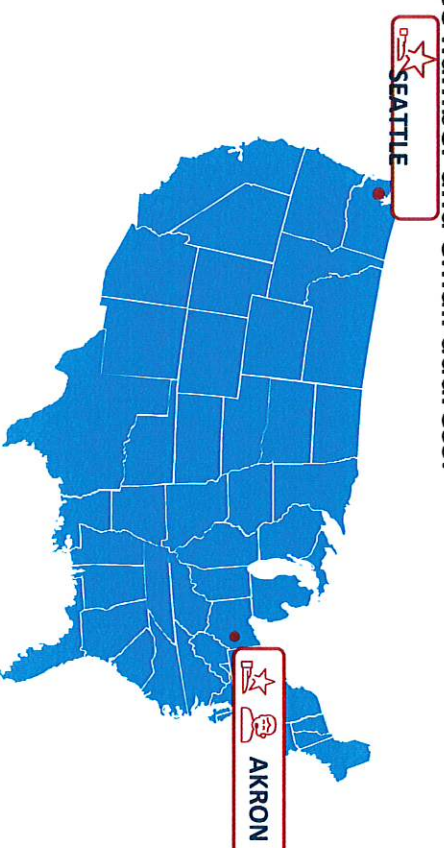
*We will offer extended hours of support for week 1.*

## INTERNAL SUPPORT OVERVIEW

- **LEVERAGE CRT INFRASTRUCTURE AND TRAINED AGENTS** to serve as an internal resource and liaison for pilot sites as well as program/service support for **EXTERNAL BUSINESS CUSTOMERS**
- **PROACTIVELY COMMUNICATE** updated guidance from the HQ Program Office to address field/customer pain-points
- **UNDERSTAND CUSTOMER EXPERIENCE** by establishing a survey process to capture customer sentiment and satisfaction

## EXTERNAL SUPPORT OVERVIEW

- **PROMOTE PROGRAM AWARENESS AND BUILD PATRONAGE** through live agent interaction and digital nurturing
- **BUILD BUSINESS CUSTOMER PROFILE** through capturing, curating, and storing data to create a more robust customer profile
- **DEDICATED CRT AGENT** care to enable first call resolution and support ongoing customer service



# USPS CONNECT CARE CALL DRIVERS

Through focus groups and stakeholder interviews, we have identified 24 call drivers across 8 topics a customer will call about. CRT agents will directly handle 22 of these call drivers, providing white glove service.



DDU ISSUES



DELIVERY  
ISSUES



GENERAL  
PROGRAM



FAST  
APPOINTMENT



ORDERING  
SUPPLIES



CLICK-N-SHIP



PACKAGE  
TRACKING



PHARMACY ISSUES

CRT AGENTS WILL CONDUCT A WARM HAND-OFF FOR THE REMAINING 2 CALL DRIVERS.

Inside Sales


Connect Local Sign Up


MSSC

Payment Issues



# Click-N-Ship Labels & Connect Local Tyvek Bags

 <b>Click-N-Ship®</b>	
<small>Label Date</small> <b>07/16/2021</b> <small>Print Date</small> <b>07/16/2021</b>	<small>Label Date</small> <b>07/16/2021</b> <small>Print Date</small> <b>07/16/2021</b>
<small>Parcel Select Connect Local</small> <b>PARCEL SELECT CONNECT LOCAL</b>	
<small>RR SS</small> <b>300 S MAIN ST</b> <b>WILKES BARRE PA 18701-9900</b>	<small>Expected Delivery Date</small> <b>08/21/21</b> <b>0005</b>
<small>SHIP TO</small> <b>TEST COMPANY</b> <b>305 S MAIN ST</b> <b>WILKES BARRE PA 18701</b>	
<small>USPS TRACKING #</small> <b>9405 5036 9930 0200 1228 84</b>	
<small>Drop-Off DDU Location</small> <b>Lancaster Center Annex</b> <b>1301 Main St</b> <b>Lancaster, PA 17601</b>	

 <b>Click-N-Ship®</b>	
<small>Label Date</small> <b>07/16/2021</b> <small>Print Date</small> <b>07/16/2021</b>	<small>Label Date</small> <b>07/16/2021</b> <small>Print Date</small> <b>07/16/2021</b>
<small>USPS PS LW Connect Local</small> <b>USPS PS LW CONNECT LOCAL</b>	
<small>RR SS</small> <b>300 S MAIN ST</b> <b>WILKES BARRE PA 18701-9900</b>	<small>Expected Delivery Date</small> <b>08/21/21</b> <b>0005</b>
<small>SHIP TO</small> <b>TEST COMPANY</b> <b>305 S MAIN ST</b> <b>WILKES BARRE PA 18701</b>	
<small>USPS TRACKING #</small> <b>9405 5036 9930 0200 1228 84</b>	
<small>Drop-Off DDU Location</small> <b>Lancaster Center Annex</b> <b>1301 Main St</b> <b>Lancaster, PA 17601</b>	

**USPSCONNECT**  
Local

REUSABLE MAILING BAG  
FOR DOMESTIC USE ONLY



TRACKING  
VISIT US AT [USPS.COM](https://usps.com)

## Why is USPS Connect Local Important?

### Fast, Local Delivery Designed for Main Street

#### **YOU understand Main Street because it's where you live**

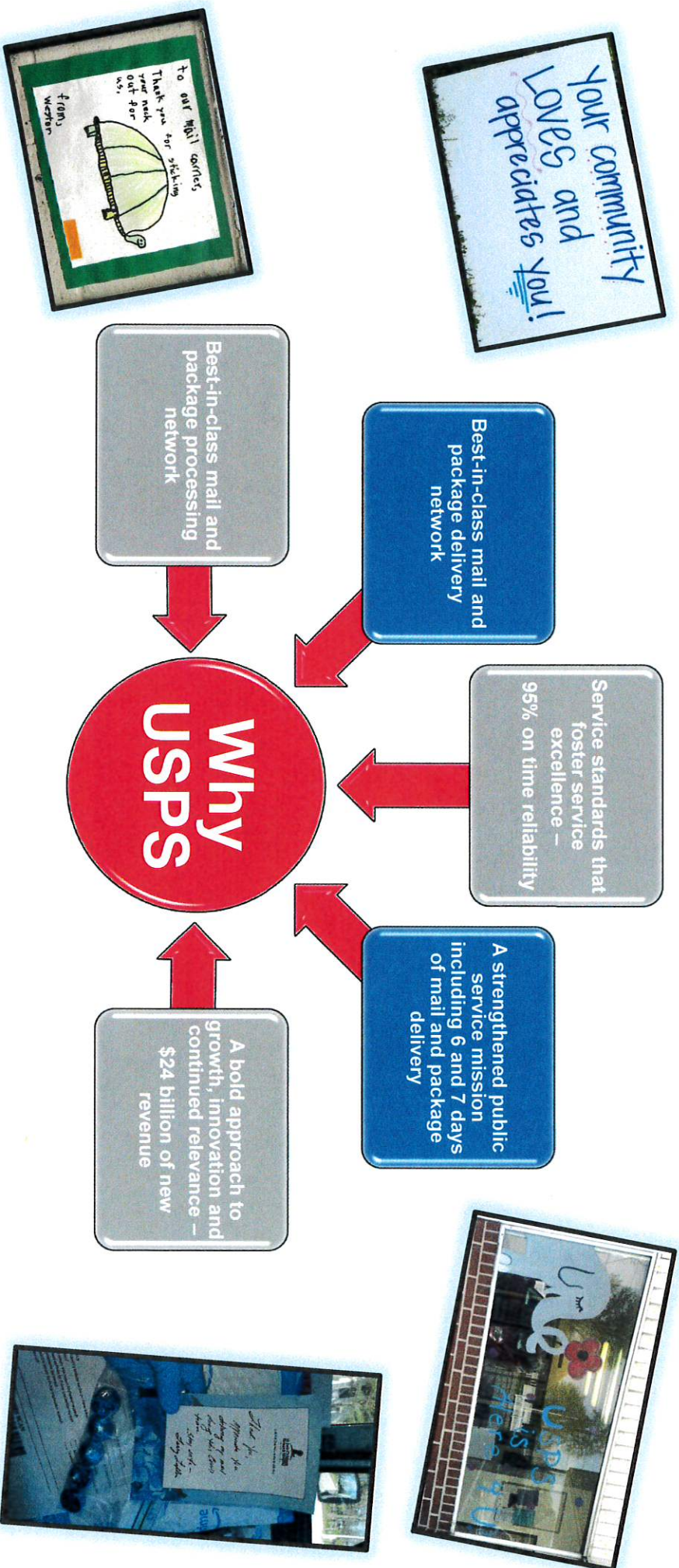
**We** are part of the community and want to help them succeed. With Post Office locations serving every address in their local community, USPS has the network, tools and expertise to help empower the growth of neighborhood businesses.

We offer Same-Day or Next-Day delivery with competitively priced Parcel Select shipping services. This means customers can enjoy products even faster, at a great value, thanks to USPS.

- ☐ By providing a new and needed solution that gives a competitive advantage for our customers, we continue to provide value which makes it easier to retain them
- ☐ When customers grow, so do we. As micro businesses become small businesses, small become medium and so on, more shipments mean more revenue for USPS
- ☐ By tapping into our last mile expertise, we can provide a solution to our customers in a seamless profitable manner
- ☐ This is just one more proof point on how USPS can be a growth engine for business and bring to life the Postmaster General's vision for Delivering for America

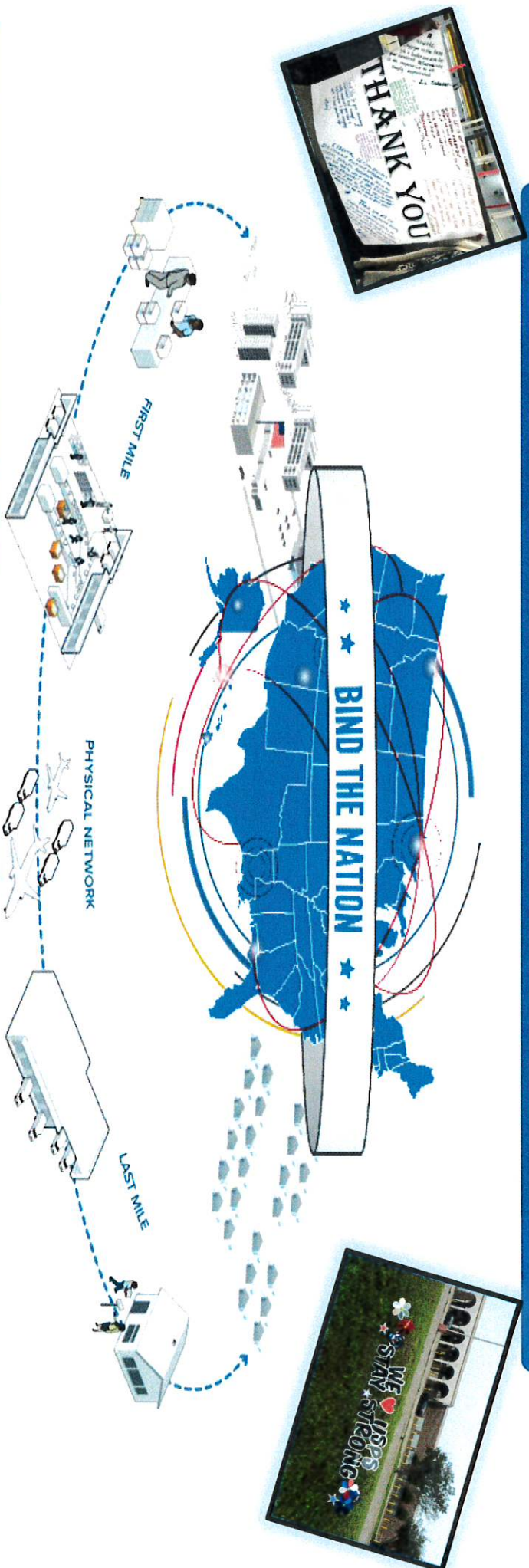


# Why USPS?





## Why USPS?



Maximize the power of USPS world class assets delivering to 161M addresses 6 and 7 days per week.  
Create new avenues for every business – large or small – to easily access the USPS network to exceed their customers' expectations





## Connect Local - First Wave Sites (7)

Expected launch date: July 19, 2021

AREA NAME	DISTRICT NAME	FACILITY NAME	ADDRESS	ZIP Code	CITY	STATE	ZIP Codes SERVED
Southern (G)	Dallas	JOE POOL	5521 S HAMPTON RD	75232-9998	DALLAS	TX	75224, 75232, 75237, 75376
Southern (G)	Dallas	JUANITA CRAFT	3055 AL LIPSCOMB WAY	75215-9998	DALLAS	TX	75204, 75210, 75215, 75223, 75226, 75246, 75315, 75371
Southern (G)	Dallas	BEVERLY HILLS	2202 S COCKRELL HILL RD	75211-9992	DALLAS	TX	75211, 75233, 75236, 75249
Southern (G)	Houston	NORTH SHEPHERD	7511 N SHEPHERD DR	77088-9998	HOUSTON	TX	77037, 77039, 77076, 77088, 77091, 77093, 77222, 77238, 77291
Southern (G)	Houston	OAK FOREST	2499 JUDIWAY ST	77018-9998	HOUSTON	TX	77018, 77022, 77092, 77292
Southern (G)	Houston	BEECHNUT	11703 BEECHNUT ST	77072-9998	HOUSTON	TX	77072, 77083, 77099, 77272
Southern (G)	Houston	DE MOSS	6500 DE MOSS DR	77074-9998	HOUSTON	TX	77036, 77074, 77081, 77236, 77274



# USPSCONNECT<sup>™</sup>

## Local





### Connect Local - Wave 2 Sites (20)

AREA NAME	DISTRICT NAME	FACILITY NAME	ADDRESS	ZIP Code	CITY	STATE	ZIP Codes SERVED
Southern (G)	Dallas	MESQUITE	120 E GRUBB DR	75149-9998	MESQUITE	TX	75149, 75180, 75181, 75182, 75185
Southern (G)	Dallas	PRESTONWOOD	5995 SUMMERSIDE DR	75248-9998	DALLAS	TX	75248, 75252, 75379
Southern (G)	Dallas	BROOKHOLLOW	5055 NORWOOD RD	75247-9998	DALLAS	TX	75207, 75212, 75235, 75247, 75342, 75336, 75390
Southern (G)	Dallas	UNIVERSITY DALLAS	5606 SMU BLVD	75206-9998	DALLAS	TX	75205, 75206, 75360, 75372
Southern (G)	Dallas	NORTHHAVEN	2736 ROYAL LN	75229-9998	DALLAS	TX	75229
Southern (G)	Dallas	WAXAHACHIE	316 N COLLEGE ST	75165-9998	WAXAMACHIE	TX	75165, 75167, 75168
Southern (G)	Dallas	LAKEWOOD	6120 SWISS AVE	75214-9998	DALLAS	TX	75214, 75359
Southern (G)	Dallas	ROBERT E PRICE	8135 FOREST LN	75230-9998	DALLAS	TX	75230, 75251
Southern (G)	Dallas	PRESTON	8604 TURTLE CREEK BLVD	75225-9998	DALLAS	TX	75225
Southern (G)	Dallas	FARMERS BRANCH	13904 JOSEY LN	75234-9998	DALLAS	TX	75234, 75244, 75381
Southern (G)	Houston	WILLOW PLACE	12955 WILLOWPLACE DR W	77070-9998	HOUSTON	TX	77064, 77069, 77070, 77269
Southern (G)	Houston	MEMORIAL PARK	10505 TOWN AND COUNTRY WAY	77024-9998	HOUSTON	TX	77024, 77224, 77279
Southern (G)	Houston	T W HOUSE	1300 W 19 <sup>TH</sup> ST	77008-9998	HOUSTON	TX	77007, 77008, 77248, 77270
Southern (G)	Houston	FAIRBANKS	7050 BROOKHOLLOW WEST DR	77040-9998	HOUSTON	TX	77040, 77065, 77240, 77241
Southern (G)	Houston	MEDICAL CENTER	7205 ALMEDA RD	77054-9998	HOUSTON	TX	77030, 77054, 77230
Southern (G)	Houston	ALMEDA	3030 W FUQUA ST	77045-9998	HOUSTON	TX	77045, 77047, 77053, 77085, 77245
Southern (G)	Houston	WINDMILL	9898 ALMEDA GENOA RD	77075-9998	HOUSTON	TX	77034, 77075, 77089, 77275
Southern (G)	Houston	GRANVILLE W ELDER	550 MAXEY RD	77013-9998	HOUSTON	TX	77013, 77015, 77029, 77049, 77213, 77229
Southern (G)	Houston	ASHFORD WEST	12655 WHITTINGTON DR	77077-9998	HOUSTON	TX	77077, 77082, 77244, 77282
Southern (G)	Houston	WILLIAM RICE	5201 WAKEFOREST ST	77005-9998	HOUSTON	TX	77005



- Phase 1 DDU  
Phase 2 DDU

[illegible]

- |   |   |             |
|---|---|-------------|
|  |  | Phase 1 DDU |
|  |  | Phase 2 DDU |

## Texas Connect Local and Regional Example



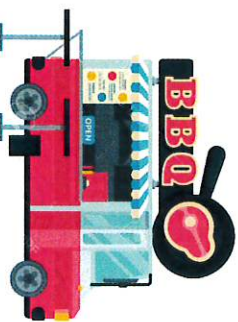
*Jakki's BBQ & Grill would like to ship their specialty sauce to local customers who frequent their food truck in order to grow business*



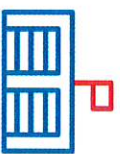
### Local

#### DDU: Fairfield, TX

- One ZIP Code
- 1,740 Small/Medium Businesses
- Population of 7,399



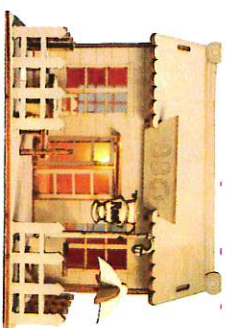
*Jakki's BBQ & Grill opened a small shop. Business is growing and so is its client-base*



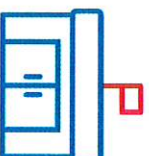
### Service Hub

#### Service Hub: Palestine, TX

- 22 5-digit ZIP codes
- 21 downstream DDUs
- 100% Parcel Select Service Performance
- Population of 91,108



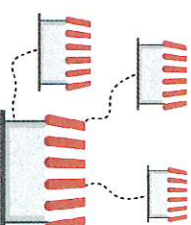
*Jakki's BBQ & Grill opened another shop downtown and business is still on the rise*



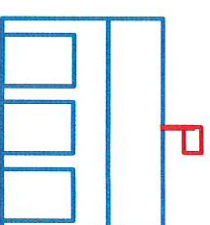
### Destinating Plant

#### P&DC: North Texas P&DC

- 248 5-Digit ZIP Codes
- 1 Service Hub
- 166 Destinating Delivery Units
- 92.57% Priority Service Performance
- Population of 3,505,209
- 73.39% Within 1 Day



*Jakki's BBQ & Grill has franchised and needs to expand its shipping reach even further*



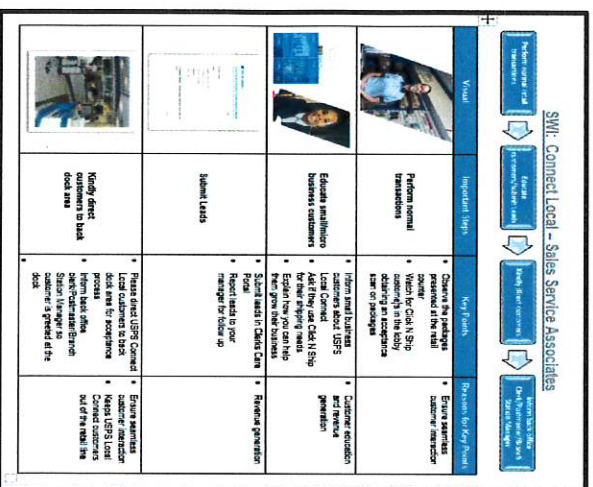
### Destinating NDC

#### NDC: Dallas NDC

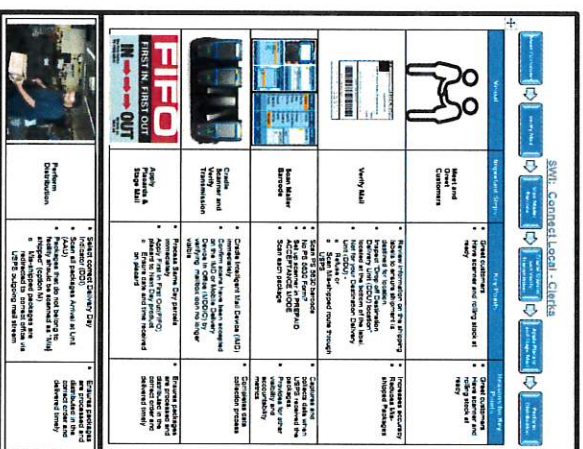
- 3,076 5-Digit ZIP Codes
- 10 Destinating Priority Plants
- 10 Service Hubs
- Population of 31,529,436
- 24.84% Within 1 Day



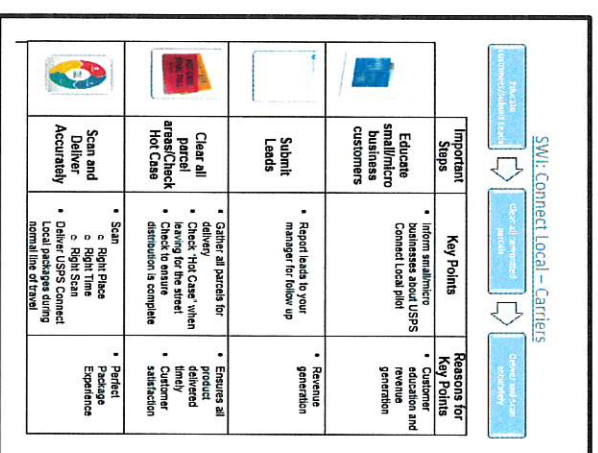
## USPS Connect Local-Standard Work Instructions (SWI)



**Sales Service Associate**

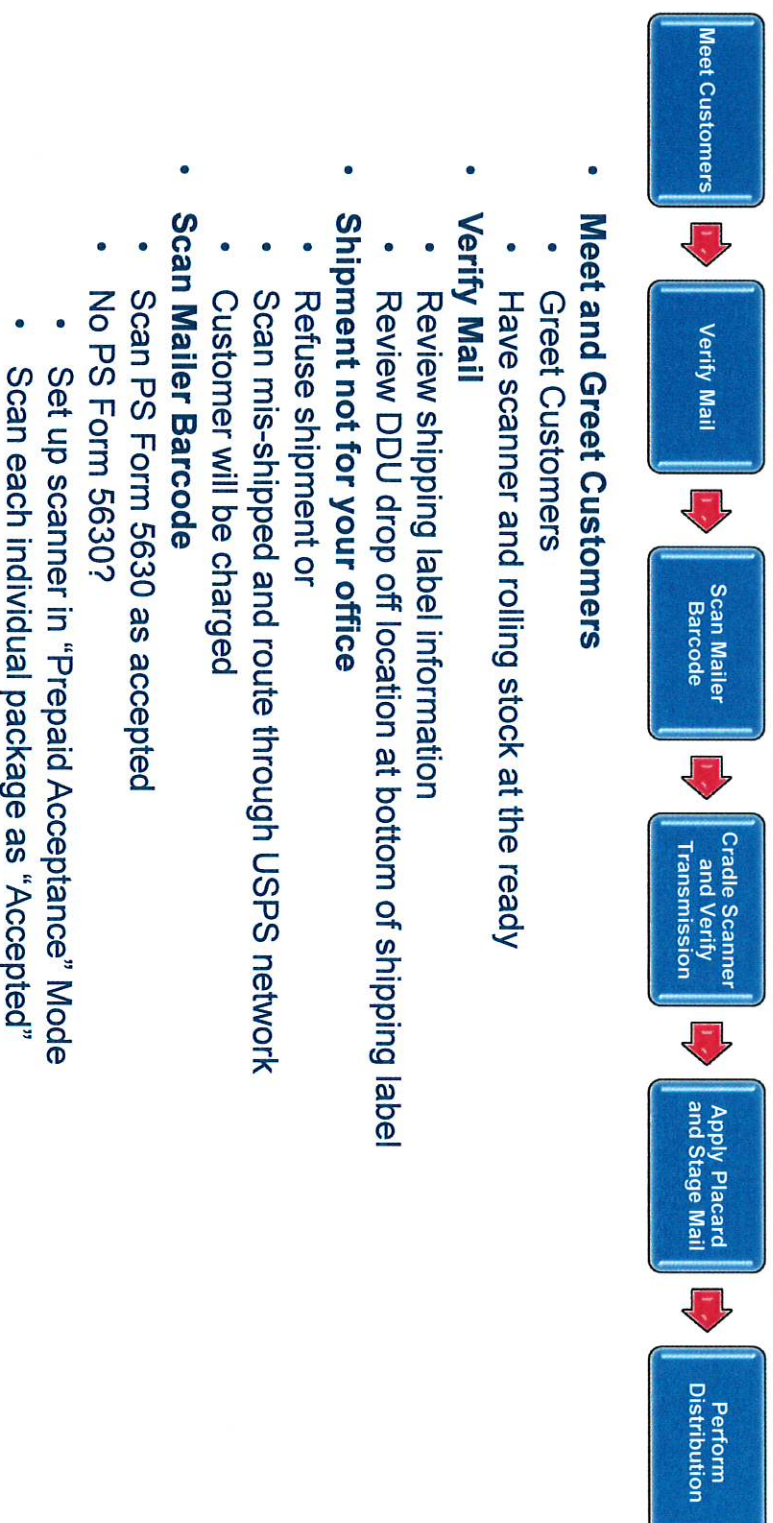


## Back Office Clerk



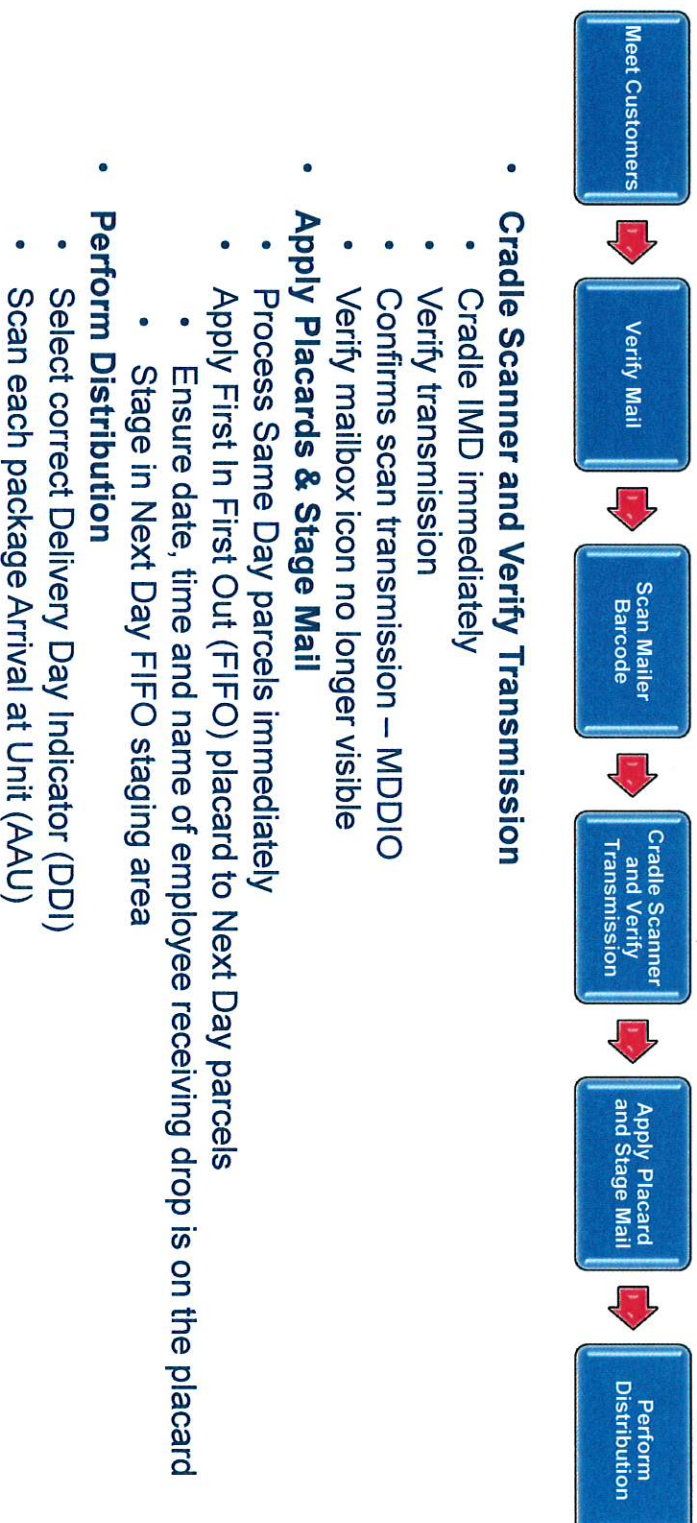
## Carrier

## SWI Connect Local: Back Office Employees





## SWI Connect Local: Back Office Employees



## SWI Connect Local: Retail Associates

Perform normal retail transactions



Educate customers/Submit Leads



Kindly direct customers



Inform back-office Clerk/Postmaster/Branch Station Manager

- **Perform normal transactions**
  - Observe the packages presented at the retail counter
  - Watch for Click-N-Ship customers in the lobby obtaining acceptance scans on packages
- **Educate small/micro business customers**
  - Inform small business customers about USPS Connect Local
  - Ask if they use Click-N-Ship
  - Explain how you can help grow their business
- **Submit Leads**
  - Report leads to your manager for follow up
    - Clerks Care
- **Kindly direct customers to back dock area**
  - Please direct USPS Connect Local Customers to back dock area for acceptance process
  - Inform back-office clerk/Station Manager/Postmaster so customer is greeted at the dock



## SWI Connect Local: Carriers

Educate  
customers/Submit Leads



Clear all committed  
parcels



Deliver and Scan  
accurately

- **Educate small/micro business customers**
  - Know the basics of Connect Local
  - Parcel Select/Parcel Select Lightweight
  - Same Day and Next Day shipping options based on drop off time at a DDU
- **Submit Leads**
  - Report leads to your manager for follow up
  - Customer Connect
- **Clear all parcel areas/Check Hot Case**
  - Gather all parcels for delivery
  - Check "Hot Case" when leaving for the street
  - Check to ensure distribution is complete
- **Scan and Deliver Accurately**
  - Scan
    - Right Place
    - Right Time
    - Right Scan
  - Deliver USPS Connect Local packages during normal line of travel

# USPS Employee Lead Engagement and Business Connect Programs

## CUSTOMER CONNECT

EST. 2003

**\$3 Billion Since Inception**

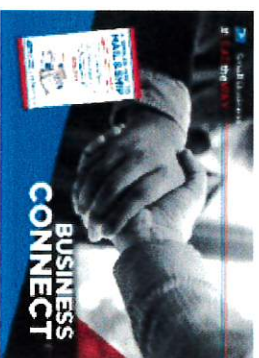


## SUBMIT A LEAD

EST. 2003

**\$1 Billion Since Inception**

OVER \$9 Billion in Estimated Annualized Revenue Generation Since Inception



## Business Connect

EST. 2005

**\$4 Billion Since Inception**



## RURAL REACH

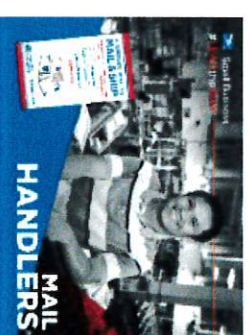
EST. 2008

**\$90 Million IN JUST FY 20**

## MAIL HANDLERS

EST 2013

**\$10 Million IN JUST FY 20**

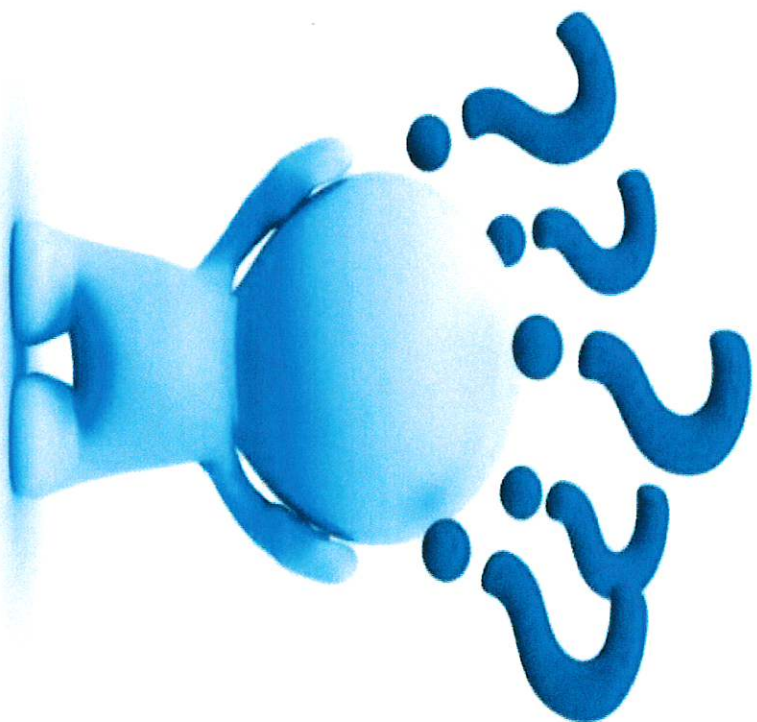


## CLERKS CARE

EST 2013

**\$1 Billion Since Inception**





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# USPS**CONNECT**<sup>™</sup>

## Local

# Resource Materials

July 6, 2021

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## USPS Connect Local-Dock Signage

**USPSCONNECT™**  
Local

**DROP-OFF  
THIS WAY**

Destination Dock Sign: Displayed on dock  
overhang via bolts

**USPSCONNECT™**  
Local

Bin Decal: Displayed on  
package bins via adhesive  
backing



Bin Sign: Displayed on package bins via pear  
clips



Doorbell Sign:  
Displayed next to  
doorbell at dock  
entrance via bolts



# USPS Connect Local-Office Signage

## STAGING AREA

**PUT UP IMMEDIATELY**

**Staging Area Sign  
(Same-Day)**

USPSCONNECT Local  
**SAME-DAY  
STAGING LANE**


CON21-DOCK-SAS-1610

**Staging Area Sign  
(Next-Day)**


USPSCONNECT Local  
**NEXT-DAY  
STAGING LANE**

CON21-DOCK-SAS-1610-1

**1**



**2**

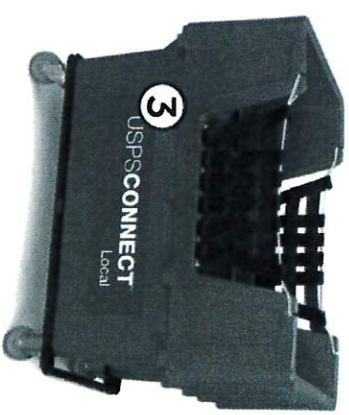


**PUT UP 7/19/21**

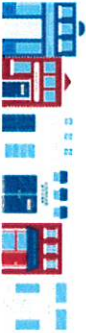







**Bin Decal**

USPSCONNECT Local

CON21-DOCK-HD-1608



# USPS Connect Local-Digital Signage(7 locations)

 <p><b>NEED A SAME-DAY SHIPMENT FROM YOUR FAVORITE CORNER STORE?</b></p> <p>VF: Video opens on a strip of small, neighborhood businesses. Super animates in from above.</p> <p>SUPER:</p> <p><b>NEED A SAME-DAY SHIPMENT FROM YOUR FAVORITE CORNER STORE?</b></p>	 <p><b>USPS CONNECT Local</b></p> <p><b>YOU CAN SHOP WITH US.</b></p> <p>VF: Camera zooms into the blue window of the corner store and transitions to the generic USPS Connect broker super screen. Answer animates in after the question in a sticker layout.</p> <p>SUPER:</p> <p><b>YOU CAN SHOP WITH US.</b></p>	 <p><b>OR NEXT-DAY DELIVERY FROM THE BOUTIQUE DOWN THE BLOCK?</b></p> <p>VF: Screen zooms into the light blue from the previous window reflection and a new local shop setting appears, again accompanied by a relevant question.</p> <p>SUPER:</p> <p><b>OR NEXT-DAY DELIVERY FROM THE BOUTIQUE DOWN THE BLOCK?</b></p>	 <p><b>USPS CONNECT Local</b></p> <p><b>YOU CAN SHOP WITH US.</b></p> <p>VF: Same answer animates in after the question.</p> <p>SUPER:</p> <p><b>YOU CAN SHOP WITH US.</b></p>
 <p><b>USPS CONNECT Local</b></p> <p><b>YES, YOU CAN SHOP WITH USPS.</b></p> <p>VF: After a brief pause, the word "Yeah," animates in from above and the letters "PS" appear after us "to morph our answer into the following power statement:</p> <p>SUPER:</p> <p><b>YEAH, YOU CAN SHOP WITH USPS.</b></p>	 <p><b>USPS CONNECT Local</b></p> <p><b>WITH USPS, YOU CAN GET FAST DELIVERY FROM YOUR FAVORITE NEIGHBORHOOD SHOPS.</b></p> <p>VF: As the screen wipes once again to transition into new messaging, the phrase "with USPS" remains, and new supers animate in.</p> <p>SUPER:</p> <p><b>WITH USPS, YOU CAN GET FAST DELIVERY FROM YOUR FAVORITE NEIGHBORHOOD SHOPS.</b></p>	 <p><b>SHOP OUR LOCAL BUSINESS NETWORK NOW</b></p> <p>VF: The screen wipes to reveal a local Mainstreet screen. The super appears to hover above.</p> <p>SUPER:</p> <p><b>SHOP OUR LOCAL BUSINESS NETWORK NOW</b></p>	 <p><b>JUST SPOT OUR STICKER AND WE'LL DELIVER</b></p> <p>VF: The camera zooms into a shop window that features our Connect Local sticker. The super animates to hover above it. After a beat, the camera zooms into the sticker to wipe the screen blue. From there, a pack age featuring the headline is hand-delivered across screen as the super animates above the action.</p> <p>SUPER:</p> <p><b>JUST SPOT OUR STICKER AND WE'LL DELIVER</b></p>

Digital Signage Video: Displayed on digital signage screens in Post Office lobbies via remote upload



# Connect Local Customer Welcome Packet



## TABLE OF CONTENTS

1	2 WELCOME	
	3 SHIPPING IN 5 STEPS	
	4 CLICK-N-SHIP®	
	5 SCAN FORM	
	6 USPS® CONNECT™ SHIPPING BAGS	
	7 TOOLS	
	8 QUESTIONS	
	10 CONTACT US	

## WELCOME TO USPSCONNECT Local

Thank you for being one of the first customers to sign up for USPS Connect® Local shipping! We couldn't be more excited to help you connect with your local customers.

We also want to say congratulations on being confirmed as a USPS Click-N-Ship® service user. Your self Postmaster and Post Office™ facility are looking forward to shipping your USPS Connect Local packages today.

It's our mission to help you exceed every idea of why with USPS Connect Local. That's why we're making it easy for you to get started. Follow the simple steps in this packet and you'll be on your way to exceeding customer expectations with same-day and next-day delivery.

### IT'S TIME TO START SHIPPING!

Welcome Packet: Distributed to Connect Shippers via email

FY20 Sales Kickoff ★ 20/20 Vision