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March 25, 2021

MAR 29 2021

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

Dear Mr. Wagner:

As a matter of general interest, Employee Engagement (Customer Connect) lead cards will be downloaded on Mobile Delivery Devices (MDD) and made available for use by city letter carriers in ten pilot sites, starting at the beginning of April and running through the first part of June.

The ten pilot test sites are as follows:

- Santa Maria Post Office, Santa Maria, California 93454
- Encino Branch, Van Nuys Post Office, Van Nuys, California 91316
- Arcadia Post Office, Arcadia, California 91006
- Rincon Station, Tucson Post Office, Tucson, Arizona 85710
- Coronado Station, Tucson Post Office, Tucson, Arizona 85711
- Downtown Station, Glendale Post Office, Glendale, Arizona 85302
- Waterloo Carrier Annex, Waterloo, Iowa 50701
- Sioux City Post Office, Sioux City, Iowa 51101
- South Des Moines Station, Des Moines, Iowa 50315
- Davenport Post Office, Davenport, Iowa, 52802

The goal of this project is to pilot a paperless Customer Connect option, with a real-time electronic lead card data being directed to a local Business Development Specialist for immediate follow up with the customer. A survey will be conducted with the participants of the pilot.

Enclosed is a Standard Work Instruction and an MDD lead card update.

Please contact Bruce Nicholson at extension 7773 if you have questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "David E. Mills".

David E. Mills  
Manager  
Labor Relations Policies and Programs

Enclosures

Standard Work Instructions:

Customer Connect Lead Cards in the Mobile Delivery Device (MDD)

City Delivery Operations

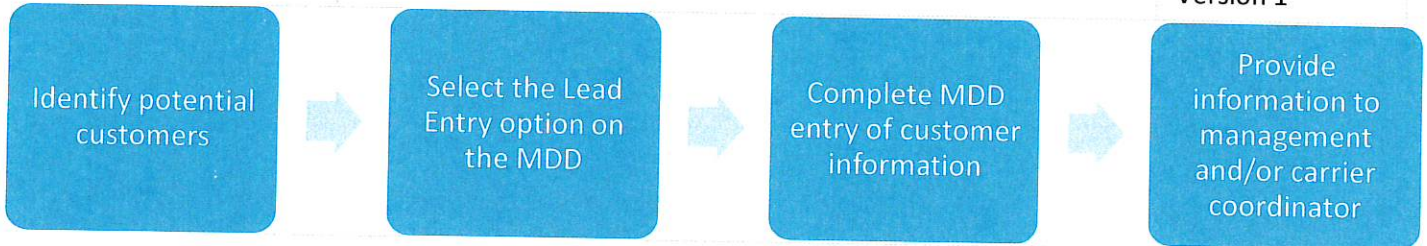
Purpose:

Automate lead card entry, providing employees the ability to directly submit leads via an MDD

Updated on:

3-15-2021

Version 1



### Key Points

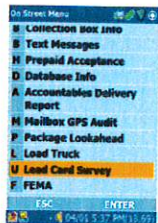
### Reasons for Key Points



#### Identify Potential Customer

- New businesses
- Customers utilizing competitor services
- Businesses leaving flyers in mailboxes
- Existing customer requesting further assistance to grow business
- Customers looking to increase foot traffic
- Ensure to maintain COVID compliance during interaction

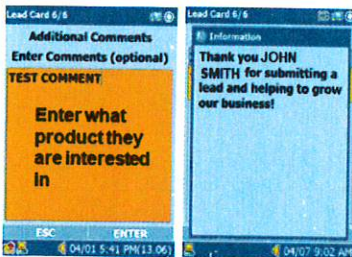
- Generate new revenue
- Increase brand awareness



#### Select Lead Entry Option on the MDD

- From the main screen select "Lead Card Entry"
  - Press "U" or
  - Scroll to option "U"

- To access Lead Entry menu



#### Complete MDD entry of customer information

- Company name
- Company address
- Contact name
- Contact phone number
- Email address
- In comment box, enter what product customer is interested in or any other pertinent information available

- To provide customer information that is sent directly to Business Development Specialists
- Expedites process making contact near real time



#### Provide information to management and/or carrier coordinator

- Notify coordinator/management if a lead(s) was entered
- Communicate and feedback on process

- Provides a means for Headquarters to follow up on the speed of action
- Allow Headquarters to make improvements / enhancements

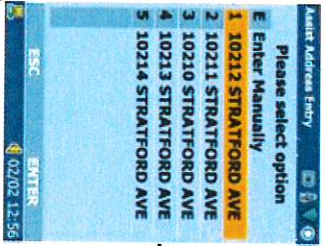


UNITED STATES  
POSTAL SERVICE®

# Lead Card Update



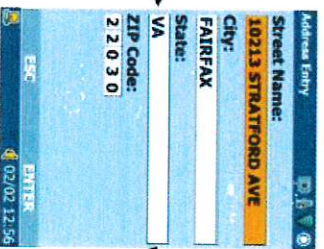
Select "U" or Lead Card and press ENTER



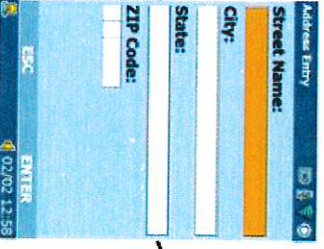
Select desired address and press ENTER



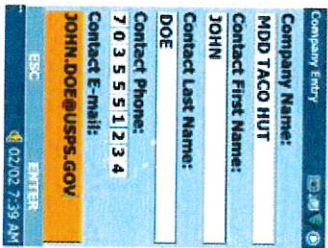
If desired address is not found press "E" or select ENTER MANUALLY



Address will auto-populate. Press ENTER



Enter desired address manually and press ENTER



Enter company details. Company name (alphanumeric), contact first name(alpha only), and contact last name(alpha only) required. Press ENTER



Enter any additional comments and press ENTER



Confirmation pop-up appears. Press ENTER or ESCAPE



Screen goes back to "On Street Menu"