



February 6, 2020

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

**Certified Mail Tracking Number:**  
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Dear Brian:

As a matter of general interest, the Postal Service intends to pilot a small business marketing campaign in select zip codes in Atlanta, Georgia. The pilot is focused on three ways of improving the customer experience for small businesses; consistent pickups, a point of contact for customer service, and improving the employee Lead Generation program.

During the pilot, letter carriers will be provided postcards and flyers to give to small businesses along their routes in the designated zip codes. The pilot is expected to begin the week of February 10.

Enclosed are the following:

- Copy of the stand-up talk – Atlanta chosen for new USPS Pilot
- Copy of the flyer and postcard
- List of pilot zip codes

Please contact Shannon Richardson at extension 5842 if you have any questions concerning this matter.

Sincerely,

A handwritten signature in blue ink, appearing to read "Rickey R. Dean".

 Rickey R. Dean  
Manager  
Contract Administration (APWU)

Enclosures

# **Mandatory Stand-Up Talk**

**2-7-2020**

## **Atlanta chosen for new USPS Pilot**

### ***USPS to improve the customer experience for city's small businesses***

To improve the customer experience with small businesses, the Atlanta District is launching a new pilot next week to help get their packages in customers' hands easier and quicker.

It makes sense. As e-commerce continues to grow, package volume continues to grow. Yet the Postal Service owns only a small portion of the market share with small businesses. Clearly there are opportunities to grow our business.

The new pilot is designed to test new ways of doing business with small businesses — and postal employees are key to the pilot's success. Atlanta already has a robust pick-up program and the city is already tops in the nation in small business growth. You are strongly positioned to continue to make a difference to improve service to these valuable customers.

The pilot is focused on three main areas to improve the customer experience for small business customers:

- Establish more consistent pickups
- Provide small businesses a clear point of contact for customer service
- Improvements to the employee Lead Generation Program.

These areas for improvement are based on small business owner's feedback. Small businesses told us they want us to pick up packages, but need the service to be more reliable and aligned with their schedule. If you have customers who consistently have 20+ packages or also use FedEx/UPS, bring them to your supervisors as courtesy pickup candidates.

Small businesses also want to talk to specially trained USPS agents who understand their shipping needs. We are providing you with postcards that have the dedicated 1-800 small business hotline for any small business inquiries

In addition, the Postal Service wants to provide you with transparency on the small business leads that you submit for the Customer Connect program. . . Once you have spoken to a customer to assess their interest and submitted the lead to your supervisor, your supervisor will provide weekly updates on the status of your leads so that you'll have information you can share with your customers as you see them

More information about the pilot's initiatives will be shared with you next week. If you have questions about the pilot, please talk to your supervisor.

Let's remind our small businesses that *their business is our business* — and the power of mail can make us grow revenue together. Thanks for listening and for your hard work to serve Atlanta's customers.

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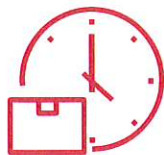
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**for other helpful information and advice**

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