

Management Instruction

USPS Retail Communications

Purpose

This management instruction (MI) provides guidelines for communicating information to employees working in the Postal Service™ retail environment and guidelines for posting signage in the retail lobby. This MI provides the procedures for clearing communications to Retail employees in the form of retail publications, POS ONE messaging, stand-up talks, etc., and to customers in the form of signage displayed in the retail lobby and/or on the building exterior.

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USPS Retail

Collectively known as “USPS Retail,” the following Retail offices at Headquarters jointly share responsibility for establishing policy for the retail function. This obligation includes clearing and disseminating communications to the field retail organization.

- Customer Service Operations:
 - Retail Operations.
 - Customer Service Support.
- Retail Marketing:
 - Retail In-Store Programs.
 - Merchandising and Planning.
- Retail Service Network and Access Management:
 - Retail Access Channels.
 - Retail Service Equipment.

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Scope

This MI applies to the following:

- Offices and organizations:
 - Any Headquarters-level functional office of the Postal Service that initiates or plans to initiate communication to the field retail organizations.

- Any third party (agency, business, or organization) under contract with the Postal Service that plans to initiate communication to the field retail organizations.
- Types of messages:
 - Job-related messages to field management that have impact on retail activity or messages to employees working in the retail environment.
 - Signage posted in a retail lobby, which includes the exterior of buildings and other structures, lobby floors, retail windows or window ledges, interior walls, counters, racks, writing tables, Post Office™ box areas, Automated Postal Centers® (APCs®), and self-service areas.
 - Correspondence to the field that includes a reference to reviewing, updating, or editing retail-related information of the Facilities Database (FDB).

Policy

USPS Retail is responsible for policy guidance for the retail function and the overall retail environment. This consists of the physical retail space and the field management organization that influences retail activities of employees working in retail at all levels of the Postal Service.

Headquarters-level functional offices of the Postal Service, external governmental agencies, and commercial partners that want to communicate to field retail employees regarding job-related subject matter must obtain authorization from USPS Retail.

Postal Service functional offices at any level of the organization, external governmental agencies, and commercial partners should not design or post any signage in any public zone of a retail lobby without authorization from USPS Retail. Such signage includes handwritten and computer-generated signage that is visible to customers.

USPS Retail is the only functional office authorized to develop policy, procedures, and signage affecting the retail environment.

Retail Publications

USPS Retail communicates with the field retail organization on a regular basis through the publications listed in the table on the following page. Functional offices may submit requests to place information in retail publications by submitting a written draft to USPS Retail at uspsretail@usps.gov. Indicate in the e-mail's subject line the publication(s) in which the information should appear.

Name	Frequency	Audience	Distribution
Retail Digest	Weekly	HQ-, area-, district-, and local-level retail employees	Electronic newsletter via e-mail; Website
Let's Talk Retail	Weekly	Retail associates	Electronic newsletter via e-mail; Website
Counter Culture	Biweekly	Offices participating in the Retail Standardization initiative	Electronic newsletter via e-mail; Website
Retail Insider	Monthly	HQ-, area-, district-, and local-level retail employees	Electronic newsletter via e-mail (Post Office and district editions); Website
Retail Insider Pocket Guide	Quarterly	Postmasters, station and branch managers, and retail associates	Hard copy
Retail Service Network and Access Management	Quarterly	HQ-, area-, district-, and local-level retail employees	Electronic newsletter via e-mail; Website

USPS Retail provides guidance to functional offices and decides the placement of information based on pre-established editorial calendars that are designed to strategically communicate to the field retail organization the right information at the right time. USPS Retail reserves the right to specify alternate communications channels for disseminating information intended for the field retail organization.

POS ONE Message Center

The POS ONE Message Center is intended to communicate important information from USPS Retail to POS ONE users. Messages must be related to critical, time-sensitive matters that are essential to the performance of retail employees' duties.

All messages intended for distribution through the POS ONE Message Center must be cleared through USPS Retail in order to maintain compliance with the retail guidelines. USPS Retail reserves the right to specify alternate communications channels for messages deemed inappropriate for the POS ONE Message Center.

The approval process for the POS ONE Message Center is as follows:

1. The message requester completes the POS ONE Message Center Request Form available under the “Communications” section on the POS ONE Web site located at <http://posone>.
2. The message requester submits the Request Form to pmmessage@usps.gov at least 2 business days before the effective date of the message.
3. USPS Retail reviews the message to validate that its content and purpose meet the criteria for POS ONE messaging.
4. USPS Retail revises the message as necessary and returns the revised message to the message requester for concurrence.
5. Upon concurrence, USPS Retail sends the approved message to the POS ONE program office with the authorization to release the message.
6. The night before the effective date, the POS ONE program office delivers the approved message to POS ONE terminals.

Stand-Up Talks for Sales and Service and Retail Associate

Stand-up talks are designed to communicate job-related information to retail associates. USPS Retail schedules stand-up talks to ensure that information is communicated at the most effective time. USPS Retail reviews requests for stand-up talks to retail associates and distributes the talks to the field if approved.

The approval process for stand-up talks to retail associates is as follows:

1. The message requester submits a request for a stand-up talk to uspsretail@usps.gov.
2. USPS Retail reviews the request for approval of content and scheduling of distribution.
3. USPS Retail notifies the sponsoring office of approval and distribution date.

Retail Signage

Retail signage is designed to communicate information to customers and retail employees. USPS Retail manages signage development and placement in the retail environment based on the type of message, the timing of the message, and availability of space.

Regardless of its origin, *all* signage intended for public viewing must be cleared through USPS Retail. Any sign, poster, display, etc., that

does not comply with the policies and procedures outlined in this MI is subject to immediate removal from USPS Retail locations.

The approval process for Retail signage is as follows:

1. The message requester submits a request for signage to *uspsretail@usps.gov* for approval.
2. If USPS Retail approves the request for signage, creative elements can be developed. The sponsoring office or organization is responsible for the cost of design and production. For signage design and production, the sponsoring office or organization has the option to use internal Postal Service resources or external resources. Signage design must be consistent with Postal Service branding and the Retail Standardization guidelines.
3. After designs are completed, the sponsoring office or organization is responsible for ensuring that all creative elements are reviewed and approved by all appropriate Postal Service organizations (such as USPS Retail, the Law department, Branding, Information Policies and Procedures, and any other department determined to have a stake in the communication).
4. After designs have been approved by all appropriate Postal Service organizations, the sponsoring office or organization is responsible for having the signage produced. USPS Retail provides guidance on internal and external production options.
5. The sponsoring office or organization works with USPS Retail to distribute signage to the retail offices.

References

- Handbook PO-209, *Handbook for Retail Operations*.
- MI AS-872-2007-2, *Facilities Database (FDB)*.
- *Postal Operations Manual (POM)*, Chapter 1, "Retail Management."
- Kit 42, *Postal Team Makeover*.