

***THE TRUTH ABOUT  
RETAIL,  
AS WE SEE IT***

MIKE SULLIVAN  
PRESIDENT  
SUN COAST AREA LOCAL  
&  
STATE OF FLORIDA  
CLERK CRAFT DIRECTOR

ALLEN VAUGHAN  
KING  
SPACE COAST  
AREA LOCAL

---

---

---

---

---

---

---

---



**SAVIORS  
OF  
THE  
APWU**

---

---

---

---

---

---

---

---

SAVING RETAIL JOBS

FACT

OR

FICTION

---

---

---

---

---

---

---

---

**IN THE BEGINNING**

Postal figures showed that from March 1, 2007 through February 29, 2008 there were 26,304 SSAs across the country. The data shows there was only a need for 16,510 SSAs by the way we entered data into the POS and our TACS rings. That's 9794 over the recommended staffing by our entries.

---

---

---

---

---

---

---

---

Currently, the Postal Service uses a program called SSA Revenue Goals System to determine staffing. The process tracks retail performance of SSAs. A daily report on retail performance is generated. Management will share this information with SSAs during their morning huddle to let them know where they stand on revenue goals. According to USPS Headquarters, SSAs like the system. And the APWU has supported the efforts.

---

---

---

---

---

---

---

---

**TWO BASIC ASSUMPTIONS DURING THIS CLASS**

1 The Postal service wants to run itself like a business;  
i.e. Make money.

2 The Postal Service is concerned with seconds.

---

---

---

---

---

---

---

---

## EXERCISE

- ✦ SELL A BOOK OF STAMPS
- ✦ (WOS TIME STAMP .58 (35 sec))
- ✦ PAID FOR WITH A CREDIT CARD

---

---

---

---

---

---

---

---

*DISCUSSION OF EXERCISE:*

*DO YOU TAKE SHORT  
CUTS?*

---

---

---

---

---

---

---

---

## LET'S MAKE MONEY

DISCOUNTS/SALES  
LONG LINES  
MYSTERY SHOP  
APC/COMPUTER POSTAGE  
DELIVERY CONFIRMATION  
PO BOXES  
CASH RETAINED  
FOREVER STAMPS

---

---

---

---

---

---

---

---

## DISCOUNTS/SALES

A regular business will offer you a sale if you go to the business to purchase.

Why? Chance of upsell, impulse buy, etc.

The Postal Service gives you a discount if you stay away from their business.

Commercial Based pricing, free Delivery Confirmation, etc.

---

---

---

---

---

---

---

---

## LONG LINES

Long lines cause customers to walk out.

Solution...remove clocks from the lobby?

SSAs should try to Influence the Customers Perception of Wait Time

1. Demonstrate a sense of urgency
2. Make eye contact
3. Acknowledge customer patience

---

---

---

---

---

---

---

---

## MYSTERY SHOP

Wait time in line changed from 5 to 6 minutes.

Renegade Programs

USPS advertising is all Priority Mail, and the first option in the Mystery Shop is Express

---

---

---

---

---

---

---

---

## APC/COMPUTER POSTAGE

### LOSS OF REVENUE

Commercial Based Shipping

Indicia instead of price

Media Mail

Everything in the drop should be checked

PVI on checked pieces

---

---

---

---

---

---

---

---

## WHAT PERCENTAGE IS ACCEPTABLE?

• APCs	TOTAL REVENUE
• 2538	\$284,442,996
• CREDIT CARD	DEBIT CARD
• \$189,801,826	\$94,641,170
• POSTAGE	STAMPS
• \$137,325,174	\$147,117,821
• 10% \$13,732,517	5% \$6,886,258
• 2% \$2,746,503	1% \$1,373,251

---

---

---

---

---

---

---

---

## DELIVERY CONFIRMATION

1<sup>st</sup> class pieces must be  $\frac{3}{4}$ " thick

Scans for other than delivery

---

---

---

---

---

---

---

---

## PO BOXES

Customers pay for a service that they can receive for free at home.

Most offices do box mail last, must get carriers on road first

---

---

---

---

---

---

---

---

## CASH RETAINED

Lowered amount from \$100. Is it easier to wait on customers in the morning? Are there more runs to the bank for change? Are there more change calls from the window?

Why did this change happen right before a Board of Directors meeting?

---

---

---

---

---

---

---

---

## FOREVER STAMPS

Do you sell them as the basic book?  
From 42 cents to 44 Cents to 50 cents?

---

---

---

---

---

---

---

---

## TIME FOR WORK

### INTRODUCTION

POS ONE and Retail Data Mart opened the door to transactional data never before available. This data has enabled the Postal Service to see types of transactions, how long they take, peak transaction periods throughout the day and how they relate to staffing.

---

---

---

---

---

---

---

---

### RETAIL EARNED WORKLOAD

Since the inception of POS ONE, every type of customer transaction has been tested and timed to develop a standard time factor. For instance, selling a stamp is worth 35sec., while selling an Express Mail Flat Rate is worth 1min.53sec. It is possible to earn multiple transaction times by selling special services and upgrading to our premium products.

In addition to earning time for each transaction, time is allotted for opening and closing and 15 minutes of soft time credit is earned for every 45 minutes of earned transaction time. Soft time is for other duties such as answering customer inquiries and performing lobby director duties.

---

---

---

---

---

---

---

---

- 8:00 Hours of Work
- Minus :30 Minutes Close Out
- Minus :30 Minutes (2 x :15 Min Breaks)
- 7:00 Hours of work
- Prove :45 Minutes of work
- Get :15 minutes soft time
- 1 - :45 Min   :15 Min
- 2 - :45 Min   :15 Min
- 3 - :45 Min   :15 Min
- 4 - :45 Min   :15 Min
- 5 - :45 Min   :15 Min
- 6 - :45 Min   :15 Min
- 7 - :45 Min   :15 Min

---

---

---

---

---

---

---

---

Prove 5:15 work  
Get 1:45 soft time  
7:00 Hours of work =  
One Full Time SSA

---

---

---

---

---

---

---

---

The following is now in your 15 minute soft time, only if you earn 45 minutes

Audit Stamp Credits or Cash Drawers	6.79 min per week
Stock Requisition (17) or Loose Stock	11.28 min/store/day
Stocking/straightening Store Shelve	14.97 min/store/day
Intermediate Log/on/off	3.53 min/store/day
Obtain Cash Register Change	3.48 min/store/day
Official Postal Store Communication	3.79 min/store/day

---

---

---

---

---

---

---

---

**POSTAL STORE/WINDOW OPERATION**

- **Every SSA that does one revenue/non-revenue transaction on POS. They are reported on the RDM towards staffing within that half hour of the transaction process.**  
**Remember, if SSA does not earn the 45 minutes, they will not received 15 minutes of soft time.**

---

---

---

---

---

---

---

---



Time Earned for the SSA

---

---

---

---

---

---

---

---

POSTAL STORE/WINDOW OPERATION

- Postage Stock Sales – Scan each item that you sell. You earn at least 35 seconds per item. Example if you sell four coils of stamps you will earn approximately 2 minutes, if you scan in one coil and manually change the quantity to four. The time earn is only 35 seconds.

---

---

---

---

---

---

---

---

POSTAL STORE/WINDOW OPERATION

- Passports – If your station/branch is a passport acceptance agency. Make sure that **each** passport is processed into POS **separately**.
- Example: If you are doing a passport for a family of four you must enter \$30 four times, this will only way to receive the proper credit of 32 minutes. If passport is entered for \$120, you will only receive a credit for doing one passport and receive only 8 minutes. Loss earned time of 24 minutes.
- If clerk who process the passport application is not currently working the window. Give cash or check to SSA Clerk who is working the window. **DO NOT LOG INTO POS**

---

---

---

---

---

---

---

---

## 18 NON REVENUE KEYS

1. Non Automated Mail Pick Up
2. Respond to CFS question
3. Summon Supervisor at customer's request
4. COA Information exempt from fee
5. Product/Service rate Inquiry
6. Employee application inquiry
7. Voter registration inquiry
8. Give local directions
9. Provide philatelic info or catalog
10. Accept hold mail request form
11. Request passport form
12. Request tax form
13. Accept customer service form
14. Request/Submit selective service form
15. Supply PO Box holder name/address
16. Supply permit holder name/address
17. Miscellaneous form
18. Other

---

---

---

---

---

---

---

---

How much time do you get for the non revenue keys?

If you review the most current WOS time stamps on the APWU web site you receive 0 time for the 18 non revenue keys!!

---

---

---

---

---

---

---

---

## WOS TIME FACTORS

### NON-REVENUE

COD Pickup	4 min 46 sec
Express Mail Pickup	1 min 11 sec
Hold Mail	1 min 11 sec
Non-Revenue Pickup	1 min 11 sec
Other Mail Pickup	1 min 11 sec
PO Box Overflow	1 min 11 sec
Un-Numbered Parcels	1 min 11 sec

---

---

---

---

---

---

---

---

**LDC 45 WINDOW OPERATION**

- Window Activity
- Close Counter Final 1412
- Advance Deposit
- Audit Stamp Credits
- Stock Requisition
- Lobby Sweeps
- Scanning Delivery Confirmation

---

---

---

---

---

---

---

---

**LDC 48 ADMINISTRATIVE**

- Opening and Closing Unit
- Verifying Advance Deposit
- Telephone
- Delivery of Caller Service Mail
- Business Reply & Postage Due
- Claims & Inquiries
- Consolidate 1412 – Lead SSA
- Carrier Check In
- Copy Machine
- Express Mail Delivery by Clerk
- Second Notices
- Stamps By Mail
- Trust Funds
- Service Talks

---

---

---

---

---

---

---

---

**SIGN OFF**

**Or**

**STAND BY**

---

---

---

---

---

---

---

---

## SULLY'S EXTRAS

- 1. BULK MAIL
- 2. TRAVEL
- 3. SCHEME
- 4. OIG

---

---

---

---

---

---

---

---

## Some Questions

How often is stock issued to the window?

How long does it take to verify stock?

How long does it take to get change?

What happens to transaction if you experience problems with credit/debit processing? How long does it take?

How long does the PO Box function take each day?

How long does it take to change PVI labels?

---

---

---

---

---

---

---

---