

American Postal Workers Union, AFL-CIO

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January 19, 2012

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To: Rob Strunk

From: Greg Bell 

**Subject: First Phase of USPS Workforce Engagement Campaign
Will Be Distributed Nationwide in January 2012
(Notification No. GCCG20120027)**

Please find attached a copy of a letter dated 1/12/2012 from Patrick Devine, regarding the above reference matter.

You are designated as the APWU contact person in this matter. Contact the USPS representative as soon as possible for discussion, if appropriate. Please provide notification of your review to me by 2/20/2012.

Please note: Your secretary should update the Notification Tracking Module in Step 4 CAS as necessary.

GB/lbb
opeiu #2/afl-cio



January 12, 2012

Mr. Cliff Guffey
President
American Postal Workers
Union, AFL-CIO
1300 L Street, NW
Washington, DC 20005-4128

**Certified Mail Tracking Number:
7010 2780 0003 6476 9581**

Dear Cliff,

As a matter of general interest, an initiative related to the first phase of the Postal Service's Workforce Engagement campaign has been developed and will be distributed nationwide in January 2012. This initiative will be supported by a video, screen saver and other methods of communication which will ensure that our message is delivered to all employees. Copies of the toolkit, video, and screen saver are enclosed for your information.

This initiative was developed, as you know, with inclusion of employee organizations participating in our workforce engagement effort. The purpose of this campaign is to develop, with inclusion of our employee organizations, communications intended to reach and engage Postal Service employees throughout the organization.

Your ongoing participation in this effort is appreciated. Please contact Jacqueline Adona of my staff at extension 3800 if you have any questions concerning this matter.

Sincerely,

A handwritten signature in black ink that reads "Patrick M. Devine".

Patrick M. Devine
Manager
Contract Administration (APWU)

Enclosure

JAN 17 2012

Field Information Kit: Delivering a Positive Customer Experience — Telephone Courtesy

A positive customer experience starts with four basic principles, which have been identified as “customer experience essentials.” They are:

- Telephone Courtesy
- It Begins with a Smile
- Delivery Done Right
- We Value Your Business

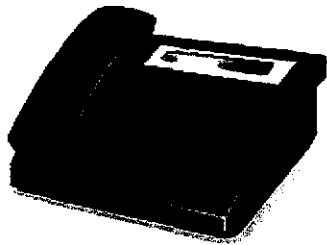
A new program encompassing these four principles, “Delivering a Positive Customer Experience” is a collaborative effort between Operations, Consumer & Industry Affairs, Corporate Communications and all postal management and labor organizations. The data contained in Customer Experience Measurement (CEM) identified these principles as the biggest impact on customers’ interaction with postal employees.

The first principle, Telephone Courtesy, is now under way, supported by the following Field Information Kit. The kit contains a telephone courtesy job aid; a Standard Operating Procedure, including a Customer Complaint Control Log; Essential Telephone Tips; and a Telephone Courtesy Stand-Up Talk.

Ongoing communications supporting the four “customer experience essentials” principles will be identified by the “Delivering a Positive Customer Experience” logo shown below.



— Consumer Advocate & Customer Relations,
Consumer & Industry Affairs, 1-12-12



USPS CUSTOMER CONTACT TELEPHONE COURTESY

The customer's experience with you on the telephone matters!

- ✓ **ANSWER:** Promptly, within three rings and with courtesy.
- ✓ **GREET:** Thank you for calling the United States Postal Service
- ✓ **IDENTIFY:** Your office name and your name
- ✓ **OFFER ASSISTANCE:** Get the customer's number (in case call is disconnected), identify issue, answer the question if you know the answer; if not, document the inquiry on the Customer Complaint Control Log; establish a time you will contact them again and follow up with the accurate information. Assume ownership of YOUR Customer. Do NOT Transfer Calls if possible.
- ✓ **THANK THE CUSTOMER:** Thank you for using the United States Postal Service. We appreciate your business.

Delivering a Positive Customer Experience Every Time!



USPS Customer Contact Telephone Courtesy

Standard Operating Procedure

When the phone rings . . .

Assign responsibility for answering the phone every day to at least two employees (clerk and/or supervisor).

Ensure all calls are answered within three rings.

Thank the customer for calling and greet with “Good morning.” “Good afternoon,” as appropriate.

Identify your office, department, and provide your name.

Offer assistance. “How may I help you?” Identify issue, answer the question if you know the answer, if not document the inquiry on the Customer Complaint Control Log (POM Exhibit 165.3), establish a time you will contact them again and follow-up with the accurate information.

Before closing, thank the customer for calling and offer to be of assistance in the future.

TIPS

Avoid putting a caller on hold, especially for more than 30 seconds. If you need to transfer a call, stay on the line to make sure the call is connected and introduce your caller and his/her question or problem.

If you need to take a message, make it complete and follow through on forwarding it to the person who will respond to the customer.

Management Responsibilities

1. Ensure job aid is posted or placed near all phones
2. Oversight of implementation of Standard Operating Procedure (SOP)
3. Verify completion of Complaint Control log as per Postal Operations Manual
4. Ensure customers are called back
5. Ensure follow-up and resolution

Postal Operations Manual – Section 165.3

Maintaining Customer Complaint Control Log

Maintain one or more customer complaint control logs at every office to ensure timely response to customer complaints and to facilitate routine analysis of complaint activity. Include the following information in the customer complaint control log:

- a. Office name and ZIP Code.
- b. Customer name.
- c. Company name, if applicable.
- d. Customer address.
- e. Customer telephone number.
- f. Subject of complaint or comment.
 1. Type of 24-hour acknowledgement (e.g., telephone, letter, postcard, personal).
 2. Type of final response (e.g., telephone, letter, personal).
- g. Date received.
- h. Suspense date.
- i. Assignment of responsibility for suspense and resolution of the complaint.
- j. Date closed.

Note: See Exhibit 165.3: “Customer Complaint Control Log” on following page

Delivering a Positive Customer Experience Essential Telephone Tips

January 2012

Documenting the Customer Service Issue

Ensure you use the Customer Complaint Control Log referenced in USPS Customer Contact Telephone Courtesy Standard Operating Procedure as exhibit 165.3 from the Postal Operations Manual. This will assist you to collect, document and report the pertinent information needed to handle the customer service issue and identify improvement opportunities.

Information to obtain from customer

- Name and Address
- Phone Number and Email Address
- Preferred Contact Method (Phone/Email)
- Best time to contact
- Explanation of Problem
- Date/Time of Problem
- Recurring Problem?

Rude Employee Behavior

Apologize to customer on behalf of the USPS first and tell the customer the incident will be addressed.

Questions to ask:

- Who was rude to them?
- What specifically occurred?
- When did the incident occur?
- Where did the incident occur?

Strategies to Resolve:

- Inform the customer that you regret this experience occurred as it is the Postal Services mission to ensure a positive customer experience every time.
- Inform the customer you will notify the appropriate supervisor or manager and their concern will receive prompt attention.
- If the customer wants to speak to a supervisor or manager – get them
- Again, apologize to the customer and let them know their business is important to us.

Change of Address

Questions to ask:

- Did you receive a confirmation letter?
- Have you filed any other COAs in the past 18 months?
- Have you received any mail with yellow forwarding stickers?
- Have you received any mail at your new address?
- Do you know if mail is being delivered to your former address? If so, how many times?
- Did all individuals with the same last name move from the former address?
- Whose mail are you receiving? (May be same extract code)
- Did you received your mail at a private mailbox, a business or other institution (i.e. – college)?
- How did you notify USPS of COA? (Internet, COA Form at local Post Office, mailed to local Post Office, by telephone)

Strategies to Resolve:

- Check carrier case for Form 3982.
- Discuss change with letter carrier(s) responsible for serving the route.
- Verify that 3982 label has been received/noted on 3982 pink card.
- Check COARS to ensure addresses and dates are correct.
- If problem is a recurrence of mail forwarding or mail being left at old address, place reminder card at carrier case to ask for 100% verification of mail at delivery point for 2 week period.
- If correction is needed, process on PS Form 3546 and forward to CFS.
- If wrong mail is being forwarded, and COARS is correct, request a temporary exclusion.
- Refer to COARS Coordinator for permanent exclusion.

Misdelivery

Questions to ask:

- Do you have a copy of the mail piece?
- If yes, how was the mail addressed, did it include Apt./Suite?
- Was there an endorsement stamped on the envelope?
- What does the endorsement indicate?
- Is this an isolated incident, or have you been notified by more than one mailer that items sent to you have been returned?
- Been away recently?
- Mail picked up regularly?

Strategies to Resolve:

- Discuss with the letter carrier(s) servicing the route at the date/time of problem.
- Discuss possible causes and resolutions with letter carriers. Reinforce that all mail is checked and fingered before delivery.
- Place a misdelivery watch card at the carrier's case.
- Review mail after carrier cases the mail.
- Ask customer to let us know as soon as misdelivery occurs, so that we can retrieve the misdelivered mail and deliver it correctly. This is best way to determine what may have occurred.
- Use Accuracy of Delivery tools: misdelivery log, carrier alert card, new resident card.

Delayed Delivery

Questions to ask if speaking with the Sender:

- What type of mail was delayed?
- If sent special service, ask for number
- When/where was article mailed?
- Is original mailing envelope available? Can you provide it?
- Is the address accurate and complete (Suite/Apt #)?
- Have you experienced previous delays?
- Was mail addressed to business?

Purpose is to try to explain based on info or mailing envelope provided

Strategies to Resolve:

- If this is the first time or unrelated individual delays - offer apology on behalf of the USPS.
- You can send the customer a postage-paid envelope to send the mail piece to you to determine a possible cause
- If periodical, suggest publisher initiates a ePub Watch to track pattern of delivery.

Non-Receipt

Questions to ask if speaking with the Sender:

- When was the article mailed?
- What type of mail was not received (Priority, First Class)?
- Were any special services purchased at time of mailing?
- If so, may I have the article number?
- Where was article mailed?
- Was a return address on the mail piece?
- Do you know if the item is being held for pickup?
- May I have information about its contents?
- What is the value of its contents?

Additional question to ask if speaking with the Addressee:

- Have you notified the sender that the mail piece has not arrived?

Strategies to Resolve:

- If customer states he/she did not receive the item, but the tracking system indicates that delivery was made, ask if preference is to leave notices in the future, rather than leaving the article unattended.
- Submit "MRC Search" request on customer's behalf: complete MRC Search form in it's entirety. Send email and MRC Search form to "MRC Search".
- If unable to deliver to a secure location, ask customer for written notification to remain on file as to where to leave a package. (Form 1564B Special Instructions). Note in carrier route book.
- This may be an isolated incident. In this case, offer a sincere apology on behalf of USPS for the difficulty the customer experienced.
- If unable to locate the item, suggest they notify sender and ask them to resend the item.
- Advise customer that the Inspection Service is in receipt of their case and will only contact if they need more information.
- If suspected mail theft, put customer in touch w/local USPIS.
- Non-receipt may be caused by misdelivery; stress accuracy of delivery to prevent future instances.

Local Contact Numbers

BMEU/Mailing Requirements- XXX-XXX-XXXX
CFS- XXX-XXX-XXXX
District Consumer and Industry Contact Office- XXX-XXX-XXXX
Local Human Resources- XXX-XXX-XXXX
Technical support for Click-N-Ship: Call 1-800-344-7779

Add other contact numbers as you feel necessary:

Useful Links

Claims – Domestic and International Claims Resources:
<http://blue.usps.gov/caweb/privacy/consumer/welcome.htm>
For online claims, see January 2008 Quick Reference Card
International claims assistance - the International Inquiry Center: 1-800-222-1811

Consumer Affairs Managers listing with addresses/phone numbers:
<http://blue.usps.gov/caweb/cam/area.htm>

Contacting postal personnel/Post Offices:

1. USPS Online Directory:

https://phone.usps.gov/pls/teldirprodnp/td_global_pkg.main. 2. Contact Post Office via email Go into Outlook, Click "New Messages" Click "To", Type in ZIP Code with preface of ~, example: ~30306. Then you can send message to the Post Office involved if you do not have the name of a specific Postmaster or Manager.

3. To locate phone number of postal employee via Outlook, click on "New Messages;" then click on the Address Book icon & and locate the employee's name. After locating employee's name, right click on it, and select "Properties."

Customer Inquiry and Claims Response System (CICRS)
<https://cicrs.usps.gov/CLAIMS/challenge.jsp>

Customs www.cbp.gov

Mail Recovery Search Criteria - <http://blue.usps.gov/caweb/ccc/mrcs/welcome.htm>

Postal Inspection Service <http://postalinspectors.uspis.gov>

Delivering a Positive Customer Experience

Telephone Courtesy Stand-Up Talk

For any business, keeping customers satisfied in every experience they have with you, is common sense. It's a back-to-basics way to keep customers coming back, and to build future business.

That's why improving our customers' experiences with the Postal Service is one of our key business strategies. Our ongoing Customer Experience Measurement system tells us how we're doing, and quite honestly, we have room for improvement.

The good news is that there are some easy ways to make a customer's experience more positive. This is particularly true where direct customer contact is involved, for example, when a person telephones our office for help.

Think about how you would like to be treated as a customer, and give that same courtesy to our customers. Answer the phone promptly and courteously. Thank the customer for calling and give our office name and your name. Try not to transfer calls or leave a person on hold. After the issue or question is resolved, thank the customer for using the Postal Service and tell them we appreciate their business.

Each one of us is responsible for providing excellent service, to keep our customers coming back. Our customers are our business — let's deliver them a positive experience with the Postal Service every day. Thank you.