

Postal Customer Council

Upcoming Educational Event



Pointers On Partnering With The USPS

(NAPS)—Companies across the country are teaming up with a unique partner to increase profits, drive efficiency and improve customer service—and yours can too.

What These Successful Firms Do

Entrepreneurs and workers at business of all sizes are joining local organizations called Postal Customer Councils (PCCs) that help foster a close working relationship between the United States Postal Service (USPS) and commercial mailers. The groups hold webinars, meetings and other events where members can network with like-minded individuals and USPS professionals to share best practices, challenges, solutions, and opportunities for growth.

In addition, the commercial mailers get to be in front of new postal products, such as USPS Connect and USPS Ground Advantage, and services through an educational and collaborative environment. In return, the Postal Service continues to listen and stay abreast of the reach and scope of business mailers' needs.



Taking AIM At Service

The USPS's Areas Inspiring Mail (AIM) is a collective, delivering local innovations in various areas of the country to the national stage. Together, its commercial and USPS members have the power to effect changes that are both vast and acute. They learn about the strategic direction of the Postal Service, the latest products and services, hear from leadership and interact with colleagues to help architect the next big thing for the industry going forward.

Discounts and Deals

What's more, the USPS offers postage discounts through the Promotions and Incentive Programs for First-Class and USPS Marketing Mail. Mailers may also sign up for the Emerging Technology promotion, of a 3% discount for First-Class and Marketing Mail in Emerg-



Business owners can save money and make connections with help from the USPS.

ing Technology, and a 4% discount in Enhanced Emerging Technology.

Business mailers can also enjoy a 5% discount on Retargeting, that is sending a postcard to a recent website or mobile app visitor who didn't convert to a sale or order. Connecting with a potential customer through direct mail can be an effective tool in generating customer response.

Ease of Service When Times are Tough
The USPS also delivered more than 54.4 million ballots to and from election officials to voters to support elections across the country. 98.96% of ballots sent by voters to election officials were delivered within three days.

During the holiday season, the USPS accepted 11.7 billion mailpieces and packages into our network with an average delivery time of just 2.5 days.

Delivering for America

It all happens under the leadership of Louis DeJoy, the 75th Postmaster General of the United States and Chief Executive Officer of the USPS. Appointed by the Board of Governors he began his tenure in June 2020. DeJoy is committed to ensuring that the USPS can continue to fulfill its public service mission and maintain financial sustainability well into the future.

Learn More

For more information on working with the Postal Service to grow your business, visit PostalPro at <https://postalpro.usps.com/pcc> or <https://postalpro.usps.com/aim>.