



BSN Enhancements in FY2014

August 19, 2014

Overview

Improvements

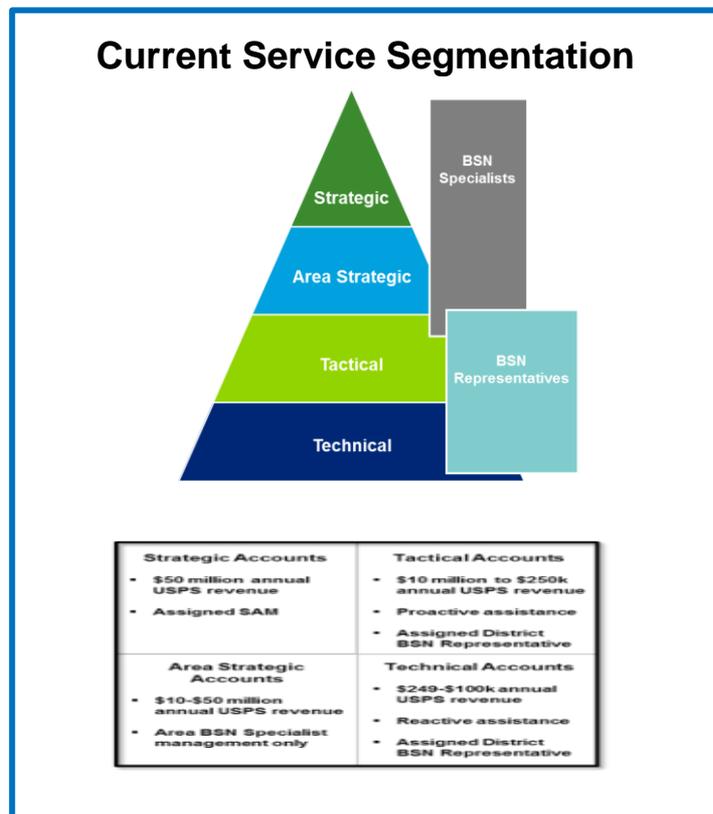
BSN Process Strategies

BSN Survey Redesign & NPA

BSN Account Structure and Treatment Strategy

Panorama: CRM Update

Segmentation: Current State Observations



- Many processes were outdated or obsolete
- Account lists not updated since 2010
- Account updates were an ad hoc process based on needs
- No consistency in BSN assignment criteria
- View of customers was mis-aligned with Sales and not reflective of current customer needs
- No emphasis on industry

A leading practice is to refresh segmentation annually.



BSN Call to Action

- ✓ Redesign and streamline BSN customer survey
- ✓ Tie revenue retention and service performance to BSN Customer Satisfaction.
- ✓ Look for ways to increase “personal” contact with Business Customers.
- ✓ Find ways to increase the ease of contacting a BSN Representative.
- ✓ Treat all customer issues with the highest levels of urgency.
- ✓ Establish more proactive relationships with smaller managed accounts.
- ✓ Improve customer service database and ease of use

Improve Customer Insight Measurements

Replace perception based surveys/targets with event-based surveys, including customer insights, based on complaint and inquiries to better gauge and report customer satisfaction

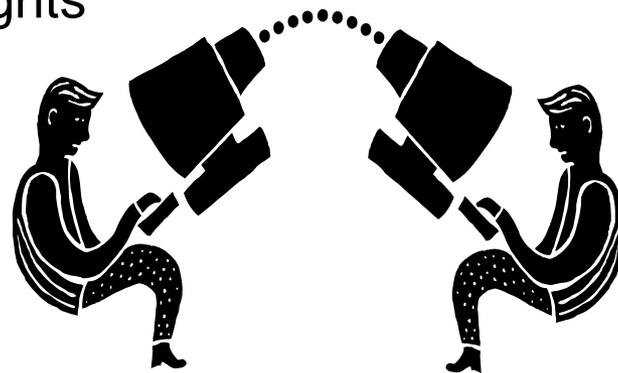
OBJECTIVE:

Develop a composite indicator of Customer Satisfaction to drive improvement, enhance our brand, increase customer loyalty and repurchase and support customer centric culture:

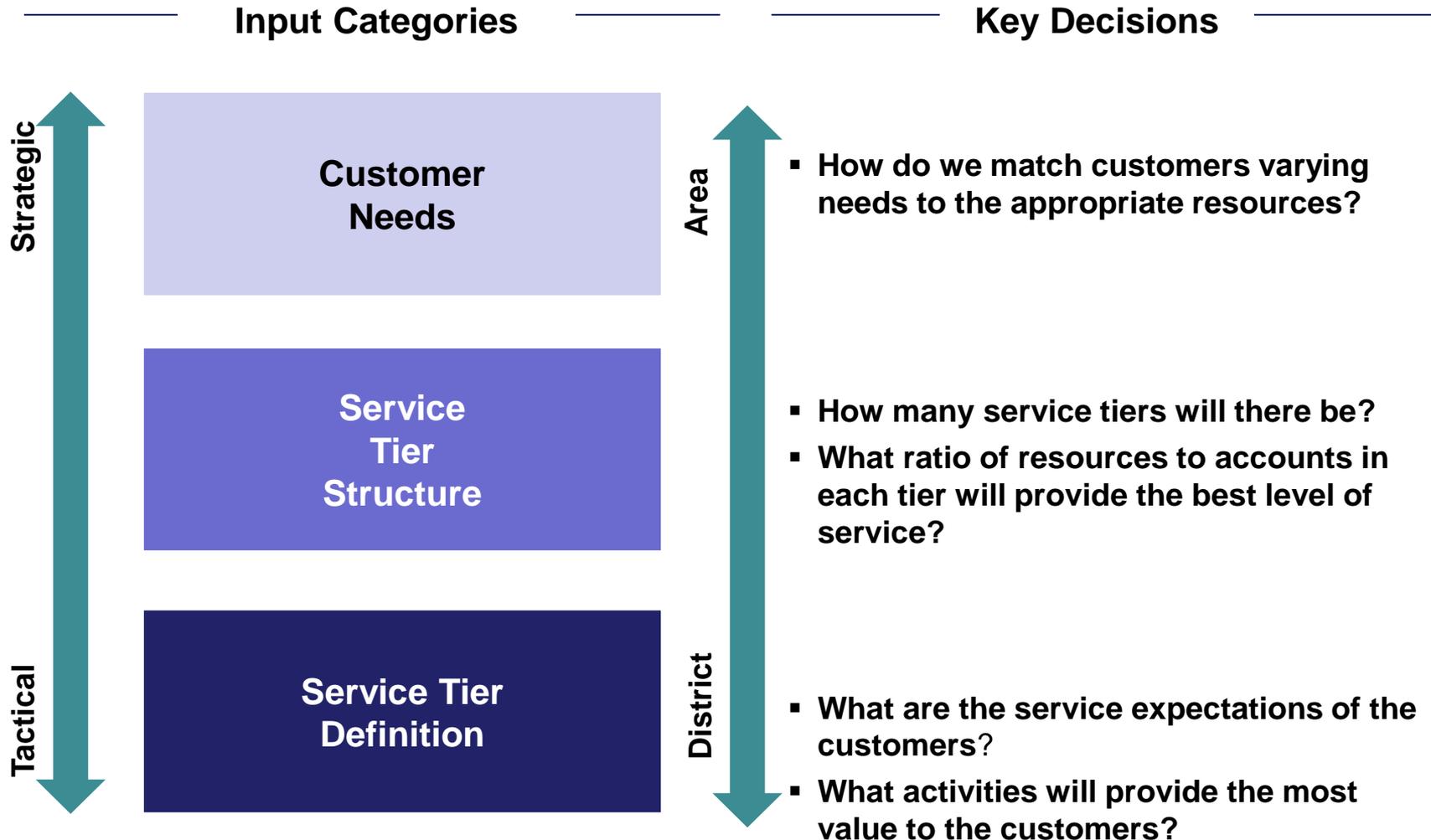
- Understand customer touch points and needs that affect decision making
- Identify gaps in what's currently being provided and “aspire to” customer state
- Create Dashboard of key customer (and operational) metrics on Mailing and Shipping experiences
- Analyze customer insights
- Communicate to Field Partners and internal Stakeholders to drive improvements

Survey Redesign

- FY2014 – redesign survey & re-baseline BSN customer satisfaction implement end of October.
- Shorten survey by eliminating redundant questions
- Provide customer with additional opportunity for verbatim input
- Increase frequency of surveys to weekly
- Modify customer evaluation points to reflect satisfaction better
- Only top two evaluation types are acceptable
- Challenge BSNs to drive better customer insights
- Encourage customer responses



Key Inputs for Aligning Resources & Customer Treatment Strategy



P A N O R A M A

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- New CRM Application to be used by USPS Sales & Service
- State of the Art Technology
- Provides a 360 degree view of our customers
- Easier User Interface
- Enhanced processes to meet the needs of the customer

P A N O R A M A

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- BSN eService
 - Easier User Interface
 - Streamlined Registration Process
 - Allows for direct communication with your BSN within the SR
 - Social Collaboration Tools
 - Chatter
 - LIVE Agent



Thank you!!