

## Business Connect®

Business Connect is a U.S. Postal Service® initiative that requires Postmasters, Station Managers, and Branch Managers to help small and medium size businesses increase use of Postal Service™ products and services to help the organization generate revenue.

### How do I get started?

If you are a first-time Business Connect user, you must request eAccess to log in to the Business Connect Data Center (BCDC). Go to eAccess located under "My Work" on <http://blue.usps.gov>, select ACE User, and click "Enter Application." You may also click "Request Access" on the BCDC login page. Once approved, you can access the BCDC via the Blue page. Scroll down to "Connecting with Customers" and select "Business Connect." Scroll to the right and select "Access Business Connect Data Center."

### What do I use to log in to the BCDC after I have approved access?

Use your ACE ID and password.

### What do I input into the BCDC?

You input your customer meetings/activities and document sales information. An activity is a face-to-face meeting in which you talk about USPS® products and services with a business customer or group of customers. Activities are described as a Group Activity (e.g., a lobby event) or an Individual Activity.

### How do I get started entering my activities?

On the home page, you must add a new company to input a new activity, or search for the company and select "Add Individual Activity" or "Add Group Activity" for an existing company.

### Can I edit my activities?

You can make changes to an activity without revenue until 11:59 pm CST on Friday of the week the activity was entered. Only District Sales or Marketing Managers can make changes to an activity with revenue. Please contact them for assistance.

Examples of what does NOT qualify as an activity:

- Passing out material without discussing USPS products and services with the customer.
- Entering information into the BCDC from business cards without engaging in a discussion about USPS products and services.
- Entering mailing lists into the BCDC.

- Entering PO Box™ customer lists into the BCDC.
- Entering individual retail transactions into the BCDC without engaging in a discussion about USPS products and services.
- Entering customers from an event/trade show registration when you did not engage in a one-on-one discussion with them about products or services.

### How can I view activities entered for a company in the BCDC?

- To view activities for a company, click "Activity Listing" and go to "View."
- From the drop-down options, select "Individual Activities," "Group Activities," or "All Activities."
- Go to "Order By" and choose one of the drop-down options.
- Go to "Filter By" and choose one of the drop-down options.
- Click "Get Activities."
- Click "OK" in the pop-up box that appears.

### When do I add new revenue?

You can only add new revenue to an activity after the first mail date of the sale.

### How do I order supplies?

After entering the BCDC, go to the top left or bottom menu bar and click "Order Supplies."

### Do you have information about how to use the BCDC?

Yes. After accessing the BCDC, click "Help/FAQs" in the menu bar at the top far left or the bottom of the page.

### I recently moved to another Post Office.™ How does this affect my access to the BCDC?

Your ability to log in does not change, and you do not need to change your password. However, when you enter an activity, you need to select the ZIP™ Code where you are physically located. If you have moved to another district or area, send an e-mail to [BusinessConnect@usps.gov](mailto:BusinessConnect@usps.gov) and include your name, ACE ID, previous district, and new district information.

### Where can I go for Business Connect assistance?

For questions and assistance regarding Business Connect, you can:

- Access the "BC User Help Guide" on the "Help/FAQs" page in the BCDC.
- Send an e-mail to [BusinessConnect@usps.gov](mailto:BusinessConnect@usps.gov)
- Contact your district sales/marketing team.

## Customer Connect®

Customer Connect is a partnership between the National Association of Letter Carriers (NALC) and USPS®. Customer Connect encourages carriers to leverage their customer relationships to identify two new business opportunities per month and obtain a customer agreement to meet with a sales representative.

**NOTE:** Program processes for Customer Connect differ from Rural Reach®. Please read these instructions to manage the program properly.

### Important information about entering Customer Connect leads.

For Letter Carriers and Customer Connect to receive proper credit, you must enter leads no later than close of business the following business day. Go to “Customer Connect” from the Blue page and click on “Access Customer Connect Lead Entry Site.” Carriers are asked to submit leads for at least two customers per month. (Program is voluntary.)

### The U.S. Postal Service® and the NALC have agreed to the following:

- Upon completion of a lead card, the Letter Carrier should bring the lead card back to the office for data input.
- Management must identify a designated location in the office for carriers to drop lead cards. Use the BCDC “Order Supply” link to order lead cards.
- Leads must be input into the system by close of business the day after receipt.
- Sales must follow up on leads within 48 hours of receipt of the lead (starting at 2 pm, CST, the day after the lead is entered, excluding weekends/holidays).
- Management must share the “Weekly Carrier Lead Status Report” from the BCDC with individual Letter Carriers who have submitted leads and must also post the “Weekly Station Summary Report” (not individual carrier reports) in a designated area for all to view.
- Customer Connect biweekly Service Talks must be conducted and certified. Download talks at the Customer Connect Lead Entry Site or select “Reports.”
- You and the Carrier Coordinator must jointly sign the bottom of a Service Talk to certify the talk was given. Place the signed copy on file. You can also utilize the “Stand Up Talk Certification” via the BCDC.
- Quarterly district teleconferences must be conducted with NALC and USPS Management representatives. Your district office will coordinate.
- Ensure management and Letter Carrier Coordinators are in place at each site. NALC National Business Agent must identify Carrier Coordinators.

**For Customer Connect questions or assistance, contact your local district sales/marketing office or e-mail: [CustConn@usps.gov](mailto:CustConn@usps.gov)**

## Rural Reach®

Rural Reach is part of a partnership between the National Rural Letter Carriers Association (NRLCA) and USPS®. It allows Rural Carriers to identify two customer leads per month as a way to help grow revenue in the small to mid size customer base. This program states that Rural Carriers will engage in revenue-generation initiatives to better utilize the current stamp stock weekly credit.

**NOTE:** Program processes for Rural Reach differ from Customer Connect®. Please read these instructions to manage the program properly.

### Important information about entering Rural Reach leads.

For Rural Carriers and the Rural Reach program to receive proper credit, you must enter leads no later than close of business the following business day. Go to “Rural Reach” on the Blue page and click on “Access Rural Reach Lead Entry Site.” A district sales representative will contact the customer within 48 hours of receiving a lead. Rural Carriers are asked to submit two customer leads per month.

### Rural Reach reports are updated weekly in the BCDC. Every Monday:

- Go to “Reports” in the BCDC and select “Rural Reach.”
- Input the office/station ZIP™ Code.
- Download the “Weekly Summary Report.”

This report should be posted in the office for review by Rural Carriers. Rural Carriers may request more detailed information regarding leads they have submitted. Upon request, a manager can provide Rural Carriers with their individual “Weekly Carrier Report.”

### How can a Post Office™ help ensure the success of Rural Reach?

- Conduct biweekly Sales Informational Talks to Rural Carriers. These talks include updates to USPS products and services, which is necessary for Rural Carriers to engage in knowledgeable customer discussions.
- Be sure to enter all Rural Reach leads on time.
- Post the “Rural Reach Weekly Summary Report” every week.
- Provide the “Weekly Carrier Lead Status Report” to Rural Carriers requesting information about their individual leads.
- Keep a supply of lead cards and promotional-awareness materials on hand. You can order these items from the BCDC.

**For Rural Reach questions or assistance, contact your local district sales/marketing office or e-mail: [RuralReach@usps.gov](mailto:RuralReach@usps.gov)**