

Market to the next generation and to business
Everyone else offers payments terms/invoices – close the gap to compete
Create consistency in implementing shipper release options
Brand Management – Communicate postal strengths (we love our post woman)
We could go on ... but we won't

_____ **Bundle front-end promotion with backend fulfillment across all existing USPS mail products**

Cataloguer agrees to use USPS to fulfill orders – offer an incentive

_____ **Launch Green Initiatives – Recycling Product Offerings**

Small consumer electronics (Cell phones), ink cartridges
Rebate program
Flat rate box or bag protective for recycling

Enhancing the “Mail Moment” by Delivering what Customers Want

_____ **Advertising campaign to describe unique advantages of mail vs. alternatives (IPost)**

_____ **Leverage physical and online retail space to generate mail volume (Best Buy kiosk; periodicals/catalog kiosk)**

_____ **Offer prospecting rates**

Improving Innovation at USPS

_____ **Create a culture of innovation at USPS**

Organizational Structure
Metrics Measurement (rewards/recognition)
Empowerment
Community Involvement (employee/customer/partners)
Visibility
Identify and eliminate barriers
Tools
Benchmarking
Accept Risk
Process