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U.S. POSTAL SERVICE

**REDESIGNING THE USPS CUSTOMER AND
EMPLOYEE EXPERIENCE**

**ON THE BRINK OF
COLLAPSE...**





Visiting the Post Office



Waiting in Line



At the Counter



Receiving Mail

CUSTOMER EXPERIENCE

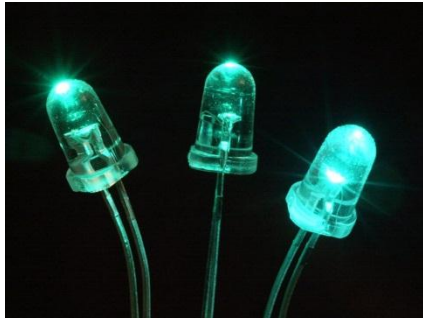
Rent-a-Box

"EMPTY MAILBOXES, EMPTY HEARTS"

NOW:

VISITING THE POST OFFICE

REDESIGNING: VISITING THE P.O.



Set up Inbox Indicators

Install an LED in each P.O. box door that lights up when a customer has mail to retrieve



Make Mail Pickup Fun

Create a fun way for customers to discard junk mail; liven up the barren white walls surrounding P.O. boxes



Enhance Package Pickup

Replace “green slip” system with a GPS-enabled app alerting employees ahead of time when a customer is there to pick up a package



**NOW:
WAITING IN LINE**

"WASTING TIME"

REDESIGNING: WAITING IN LINE



Set time expectations

Make real-time wait predictions available to customers so they can plan around their visit to the Post Office



Game-ify the experience

Create an app that allows productive use of time in line, with participation incentivized by Post Office-related rewards



Provide entertainment

Showcase visually and intellectually engaging displays to entertain customers

NOW: AT THE COUNTER



"INEFFICIENT EMPLOYEES"

REDESIGNING: AT THE COUNTER



Create USPS app

Build a mobile phone app that allows customers to select in line what type of transaction they want so employees are prepared



Encourage specialization

Allocate one employee to ringing up the customer, one to package location and delivery, etc., to reduce wait times and frustrations



Offer treats

Give candy or other goodies to customers if they have to wait at the counter

NOW: RECEIVING MAIL

LESS
FACE
COME
OUR
PING
TOO

ONLINE DEALS SAVE YOU MONEY
SHIPPING AT USPS.COM DOES TOO



U.S. Shipping
Priority Mail
Express Mail

Extra Services
Insurance
Delivery Confirmation
Signature Confirmation
Registered Mail™
Certified Mail
Return Receipt

ReadyPost Supplies

Product	Quantity	Price	Unit Price
Envelope			1.00
Custom Mailer	100	1.50	2.00
PostNet Mailer	100	1.50	1.50
Shipping Carton	100	3.50	3.50
Bubble Packing Material			2.00
Protective Tape		2.00	2.00

Stamps & Other Services
Stamps
Money Orders
Postage
Postage Payment
PI Boxes

ReadyPost
Postage
Custom Mailer
Registered Mail

IT'S WHAT'S INSIDE AND HOW IT'S PACKED



“LOVE MAIL, BUT ONLY IF IT IS FUN”

USPS ONLINE & ON YOUR SCHEDULE

LET THE NEIGHBORS KNOW YOUR BUSINESS



REDESIGNING: RECEIVING MAIL



Give customers “fun” mail

Allot time for USPS employees to write postcards to customers



Eliminate unwanted mail

Offer to recycle or throw away mass mailings before they reach customers



Write on packages

Stamp packages with interesting quotes and factoids

NOW: EMPLOYEES



Dedicated
Performance driven
Machine

Big
Slow
Aging

-Headquarters Employee



Dependable
Service
Enduring
Political
Hindered

-Regional Employee

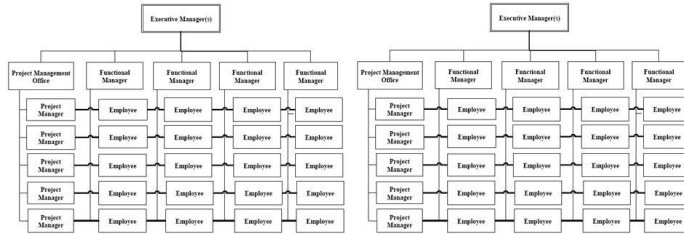


Okay
Slow
Don't Know Future

-Local Postman

ORG STRUCTURE

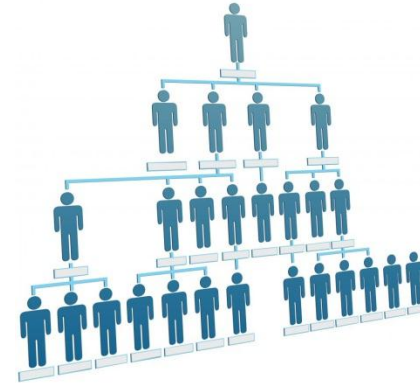
Now



It currently takes at least 23 levels just to reach a management position!

Big, Slow, Aging, Political, Hindered

Later



Streamline the organizational structure to increase autonomy, people-focus, and impact

The “**API**” of “**HAPI**”

PHYSICAL LOCATION

Now



Most of the USPS' ~30,000 facilities look like sterile, government buildings

Big, Slow, Aging, Machine, Enduring

Later



Allow post office managers to localize their facilities – adding color, location history, family, etc.

Autonomy and People

CULTURE

Now



With recent layoffs and more looming, the USPS culture seems at an all time low

**Aging, Political, Hindered,
Don't Know Future**

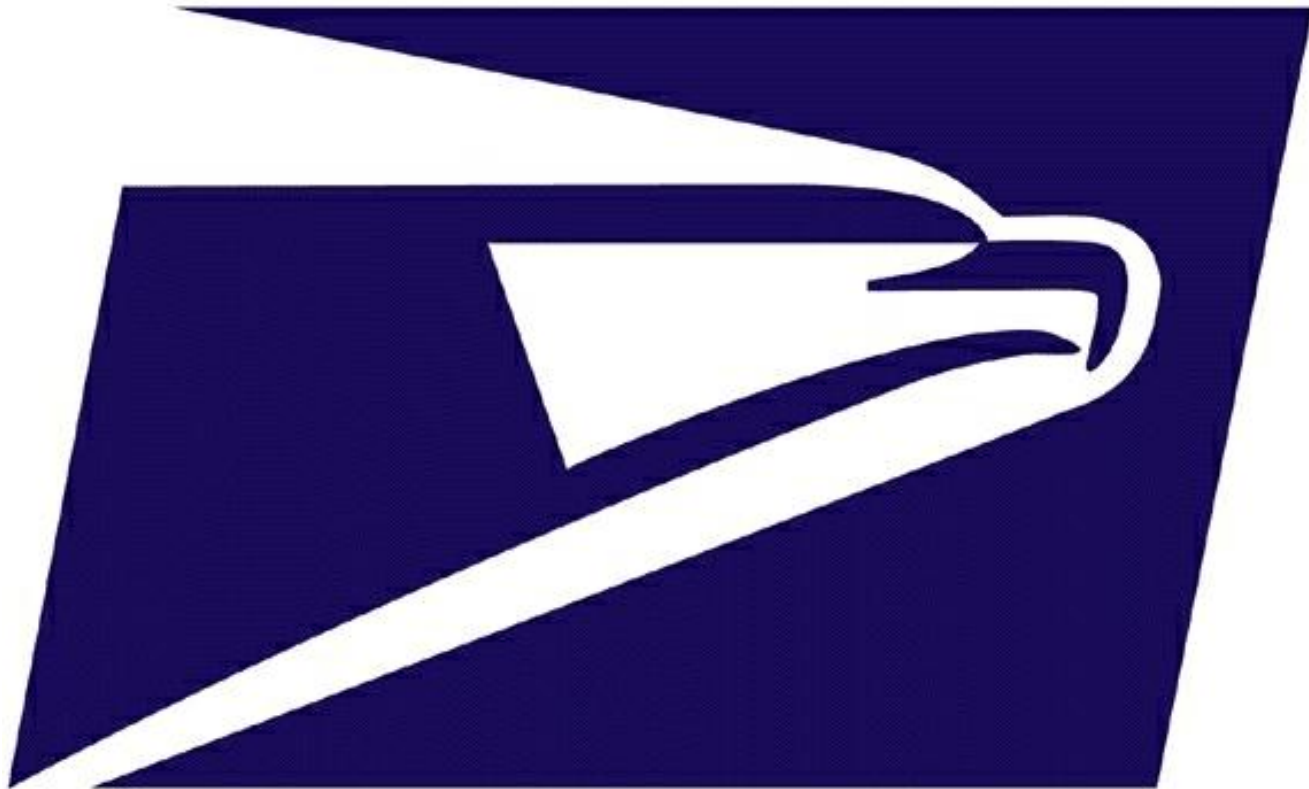
Later



Refine values and set clear, communicated goals to create a higher purpose.

Higher Purpose and Impact

**BY IMPLEMENTING THESE
CHANGES, THE USPS WILL GO...**



FROM THIS:

Dear Mom,
Summer camp is not
fun anymore, everyone
is dying. There is an
infectious disease eating
people alive.



TO THIS:



OR FROM THIS:



TO THIS:

