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Gem of a deal

USPS solution puts a sparkle in customer's eyes

Call it a diamond in the rough.

Michael Jansma, president of online jewelry retailer eGems, liked our delivery service, but not waiting in line. Daily company shipments to eBay customers meant multiple daily visits to the Largo, FL, Post Office to secure retail Delivery Confirmation.

As business increased, so did the amount of time Jansma's employees spent standing in line. Hoping to change that, he switched his business to a competitor.

Postmaster Ron Rippo wanted Jansma's business back, so he contacted Small Business Specialist Suzie Midulla to find a solution. Midulla met with Jansma and determined that Endicia.com could provide an automated shipping solution, but could not provide a Delivery Confirmation acceptance scan similar to the competition.

The task was to find a way to create an electronic manifest for the daily Delivery Confirmation packages so USPS employees would only have to scan the PS Form 3152 at the end of the day. Midulla coordinated a series of teleconferences with eGems, Endicia.com and USPS headquarters to find a solution to this product gap.

The result is a gem of a deal as both the customer and USPS are saving valuable work hours every day. Jansma switched back to the Postal Service — bringing with him more than \$165,000 in business.



From left, Largo, FL, Postmaster Ron Rippo, eGems President Michael Jansma and Sales and Services Associate Debra Stamper go over the new electronic manifest.



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