

The USPS Story

About the Company

The United States Postal Service employs over 800,000 workers, making it the third-largest employer in the United States, operating the largest civilian vehicle fleet in the world.

Background

The mission of the Postal Service is to provide the American public with trusted universal postal service at affordable prices. Competition from e-mail and private operations forced USPS to adjust its business strategy and modernize its products and services. Due to competition and economics, mail volumes decreased, reducing revenues to support delivery to every address once a day, six days a week. In response, the USPS increased productivity through automation, route re-optimization, and facility consolidation. In addition, USPS is focusing on revenue maximization through preferred charge practices.

These business changes required significant training efforts, especially with a large employee population and 80 divisions around the US.

Solution - Step 1

Determine Key Objectives

- > Create a process to identify base-level knowledge of employees to determine the most important areas to focus training efforts.
- > Develop and deploy a self-directed online training system.
- > Measure the percentage of USPS workers completing the training and certification modules.
- > Track knowledge retention on key training topics.

Solution - Step 2

Program Design

- > Incentive Services met with the USPS training group to understand their needs and objectives in an effort to link corporate training goals and objectives.
- > Quarterly training programs were designed. Metrics and benchmarks were determined for each program.
- > Once the training program plan and budget specifications were developed, the Incentive Services design and delivery teams scheduled recurring meetings with USPS to start working through the training program plan.

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Solution - Step 3

Communications / Training



- > Incentive Services copywriters worked with the USPS training group and SME's to create the outlines and copy for the training topics.
- > Incentive Services media production team worked with USPS to create computer-based, interactive training videos.
- > The videos were submitted to Incentive Services' technology group to be included on the program training website.

Solution - Step 4

Technology Features

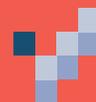


- > The training library on the website displays all training modules and requires all modules to be completed.
- > Quizzes have been created for each training module with multiple choice or true/false questions. Passing requirements were established based on the percent of correct answers.
- > Overall reviews were created to measure knowledge retention.
- > The training platform includes a reporting tool that allows administrators to view who has completed training, by training module and by location/region/etc. The reports are available in HTML and are downloadable.

Analysis & Results

- > USPS has trained and certified 100% of the employees that enrolled in the system.
- > USPS employees retained information from the training modules -- knowledge retention reviews indicated over 90% retention.
- > USPS management believes the online training program significantly helped them meet business goals by helping employees to better understand their increased automation, route re-optimization and revenue maximization.

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