

VISION 2013



Five-Year Strategic Plan for 2009-2013
October 2008

lines and marketing channels, develop new features and services, and make more productive use of our assets. We will work closely with stakeholders at all phases of the development process.

Partner to Create New Customer Value

Strategic alliances have enhanced our service performance and created new products. We will pursue new alliances where partners can complement or extend our services, help us enter profitable postal-related markets, and provide opportunities to leverage our assets — particularly our retail locations. We will pursue innovative outsourcing and insourcing approaches where they provide our customers with greater benefits. We will expand services through government agency partnerships, such as our passport processing agreement with the State Department, to assist agencies to better serve citizens and to generate profitable new revenue.

V. CONCLUSION

Vision 2013 is our roadmap for success in a rapidly changing business environment. We are building on a solid foundation of service and efficiency. We will expand our current performance metrics with measurements that are more relevant to customers and profitable results. At the same time, we will adapt to changing customer needs to remain viable and grow the business. We will leverage our strengths to create new value. And we will embrace change, incorporating new technology and new approaches to sustain the Postal Service for future generations.