

Question 1 KK

In today's growing Society, we often find ourselves taking the easy way out of things. If it's faster to write an e-mail than to send a letter, that's what Americans are going to do. But this severely hurts our mail system we have here in the United States. One solution to this growing problem would be for us to write more letters to friends and family, but a more practical one is for the United States Postal Service (USPS) to make the transition to the twenty-first century.

Everyone at some point in their life has referred to the USPS as snail mail. And while this name holds true, at least USPS has remained reliable over the years. Sadly, the same cannot be said about the customers. Between 2006 and 2009, the USPS delivered 17% fewer pieces of mail and lost 1.4 billion dollars. Many people believe that there is no way to compensate for this loss. However, there are actually many ways to do so. The first is to hire part-time employees when others retire rather than hire a full-time staff. This would allow you to pay out less per worker. Since not all workers would be working full 40 hour weeks. (Source F). Another way to compensate for the lack of income would be to offer coupons in places such as news papers, magazines, and even online. Thanks to the show "Extreme Couponing" on TLC, the people in today's economy are constantly looking for ways to save a few quick bucks. Coupons would be a great way to get USPS out there to citizens and encourage them to use the service. Also, closing the offices twice a week for about a year or so would cut down on cost of utilities, gas, and pay of workers. Then, when business starts picking back up, return to six, or even seven day a week mailing and shipping. The increase in shipping/mailing days will excite citizens and encourage them to use the USPS more (source A).

A lot of people within the USPS (and America in general) think that UPS and FedEx are taking over the mailing world. But, there are two problems; 1) UPS and FedEx do not mail normal letters and 2) Both companies are expensive. With UPS and FedEx, one has to pay for expenses such as shipping, gas (although not directly) plus weight of the package. Often, one ends up paying more to send the package than the thing inside actually costs. This is unnecessary in today's economy (Source D).

With the world switching to a technology based society, the USPS need to ask themselves, what can we do to remain competitive. These changes are hard to make but they are detrimental to the success of the postal system that everyone knows and loves. Without changes made, the USPS will slowly become a thing of our past, like Elvis Presley, Swing Dance, and the dinosaurs.