



**UNITED STATES
POSTAL SERVICE**

Fundamentals of Quality Addressing

**National Postal Forum
Washington DC
March 26, 2007**

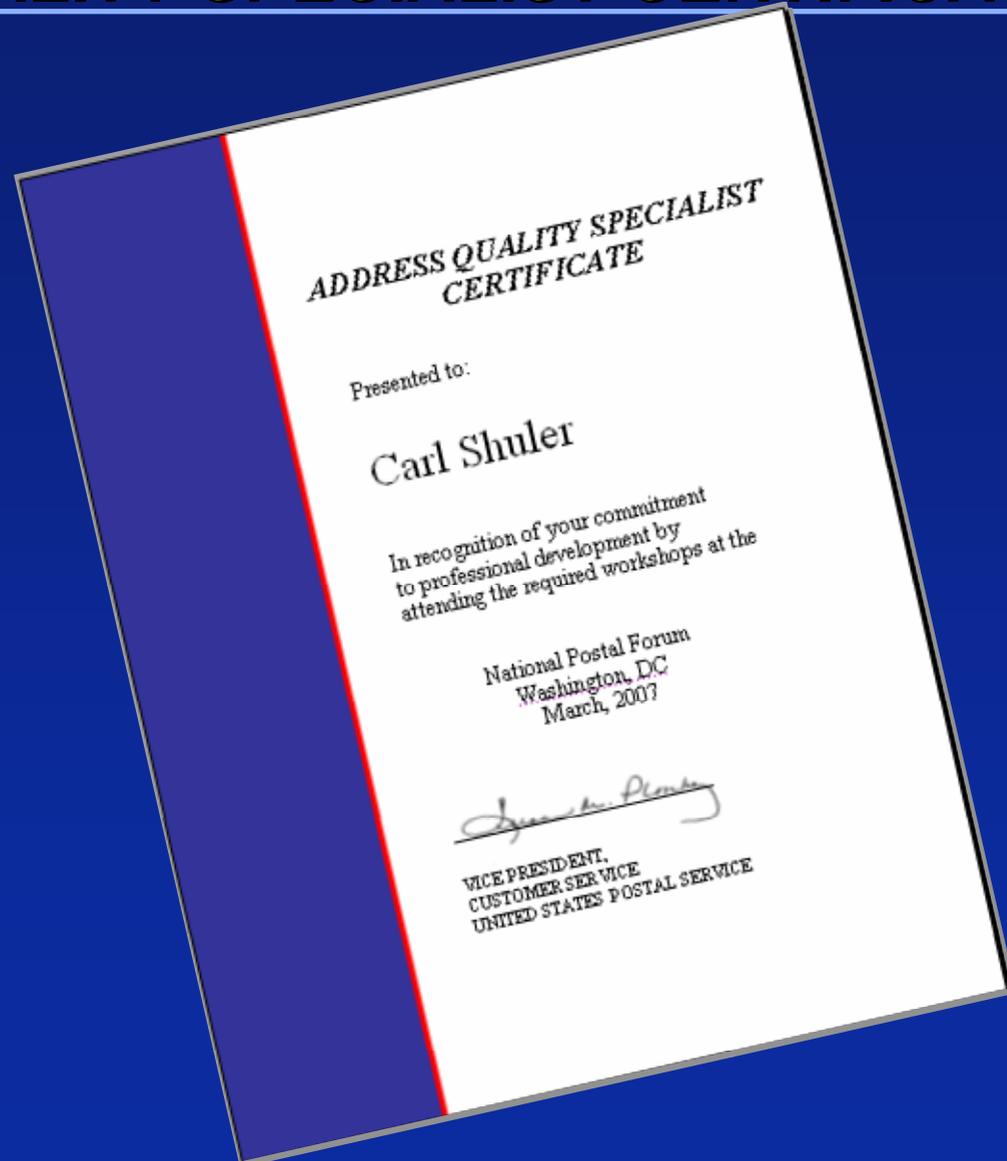
Dennis Kaylor, Our Sunday Visitor
Ruth Jones, U.S. Postal Service®



FUNDAMENTALS OF QUALITY ADDRESSING

ADDRESS QUALITY SPECIALIST CERTIFICATE

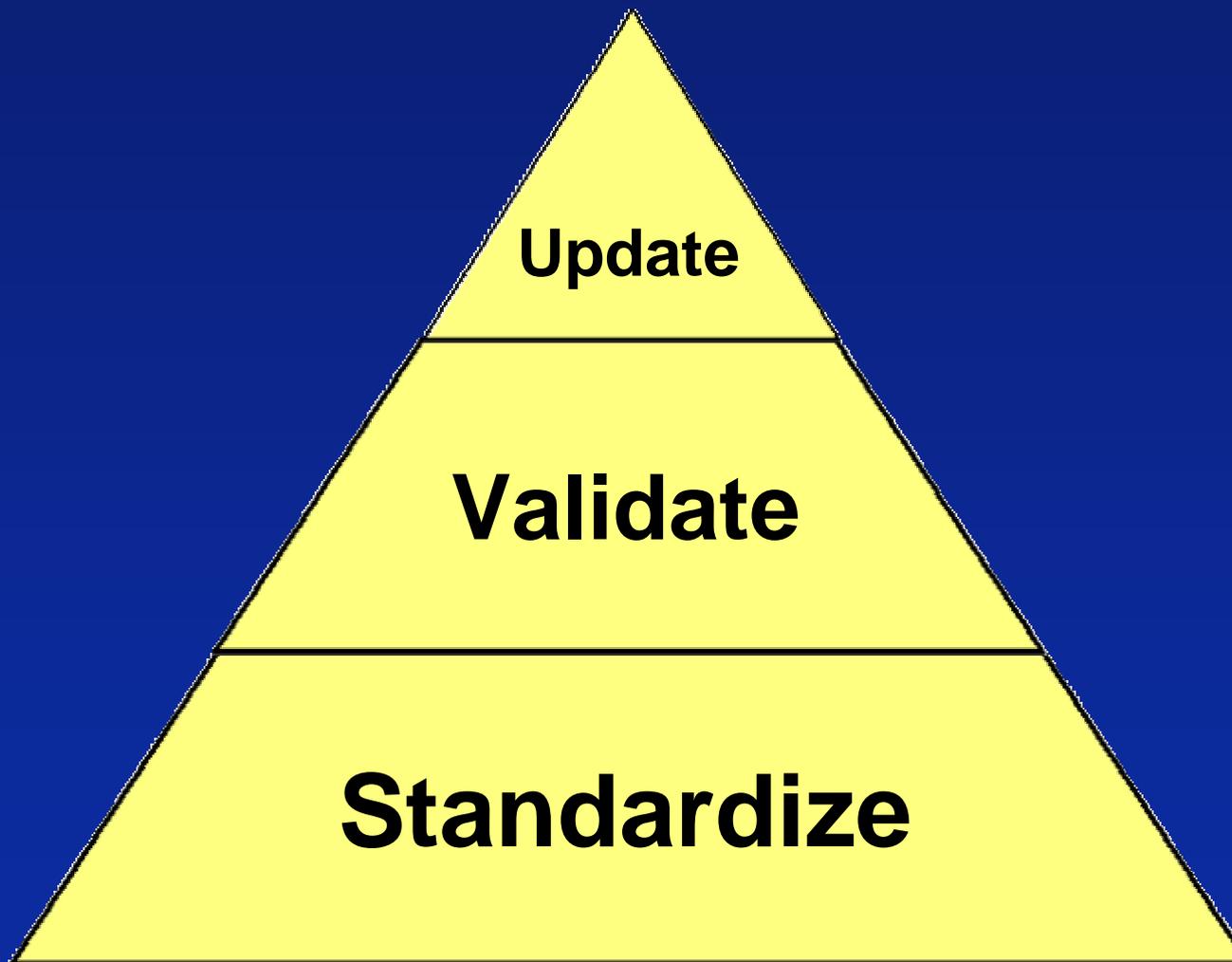
This session qualifies as one of the two sessions needed for the Address Quality Specialist Certificate!





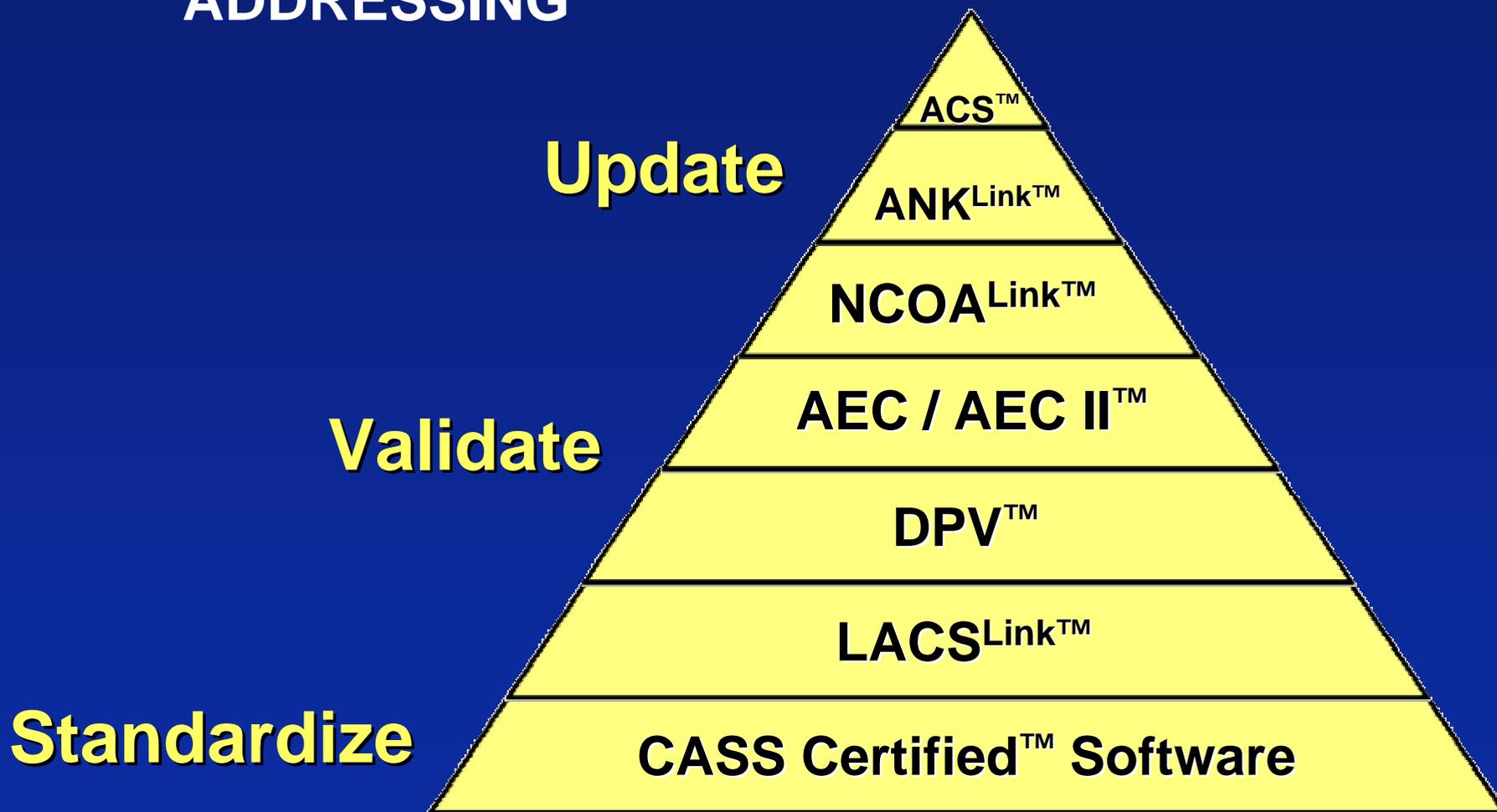
FUNDAMENTALS OF QUALITY ADDRESSING

AN ADDRESS QUALITY PROCESS





FUNDAMENTALS OF QUALITY ADDRESSING PRODUCTS TO USE TO ACHIEVING QUALITY ADDRESSING





FUNDAMENTALS OF QUALITY ADDRESSING

DEFINING WHAT AN ADDRESS IS

A Quality Address Is Defined By USPS As:

“A Quality Address Contains Complete and Correct Elements that Comply with USPS Address Management System Standards and Allow Automated Sortation to the Intended Delivery Point for Delivery To the Specified Recipient Without Requiring the Use of Delivery Force Knowledge to Complete.”



FUNDAMENTALS OF QUALITY ADDRESSING

CAN YOU RECOGNIZE A BAD ADDRESS?

You're Pre-Approved[†] for a ~~2.9%~~ ^{0%} APR!

Barbara L. Wilson
612 King Ridge Cv.
Collierville TN 38017-1714



NIXIE

4910 1

02

04/20/04

RETURN TO SENDER
NO SUCH NUMBER
UNABLE TO FORWARD



FUNDAMENTALS OF QUALITY ADDRESSING PRODUCTS TO USE TO ACHIEVE QUALITY ADDRESSING

Update

ACS™

ANKLink™

NCOALink™

AEC / AEC II™

Validate

DPV™

LACSLink™

Standardize

CASS Certified™ Software



FUNDAMENTALS OF QUALITY ADDRESSING

WHAT IS A STANDARDIZED ADDRESS?

A Standardized Address Is Defined As:

All necessary elements correct and complete...

- ✓ Primary address number
- ✓ Pre-directional
- ✓ Street name
- ✓ Street suffix
- ✓ Post-directional
- ✓ Secondary identifier
- ✓ Secondary number
- ✓ City
- ✓ State
- ✓ ZIP + 4[®] Code



FUNDAMENTALS OF QUALITY ADDRESSING

WHAT IS A STANDARDIZED ADDRESS?

A standardized address can have elements that are:

- OR** {
- Fully spelled out
 - Abbreviated using USPS[®] standard abbreviations
 - As shown in USPS ZIP + 4[®] file



FUNDAMENTALS OF QUALITY ADDRESSING

EXAMPLES

Acceptable

NORTH EAST MAIN ST

BAY AVE SOUTHWEST

NORTH SOUTH OAK ST

MAPLE CT EAST WEST

Preferred

NE MAIN ST

BAY AVE SW

N SOUTH OAK ST

MAPLE COURT EAST W



FUNDAMENTALS OF QUALITY ADDRESSING

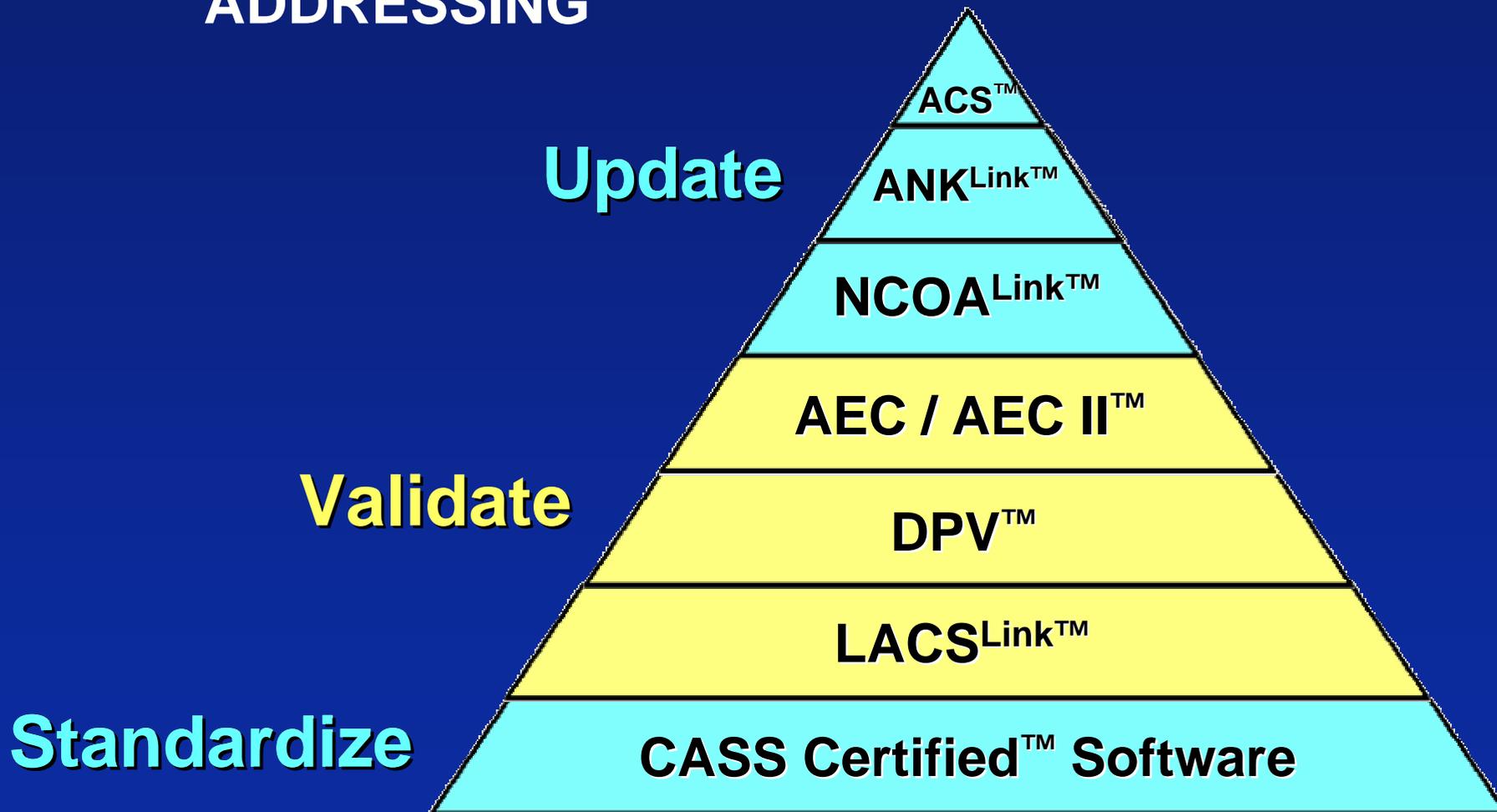
WHY SHOULD YOU STANDARDIZE?

Benefits of standardized addressing...

- Reduces undeliverable as address (UAA) mail
- Enhances processing and delivery of mail
- Enhanced merge/purge operations
- Improved aesthetic presentation on mail
- Increases customer perception of your quality
- Cost reduction through improved efficiencies
- Increase deliverability



FUNDAMENTALS OF QUALITY ADDRESSING PRODUCTS TO USE TO ACHIEVE QUALITY ADDRESSING





FUNDAMENTALS OF QUALITY ADDRESSING

DPV™ PROCESS

- Confirms the existence of a deliverable address
- Identifies a commercial mail receiving agency
- Improves address assignments
- Helps to reduce UAA



FUNDAMENTALS OF QUALITY ADDRESSING

LACSLink™ PRODUCT

- Provides a database of municipality introduced address changes
- The data is provided by USPS® through the LACSLink product
 - Conversions come into their database from postal carriers and municipalities
- Updating the addresses using LACSLink data ensures deliverability and prevents further UAA mail



FUNDAMENTALS OF QUALITY ADDRESSING

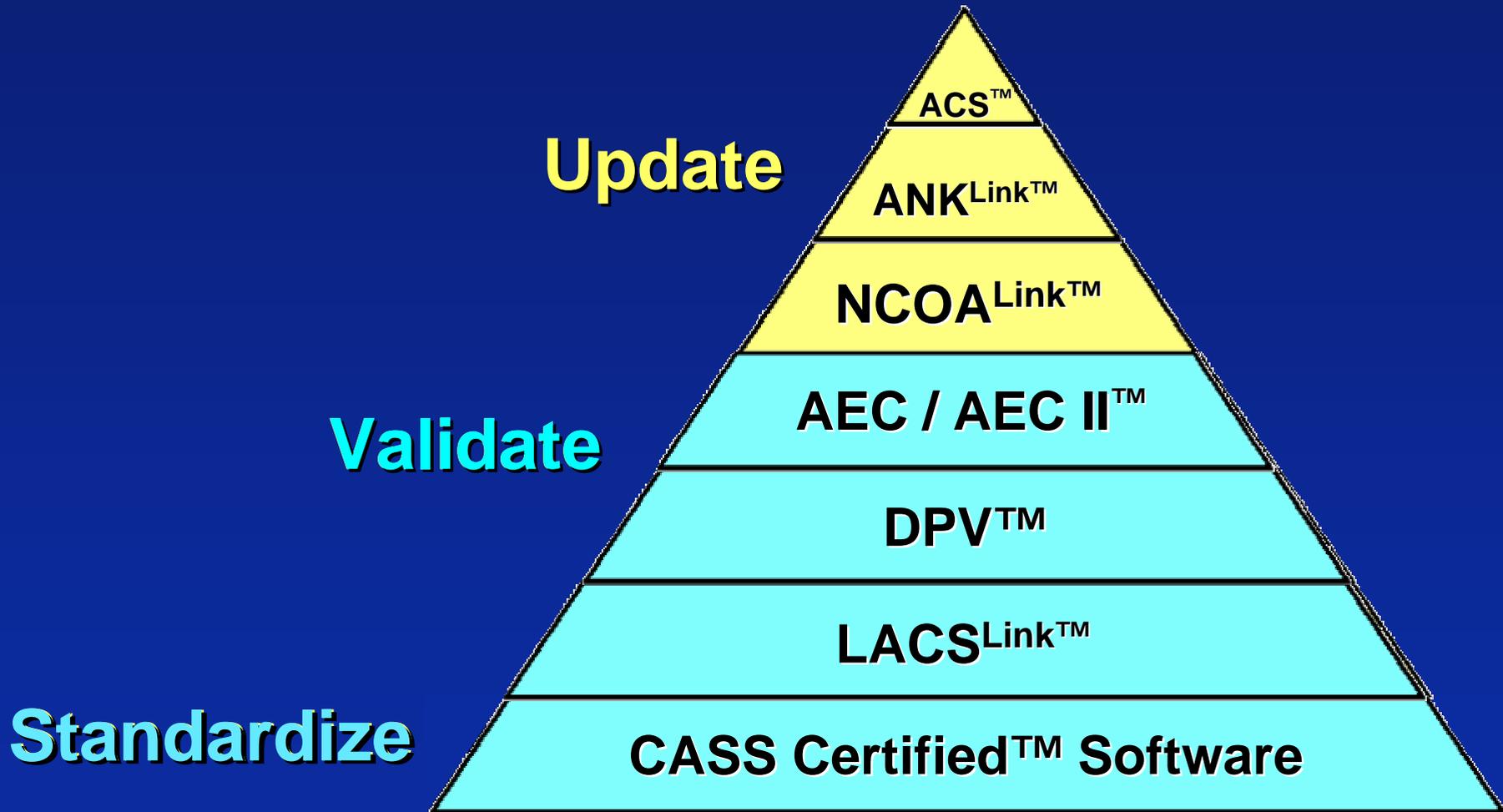
AEC & AECII™

- AEC provides a crucial “last resort” approach to stubborn addresses
 - USPS® service to help correct addresses that CASS Certified™ software cannot fix
- AECII expands AEC processing
 - Leverages Delivery Force Knowledge™ for addresses that AEC cannot correct



FUNDAMENTALS OF QUALITY ADDRESSING

AN ADDRESS QUALITY FOUNDATION





FUNDAMENTALS OF QUALITY ADDRESSING

NCOA^{Link}TM PROCESS

- A pre-mailing move update method leveraging USPS[®] provided data
- Data delivery from USPS to certified licensees
- Three levels of usage for certified licensees
 - End User Mailer (18 months of data updated monthly)
 - Limited Service Provider (18 months of data updated weekly)
 - Full Service Provider (48 months of data updated weekly)



FUNDAMENTALS OF QUALITY ADDRESSING

ANK^{Link™} FORWARDING ORDER EXPIRED

- A valuable add-on to NCOA^{Link™} Limited Service Providers and End User Mailers
- Provides an indicator that a move has occurred in months 19 through 48
 - Does not contain the actual new address
- Allows for more value out of move update processing
 - Only the flagged addresses need to be sent to a 48-month NCOA^{Link} Full Service Provider



FUNDAMENTALS OF QUALITY ADDRESSING

ACS™ SERVICE

- Post-mailing service provided by National Customer Support Center (NCSC)
- Participants include an identification code on the mailpieces and receive the change-of-address directly from the USPS®
 - Available electronically via download, media, and hardcopy

```
#BWNFXZT  
#P123456789 2572X 7 #  
JOHN E SMITH  
916 N 5TH ST APT 3  
SPRINGFIELD IL 62702-5288
```

ACS customer code
provided by post office

ACS key line provided by the
mailer for nixies



FUNDAMENTALS OF QUALITY ADDRESSING

OneCode ACS™ TYPICAL MAILPIECE

Intelligent Mail® Barcode

ABC Company
123 Main St
Memphis TN 38101-1234



INTELLIGENT MAIL & ADDRESS QUALITY
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001



FUNDAMENTALS OF QUALITY ADDRESSING

CUSTOMER CHOICES



Choices?

Discard Non-DPV Addresses

Cleanup Non-DPV Addresses



FUNDAMENTALS OF QUALITY ADDRESSING

CUSTOMER CHOICES



No Choice?

Subscriber or
Requestor List



FUNDAMENTALS OF QUALITY ADDRESSING CUSTOMER CONCERNS

Three Questions

Question 1. What is in it for us?

Question 2. What will it cost us?

Question 3. Can we cost justify it?



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SUMMARY

- The quality of your address data directly affects the deliverability of your mail!
- USPS provides an extensive suite of existing address quality products and services.
- USPS is committed to continuous address hygiene improvements to enhance the value of mail
- Small efforts can reap big results!

Achieve Total Address Quality

Update

ACS™

ANKLink™

NCOALink™

AEC / AECII™

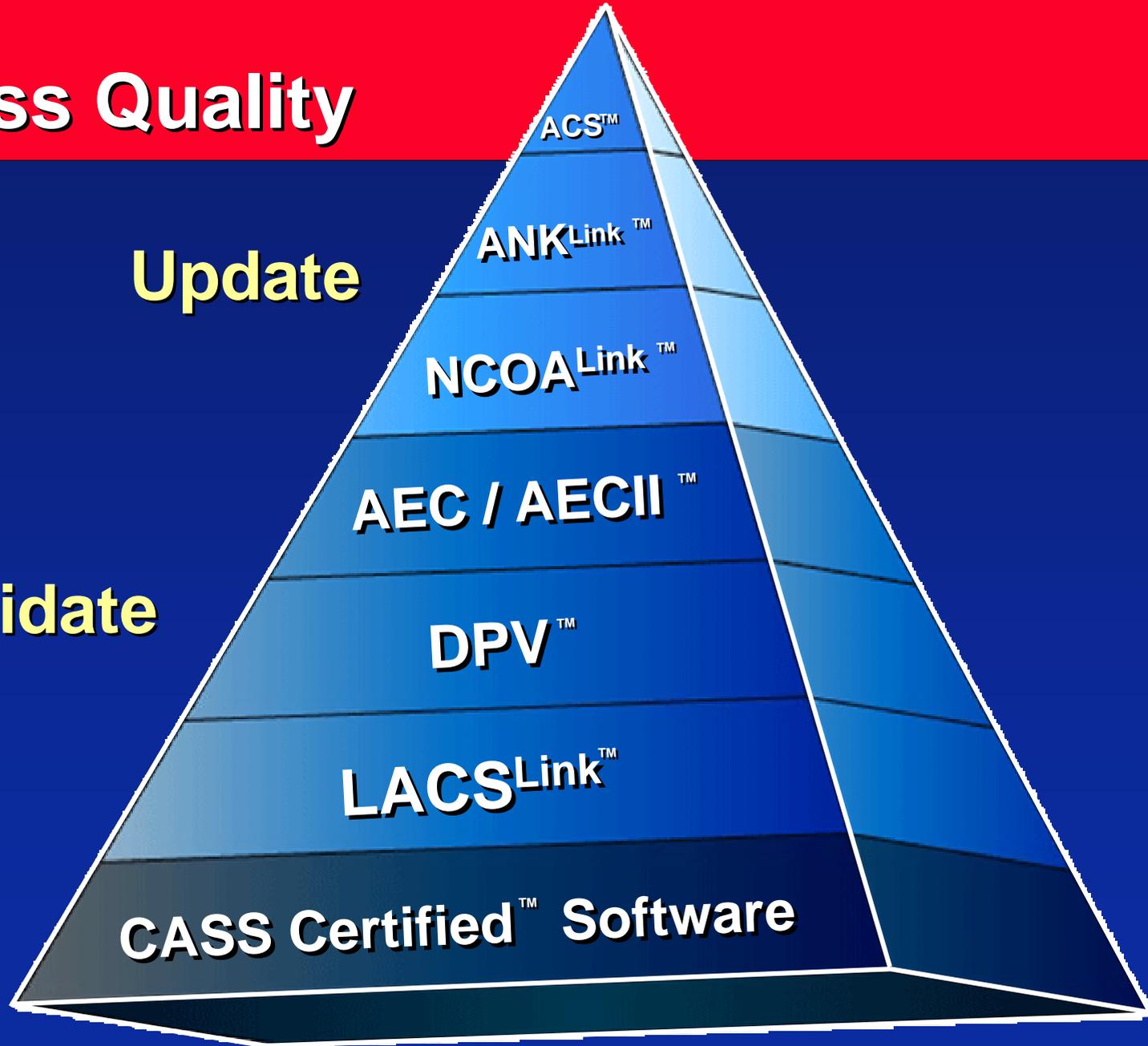
Validate

DPV™

LACSLink™

Standardize

CASS Certified™ Software



Additional Address Quality Workshops

Sunday – Room 202A

Quality Mailpiece Design & Understanding Barcodes

6 Sigma Addressing Practices I

6 Sigma Addressing Practices II

Time

10:30 am – 11:30 am

1:15 pm – 2:15 pm

3:00 pm – 4:00 pm

Monday – Room 202A

Fundamentals of Quality Addressing

Addressing & Your Bottom Line

The ABC's of File Hygiene

Time

2:00 pm – 3:00 pm

3:15 pm – 4:15 pm

4:30 pm – 5:30 pm

Tuesday – Room 202A

Standardize: The Foundation of Your Address Quality Processes

Validate: Make the Most of Your Standardized Address

Update: Maintain Contact With Your Moving Customers with OneCode ACS™

Response Optimization Guide

New CASS™ Requirements and How They Affect You

Time

10:00 am – 11:00 am

11:15 am – 12:15 pm

2:00 pm – 3:00 pm

3:15 pm – 4:15 pm

4:30 pm – 5:30 pm

Wednesday – Room 202A

Stump the Experts With Your Uncodable UAA Mail

Time

8:00 am – 9:00 am



FUNDAMENTALS OF QUALITY ADDRESSING FOR MORE INFORMATION

www.usps.com/ncsc

UNITED STATES POSTAL SERVICE

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Home > Grow Your Business > Address Quality

Address Quality

Maximize address quality, minimize cost.

The Office of Address Management is located at the National Customer Support Center in Memphis, Tennessee. Address Management provides value-added offerings that enable United States Postal Service® business customers to improve the quality of their mailing lists while maximizing our ability to efficiently deliver their mail.

- [Address Information Systems \(AIS\) Database Products](#) - Product standardization.
- [Address Management Products](#) - Tools for addressing software.
- [Address Management Services](#) - Evaluation, grading and certification.
- [Address Management Publications](#) - Publications related to Address Management and services.
- [Addressing Standards for Puerto Rico and the Virgin Islands](#)
- [ZIP Code® Lookup and Address Information](#)
- [Contact Address Management](#)

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www.ribbs.usps.gov

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RIBBS Home Page | File Libraries

RIBBS
Rapid Information Bulletin Board System

Quick Links

USPS Home Page
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ZIP Codes
Change of Address

**NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE**

Friday, January 05, 2007
Welcome to the United States Postal Service Rapid Information Bulletin Board System website!

Customer Support



Information for the
New Orleans Mail Restoration Program
Restoration Program Frequently Asked Questions
Restoration Program Technical Guidelines
Just Getting Started?
CSC Products, Services & Publications
Carrier's Guide to CASS Certification Requirements

<http://ribbs.usps.gov/doc/cmng.html>

1-800-238-3150



UNITED STATES
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Thank you
