



**UNITED STATES
POSTAL SERVICE**

The ABC's Of File Hygiene

National Postal Forum
March 25th – 28th, 2007
Washington DC

Steve Dearing

Intelligent Mail[®] & Address Quality

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Chet Mattera

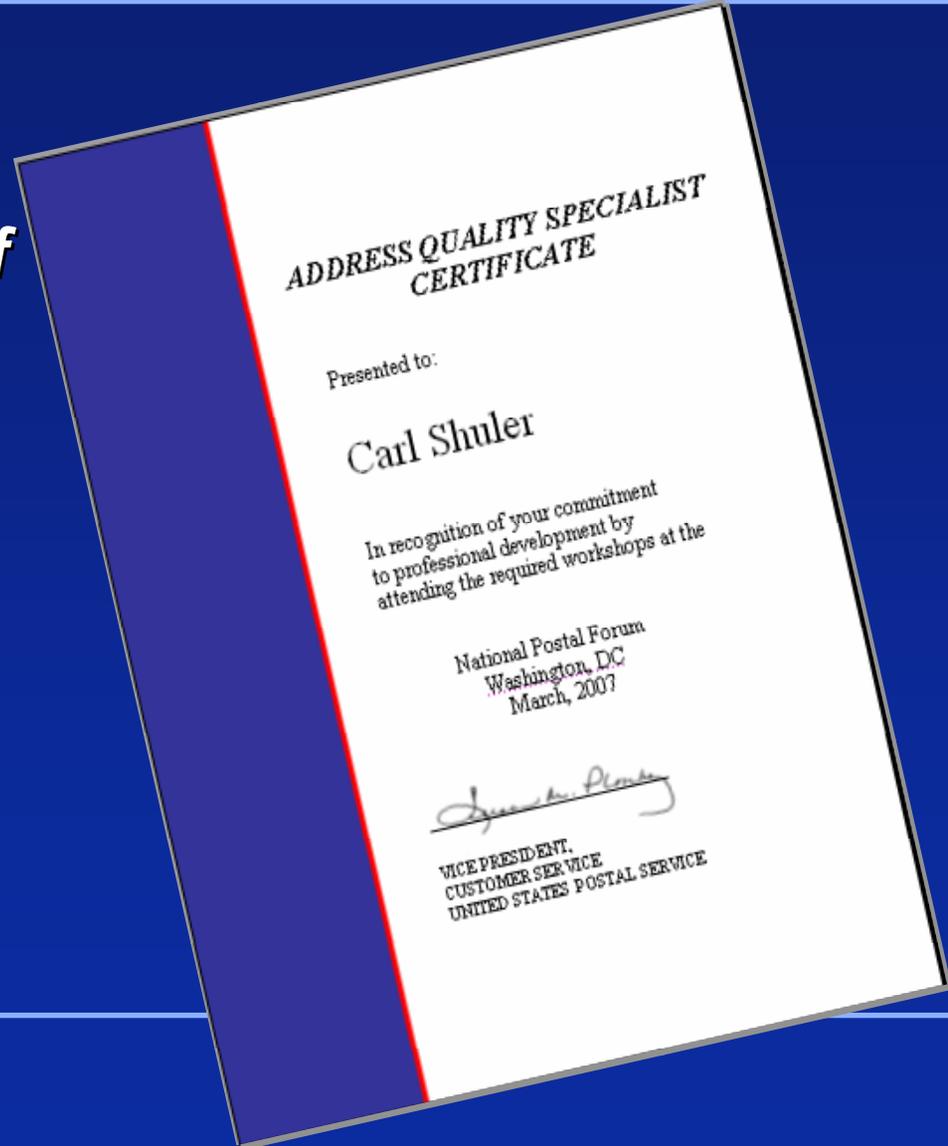
ListPerfect Direct Marketing Services



THE ABC'S OF ADDRESS HYGIENE

ADDRESS QUALITY SPECIALIST CERTIFICATE

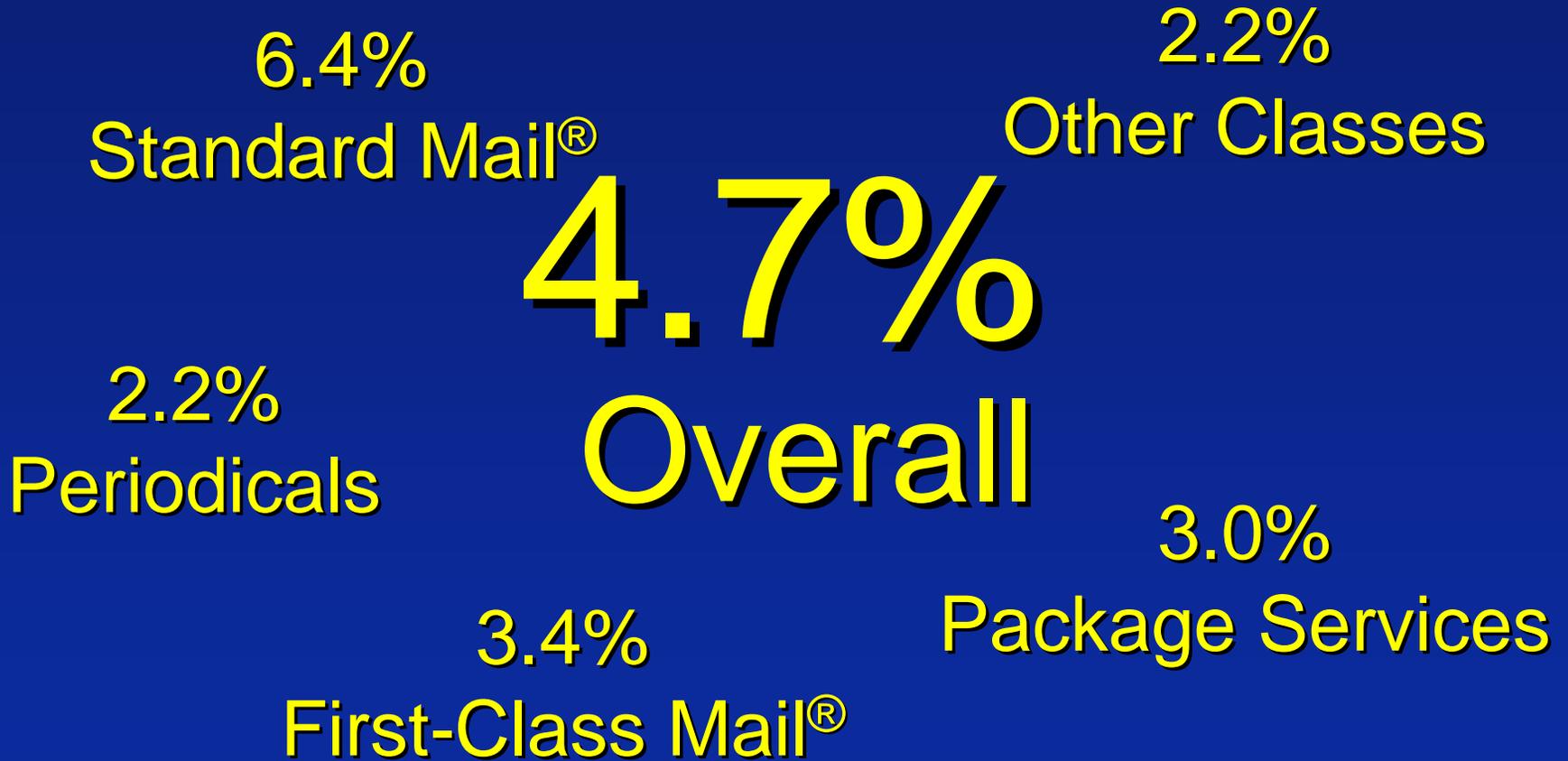
This session qualifies as one of the two sessions needed for the Address Quality Specialist Certificate!





THE ABC'S OF ADDRESS HYGIENE

UNDELIVERABLE AS ADDRESSED (UAA)





THE ABC'S OF ADDRESS HYGIENE

UAA – THE FACTS

Based on the 2004 UAA Cost Study

	Forwarded	Returned to Sender	Waste	Total
First-Class Mail®	1.9%	1.5%		3.4%
Periodicals	1.2%	0.2%	0.9%	2.2%
Standard Mail®		0.1%	6.3%	6.4%
Package Services	0.3%	0.4%	2.2%	3.0%
Other Classes	1.2%	1.0%		2.2%
Total	1.0%	0.8%	3.0%	4.7%



THE ABC'S OF ADDRESS HYGIENE

ADDRESS QUALITY AND MAILING

- Mail is a thriving form of communication
- Address Quality Hygiene can improve your mail
 - Mail Preparation
 - Postage Discounts
 - Speed and Efficiency of Delivery
 - Establishing or Maintaining Customer Contact
 - Reduced Cost and Increased Return on Investment



THE ABC'S OF ADDRESS HYGIENE

DEFINING A QUALITY ADDRESS

A Quality Address as Defined By USPS:

“A Quality Address Contains Complete and Correct Elements that Comply with USPS® Addressing Standards enabling Automated Sortation to the Intended Delivery Point for Delivery To the Specified Recipient Without Requiring Redirection or the Use of Delivery Force Knowledge™ to Complete.”



THE ABC'S OF ADDRESS HYGIENE

KEY ADDRESS COMPONENTS

Specified Recipient – Can you reach me now?

- People are on the move – the Postal Service receives on average 3.5 million Change of Addresses every month.
- What's in a Name?
 - Terry vs. Theresa vs. Terrence
 - Mack vs. Frank
 - Senior vs. Junior vs. III
 - Hillary Rodham-Clinton?



THE ABC'S OF ADDRESS HYGIENE

KEY ADDRESS COMPONENTS

Specified Recipients Current, Complete, Standardized, Valid **Mailing Address**

- USPS® delivers to;
 - Over 126 million street or rural style addresses
 - Over 20 million PO Box addresses
- USPS adds over 2 million addresses annually
- USPS converts over 390,000 addresses annually (E-911)



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THE ABC'S OF ADDRESS HYGIENE

UAA – THE MAILING IMPACT

4.7% UAA Broken Down by Carrier Endorsement

- 24.5% Moved and Forwarded
- 16.2% Moved but Unforwardable (Unendorsed Standard and certain types of Package Services)
- 15.7% Unknown
- 12.7% Unable to Forward (No COA)
- 10.5% Unable to Forward (Forwarding Order Expired)
- 10.5% Incomplete, Incorrect, Illegible Address Element
- 8.9% Vacant or No Mail Receptacle
- 1% Deceased, Refused, or Unclaimed

73.8% - Related to Selected Recipient

26.2% - Related to Selected Recipient Mailing Address



THE ABC'S OF ADDRESS HYGIENE

ABC's – ADDRESS YOUR QUALITY

- CASS Certified™ Software
 - LACSLink™ Product – Over 5 Million Address Conversions
 - DPV™ Product – Over 165 Million Address Records
 - CASS™ Requirement – 180 Days
 - USPS Adds or Converts over 200,000 Addresses per month
 - DirectDPV™ Product - Increase your Efficiency
 - CASS -DirectDPV Requirement – 365 Days
-



THE ABC'S OF ADDRESS HYGIENE

ABC's – ADDRESS YOUR QUALITY

- Address Element Correction (AEC)
 - AEC - Enhanced Computerized Logic
 - AECII™ – Delivery Force Knowledge™
- 1% of Mail Delivered based on Delivery Force Knowledge
- Baby Boomer Impact
 - Transitioning Workforce
 - Institutional Knowledge is Departing



THE ABC'S OF ADDRESS HYGIENE

ABC's – ADDRESS YOUR QUALITY

Ask your Vendor;

- What Address Quality Hygiene Tools are available?
- How often can I receive updates?
- Do you process using AEC?

- 26.2% of UAA can be related to the address



THE ABC'S OF ADDRESS HYGIENE

ABC's – BEFORE YOU MAIL

Ask your Vendor;

- What Move Update options are available?
 - OneCode ACS™?
 - NCOALink®?
 - ANKLink™?
- What about Enhanced Name Matching Logic?
- Do you provide Merge/Purge Service?



THE ABC'S OF ADDRESS HYGIENE

ABC's - KEEP UP WITH CHANGE

- 73.8% of UAA can be related to the Selected Recipient
 - 42 Million COAs Annually
 - Move Update Requirement – 185 Days
 - 1 – 1.5% Deterioration Rate per month (9% if you do Min.)
 - Timing can be Everything!
 - OneCode ACS™
 - NCOA^{Link}® Full Service Providers – 4 Years of COA
 - NCOA^{Link} Limited Service Providers – 18 Months of COA
 - ANK^{Link}™ – 30 Months of Data
-



THE ABC'S OF ADDRESS HYGIENE

A STANDARD MAILING SCENARIO

- 10,000 Piece Standard Mailing with projected 2% response rate - 200 Customers
- 680 Pieces UAA - Waste (6.8%)
- 9320 Deliverable as Addressed (93.2%)
- 2% Projected Response Rate now 186 Customers
- 14 Potential Customers are now Lost Opportunity
- How much is your customer worth annually? Lifetime?



THE ABC'S OF ADDRESS HYGIENE

AN ADDRESS QUALITY PROCESS

Structure for Success – Store and Maintain more than just the Name and Address

- A Key – Dates – Flags

Start with CASS Certified™ Software

- **LACS**Link™ - Match? - ZIP + 4® and DP Code (New Address)
Processing - No Match? Send to DPV
- **DPV** - Match? - ZIP + 4 and DP Code
Processing - No Match? - Send to AEC
- **DPV - S and D Footnotes – Missing or Incorrect Ste #s**
Contact Customer or Send to AEC



THE ABC'S OF ADDRESS HYGIENE

AN ADDRESS QUALITY PROCESS

Address Element Correction (AEC)

- **AEC - Match?** - Correct Address - ZIP + 4[®] and DP Code
- No Match? Send to AECII
 - **AECII** – Match? Correct Address - ZIP + 4[®] and DP Code
- No Match? Customer Contact?
 - Valid Customer? Yes? Mailing Address?
No? Should I Mail?
 - NCOA^{Link™} - Match? - New Address
 - Merge/Purge and Mail
-



THE ABC'S OF ADDRESS HYGIENE

AN ADDRESS QUALITY PROCESS

- Post Mailing
 - OneCode ACS™
 - New Address? Yes? Update!
 - UAA Return Code? Yes? Analysis!
- New Process Loop for Next Mailing
 - ZIP + 4® and DP Code Send to DirectDPV™
 - DirectDPV - Match? - Send to CASS Certified™ Software
 - **No Match? Send to NCOALink™**

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

Time

- 2:00 pm – 3:00 pm
- 3:15 pm – 4:15 pm

The ABC's of File Hygiene

4:30 pm – 5:30 pm

Tuesday – Room 202A

Standardize: The Foundation of Your Address Quality Processes

10:00 am – 11:00 am

Validate: Make the Most of Your Standardized Address

11:15 am – 12:15 pm

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

2:00 pm – 3:00 pm

Response Optimization Guide

3:15 pm – 4:15 pm

Change of Address & Potential COA Breaches

3:15 pm – 4:15 pm

New CASS™ Requirements and How They Affect You

4:30 pm – 5:30 pm

Wednesday – Room 202A

Stump the Experts With Your Uncodable UAA Mail

Time

8:00 am – 9:00 am



THE ABC'S OF ADDRESS HYGIENE FOR MORE INFORMATION

www.usps.com/ncs

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 maximize the quality of their mailing lists while maximizing our ability to efficiently process their mail.

- [Address Information Systems \(AIS\) Database Products](#) - Product information and 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](#)

www.ribbs.usps.gov

**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!

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/cmg.html>

Customer Support



1-800-238-3150