



**UNITED STATES
POSTAL SERVICE**

Standardize:

**The Foundation of Your Address
Quality Process**

**National Postal Forum
Washington DC
March 27, 2007**

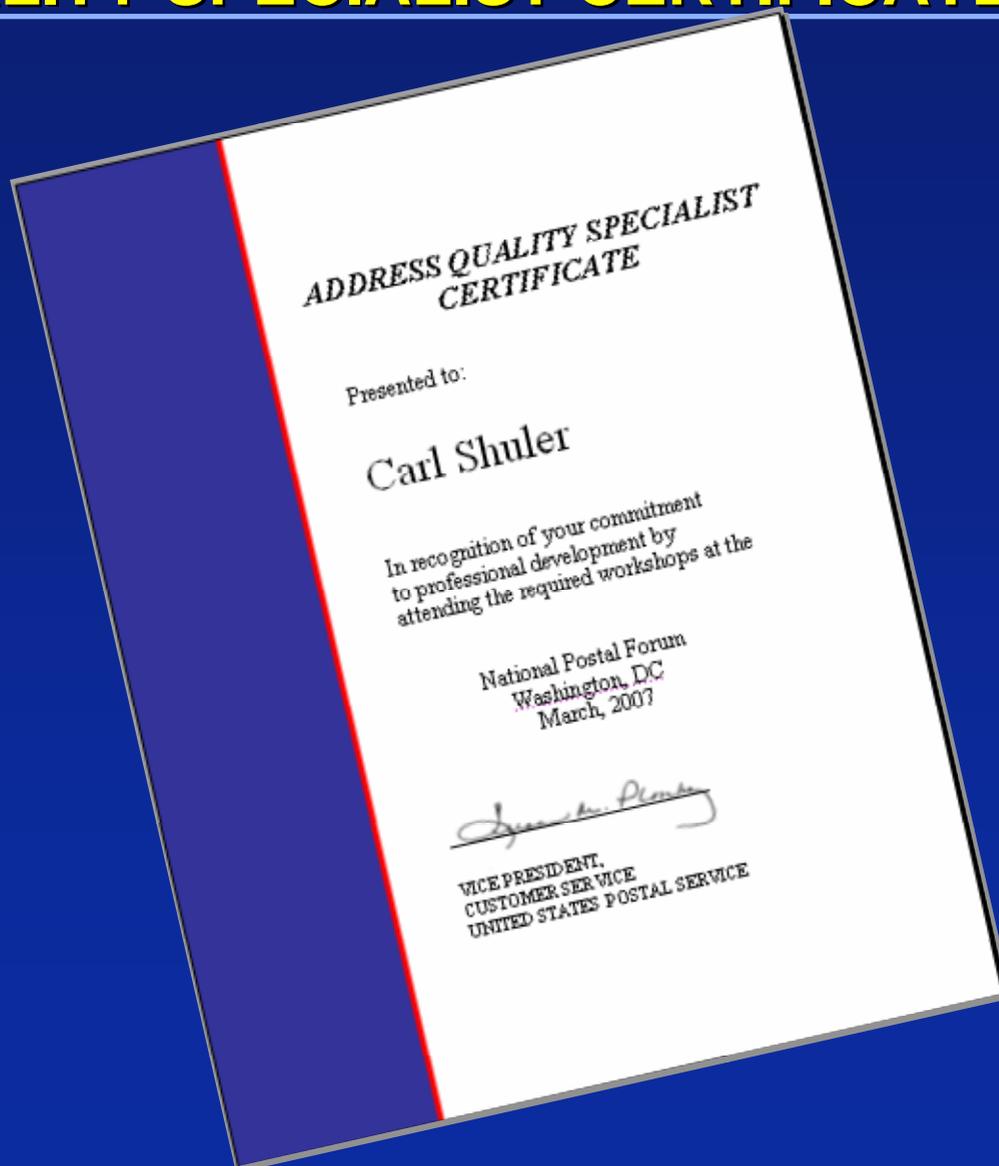
Cynthia Harrelson, BellSouth
Ruth Jones, U.S. Postal Service®



STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

ADDRESS QUALITY SPECIALIST CERTIFICATE

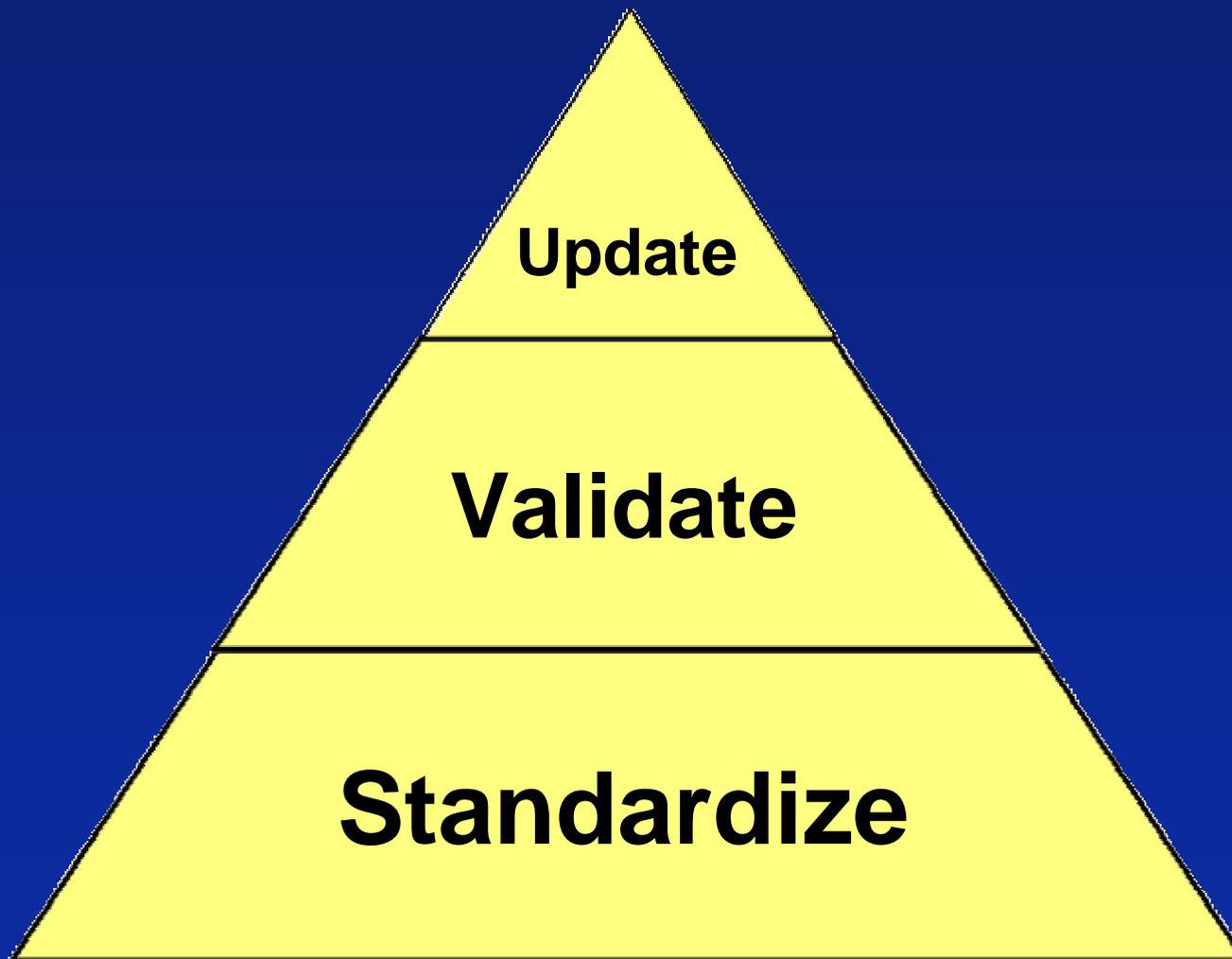
This session qualifies as one of the two sessions needed for the Address Quality Specialist Certificate!





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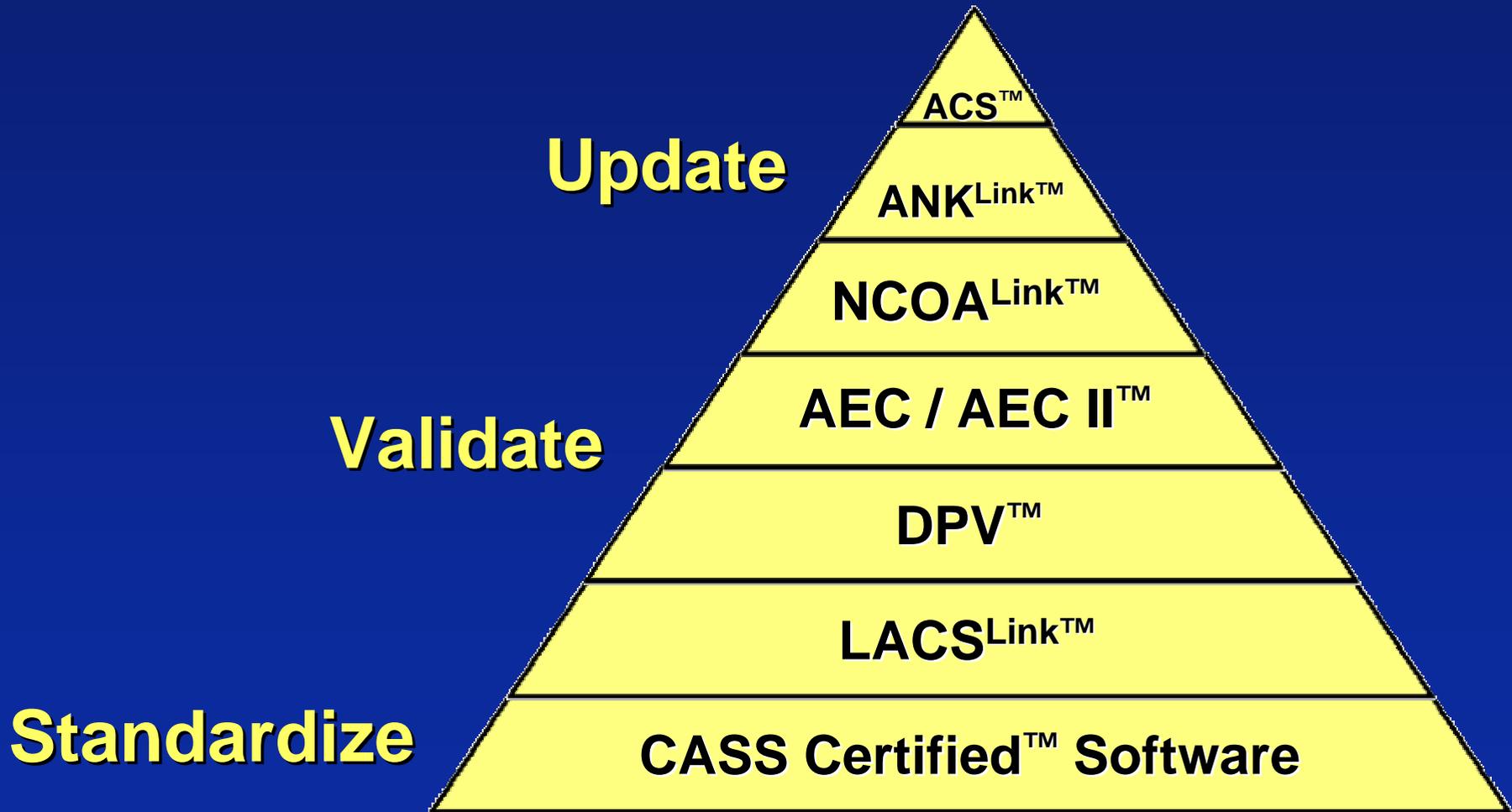
AN ADDRESS QUALITY PROCESS





STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

AN ADDRESS QUALITY PROCESS





STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

DEFINING A QUALITY ADDRESS

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 Allows Automated Sortation to the Intended Delivery Point for Delivery To the Specified Recipient Without Requiring the Use of Delivery Force Knowledge™ to Complete.”



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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



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PRODUCTS TO USE TO ACHIEVE QUALITY ADDRESSING

Update

ACS™

ANKLink™

NCOALink™

AEC / AEC II™

Validate

DPV™

LACSLink™

Standardize

CASS Certified™ Software



STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

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
-

Standardize — Foundation of Address Quality

Addressing Your Mail

YOUR NAME
123 MAIN ST
ANYTOWN PA 15200



Postage

Use a stamp, postage meter or PC Postage® to affix the correct amount. Use our online calculator to calculate rates.

JOHN DOE
ACME INC
123 MAIN ST NW STE12
ANYTOWN NY 12345-6789

Delivery Address

Print clearly or type the delivery address parallel to the longest side of the package. Do not use punctuation.

Return Address

Print clearly or type your address in the upper left corner of the envelope.

City, State and ZIP Code™

To find the correct spelling of a city, state or ZIP Code, use our online ZIP Code locator.



STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

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
-



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EXAMPLES OF STANDARDIZED ADDRESSES

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



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WHAT IS A STANDARDIZED ADDRESS?

Address Elements are Printed on Envelope In Standard Format:

- Format all lines of the address with a uniform left margin
 - Uppercase letters are preferred on all lines of the address block
-



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POINTS TO REMEMBER

Prepare for Unique Address Formats

- Post Office Boxes
 - Dual Addresses
 - Military Addresses
 - College/University Addresses
 - Rural Route / Highway Contract Addresses
 - Private Mail Box Addresses
 - Puerto Rico Addresses
 - Primary/Secondary Numbers with Leading Zeroes
 - USPS®
 - International Addresses
-



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WHY?

Benefits of standardized addressing...

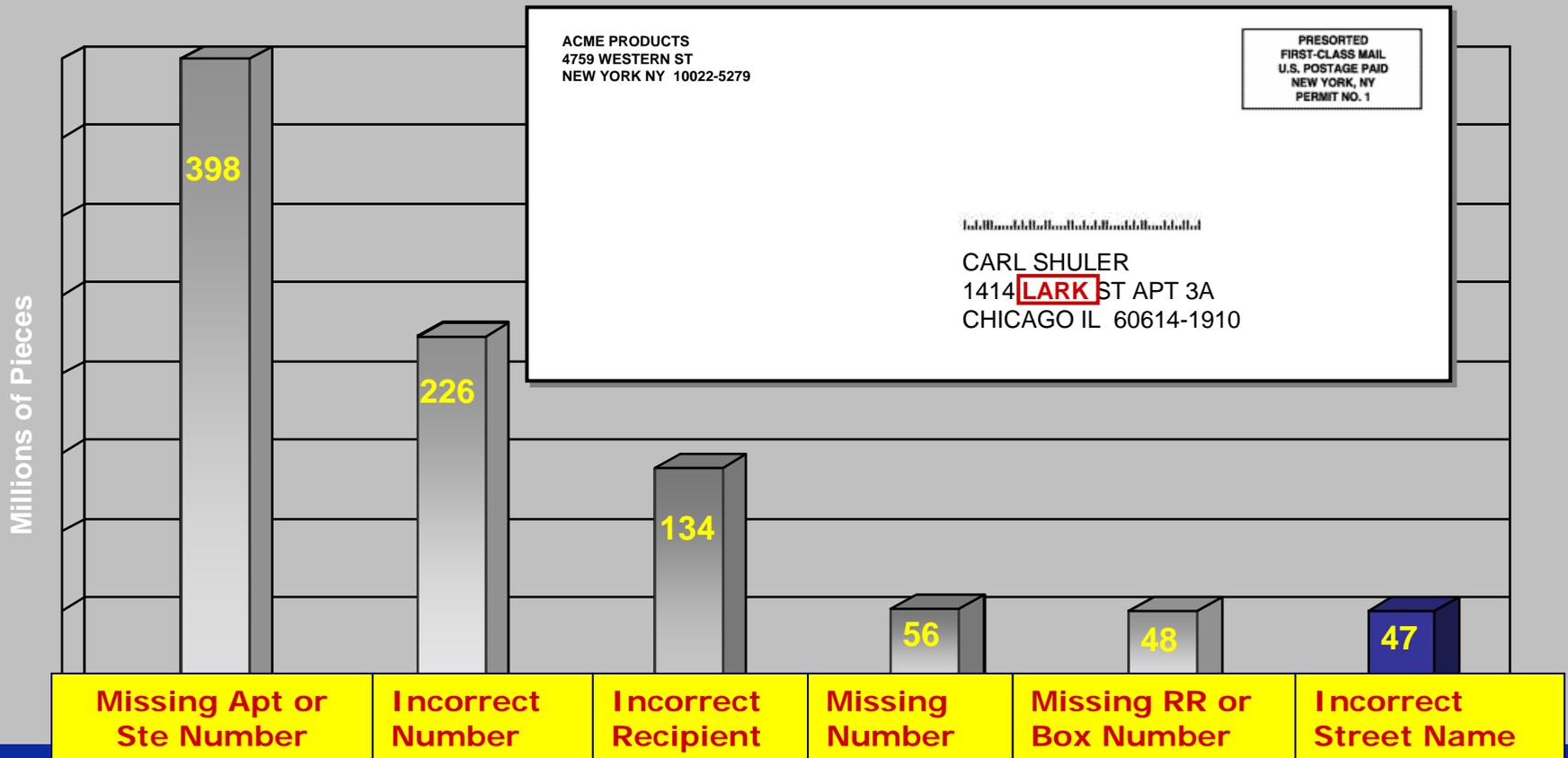
- Reduces undeliverable as address (UAA) mail
 - Enhances processing and delivery of mail
 - Enhanced merge/purge operations
 - Improved aesthetic presentation on mail
 - Increases customer perception of your quality
 - Cost reduction through improved efficiencies
 - Increase deliverability
-



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PHYSICAL ADDRESS UAA

Common Address Quality Problems





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WHAT TOOLS ARE AVAILABLE TO HELP?

Use CASS Certified™ software enabled with DPV™ and LACSLink™ to standardize the address information before storing

- Standardize street name information
 - Standardize city name
 - Assign correct ZIP + 4® code with
 - Validate your address is deliverable
-



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HOW?

Collection of Information

- Forms / Web / Data Entry
 - Properly designed processes to capture all necessary address information
 - Apartment/suite numbers
 - City names
 - Check and maintain accuracy
-



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HOW?

Storage of information

- Addressing database logically designed
 - Allocate sufficient space
 - Separate fields for address elements
 - Store all address elements
 - Accommodate separate shipping / billing address fields
 - UPDATE WITH RESULTS FROM CASS PROCESSING!
-

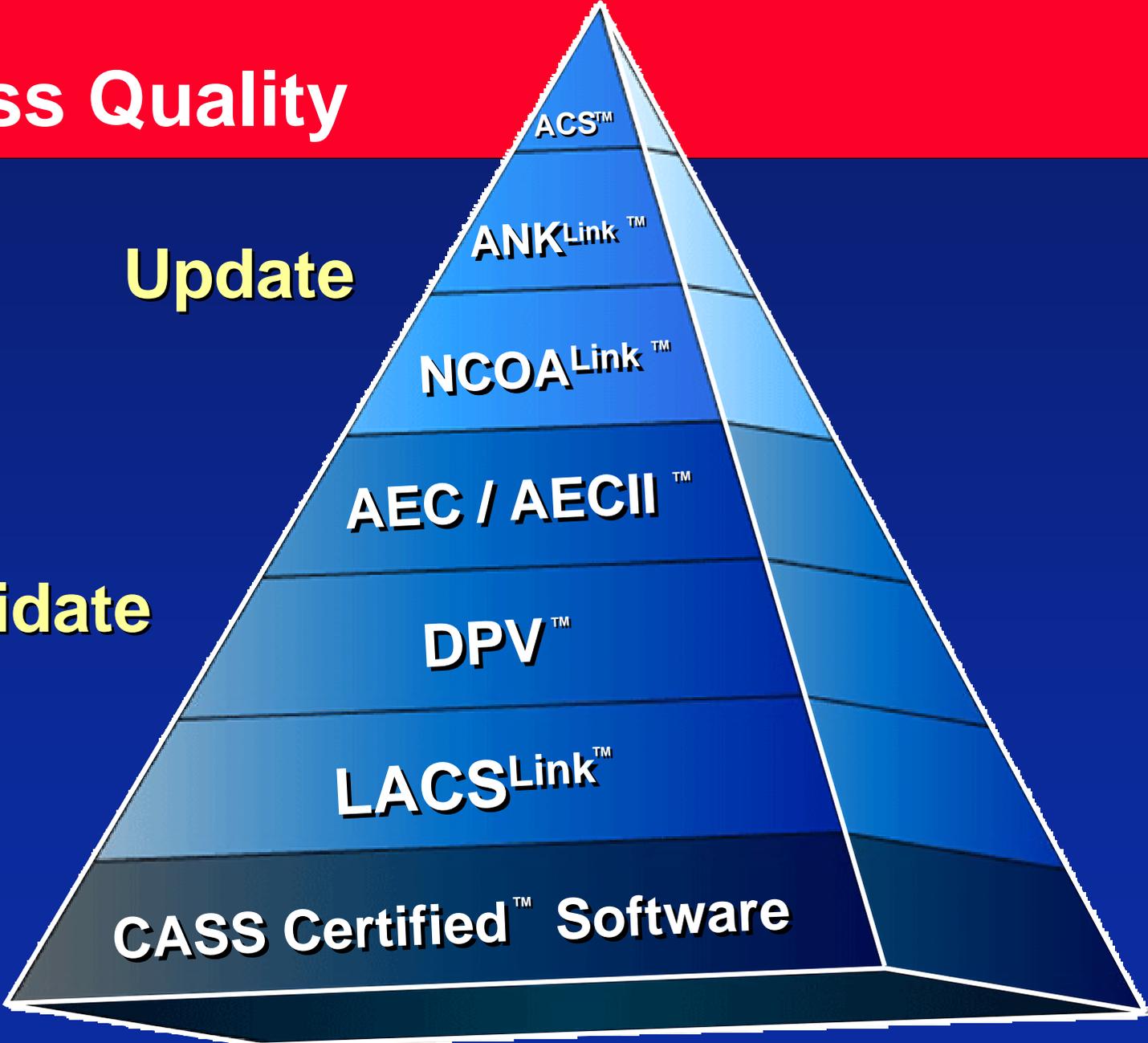


STANDARDIZE: FOUNDATION OF ADDRESS QUALITY

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
 - The 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

Validate

Standardize

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

Change of Address & Potential COA Breaches

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
- 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



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www.usps.com/ncsc

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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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Rapid Information Bulletin Board System

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**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