

Mail Fraud Prevention Solution

High-Value Mail Alert System



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It is better to prevent fraud than to be forced to deal with the repercussions. Establishing proactive processes to prevent mail fraud minimizes the risk of controlling expenses.

GrayHair Background

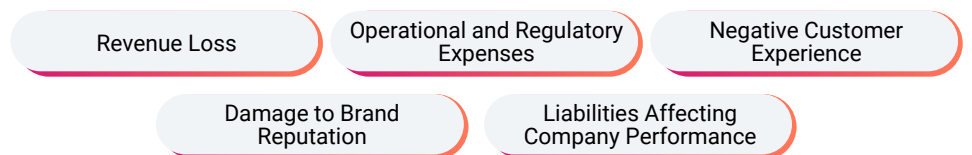
GrayHair Software (GHS) is a dynamic data and software as a service (SaaS) company with over 20 years experience delivering business-ready intelligence solutions. We excel in solving data-related challenges, offering comprehensive solutions for many Fortune 100 companies. As the leading consumer and provider of postal data, we manage over 150 billion data points annually. Renowned for delivering exceptional client service, we unlock the hidden value of customer data, enhancing essential business processes, including marketing performance, fraud prevention, customer experience, and mail operations.

The Cost of Mail Fraud

One of the most significant issues facing companies today is fraud related to mail theft. When high-value mail, such as checks, credit cards, ID cards, government payments, gift cards, or regulatory notices, end up in the wrong hands, the costs are high. Since 2020, fraud has not only been on the rise but has also evolved into organized crime, worsening the situation.

- **6 billion** (out of 130 billion) mail pieces were reported by the USPS® as Undeliverable-As-Addressed in 2023. Each piece represents risk to your organization
- **38,500** reported thefts from mail receptacles including blue collection boxes in 2022
- **300,000** complaints were reported by the U.S. Postal Inspection Service in 2021, more than double the previous year's total
- **1.7 million** reported cases of mail theft daily, reported by the USPS

How Fraud Impacts Your Organization



We empower businesses to identify, analyze, and prevent instances of mail fraud before they impact customers and your bottom line. By leveraging postal data, our solution offers near real-time identification of suspicious activity, gives clients visibility into the mail delivery journey and monitors multiple checkpoints to identify anomalies. Our tailored approach continuously refines fraud scenarios, predicting, minimizing, and even preventing mail theft-related fraud.

Upstream Address Validation

Enact protective measures prior to mailing with improved address data quality

The first step to preventing fraud is achieving the highest levels of address data quality to ensure that mailpieces are consistently delivered to the right person at the right address at the right time.

KYC (Know Your Customer) is a crucial process for banks in this endeavor. It facilitates the verification of customer addresses, thereby enhancing accuracy and reliability and ultimately helping to reduce the risk of fraudulent activities associated with mail theft.

We leverage our proprietary change of address database along with standard tools, like CASS™ and NCOA®, to confirm and correct undeliverable addresses. Our unique business rules-driven process reduces the opportunity for mail to be delivered to the wrong recipient. For heightened fraud security, we advise multiple address validation steps prior to mailing to capture the most recent address changes, given that 77,000 Americans move each day. In doing so, you have access to the most current information before a mailpiece is sent out and can monitor for fraudulent activity. Staying vigilant in address verification is paramount!

FinCen issued an alert on Feb 27, 2023 of a recent surge in mail theft-related check fraud, citing it as the largest source of illicit proceeds in the US. According to the United States Treasury Department, fraud represents one of the most significant money laundering threats.

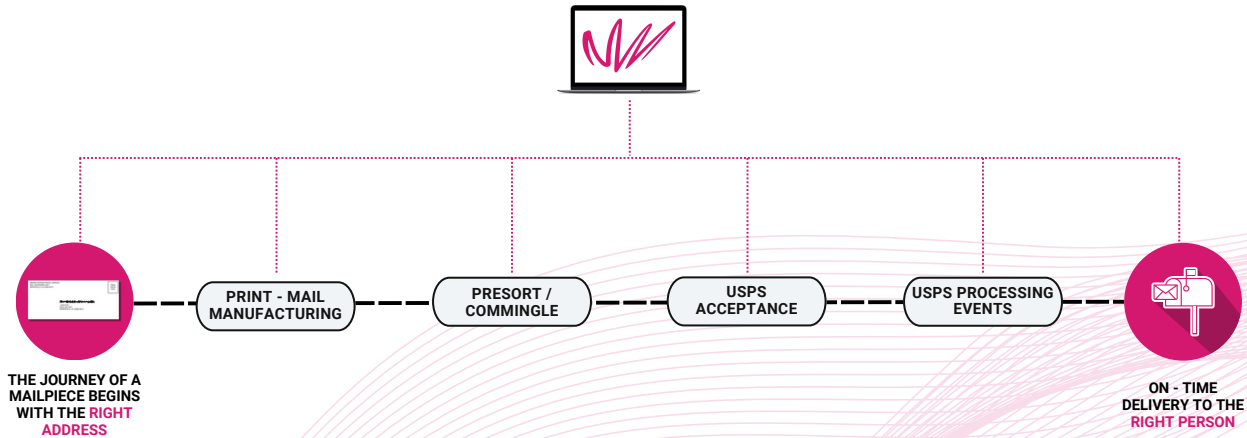
REDUCE UNDELIVERABLE MAIL WITH ADDRESS QUALITY DATA AT YOUR FINGERTIPS



Real-Time Alerting

Leverage event data to identify suspicious activity in real-time.

GrayHair empowers companies with seamless integration of address and event data from the mail piece delivery process. Our platform not only provides real-time monitoring but also predicts and identifies potential issues throughout the mailpiece's journey. By leveraging predictive insights, disruptions and suspicious events are promptly spotted, allowing for proactive action to minimize mail theft during the delivery process.



Rerouted Mail Recognition:

- Boost security protocols by promptly recognizing instances where mailpieces are rerouted during the delivery process.

Scan Event Monitoring:

- Strengthen tracking and security measures by identifying mailpieces with no scan events within a defined timeframe.

Return Status Identification:

- Facilitate timely intervention by identifying mailpieces designated for "Return" status.

Claims Decisioning:

- Enhance decision-making processes by seamlessly incorporating delivery confirmation data into claims assessments.

Duplicate Request Monitoring:

- Ensure heightened security by detecting and preventing duplicate mailpiece requests linked to the same recipient.

Address-based Request Analysis:

- Enhance fraud prevention measures by identifying multiple mailpiece requests originating from a shared address.

Informed Delivery

- Leverage this USPS service as an additional audit point through the linkage of the physical mail piece to the digital image.

385% increase in check fraud since 2020, according to U.S. Department of The Treasury

Proactive Customer Communication

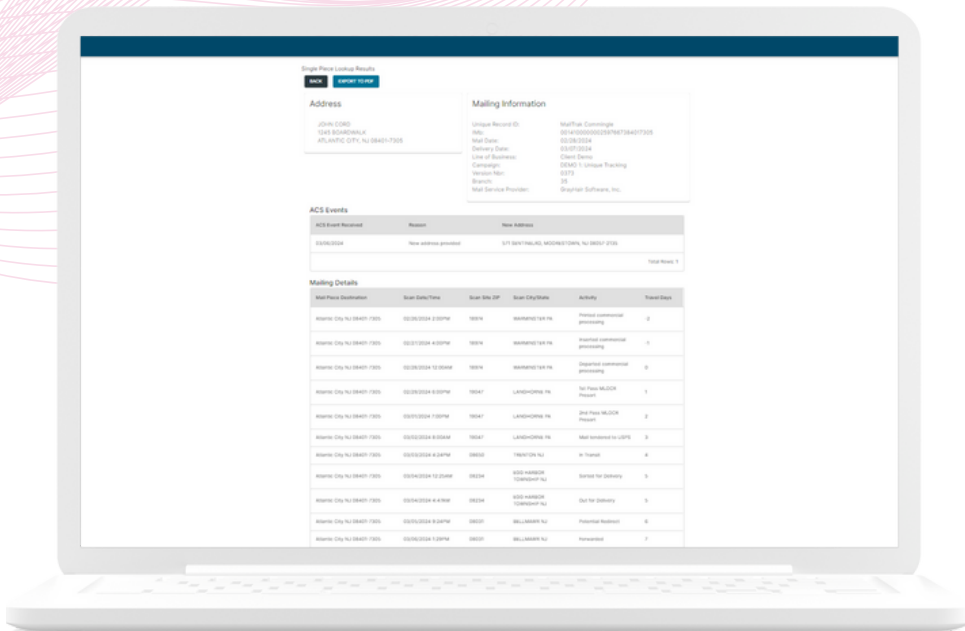
Minimize fraud while simultaneously enhancing customer experience

The same postal delivery data utilized by your fraud department can also enable proactive communications with your customers. Enhanced visibility ensures customers are better informed about the delivery process, enabling them to promptly alert you of any issues.

By implementing end-to-end monitoring, a proactive notification system can be established, delivering updates through email, SMS, or an online portal. This ensures customers remain informed about the status of their high-value mail, promoting trust and satisfaction while reducing the risk of mail fraud.

Over a third (36%) of all Americans have once experienced a mail theft case.

GAIN VISIBILITY INTO MAILPIECE EVENT DATA FOR USE WITH YOUR FRAUD TEAMS AND CUSTOMERS



THE GRAYHAIR ADVANTAGE

Data-Driven Solutions For Every Challenge



Best In Class

For over 20 years, GrayHair Software continues to be the platinum standard of mail tracking and address data quality services. Our teams serve the country's largest companies, processing over 150 billion data points annually.



Data-Driven

Our Business-Ready Intelligence (BRI) solutions provide actionable insights that enable our clients to gain visibility into critical communication processes, enhance customer engagement, minimize risk and target marketing efforts more precisely.



Enterprise-Wide Impact

GrayHair's comprehensive solutions tackle organizational challenges from end to end, providing support across every facet of your business. GrayHair's embeds diversity and inclusion into its culture that extends into our hiring practices, vendor selection and overall solutioning of the problems our customers face. As a small business this helps us integrate and work with the best in any industry or class of business.



Customer Centricity

GrayHair teams are agile when tailoring our services to align with the unique needs of each client. Our commitment to our customers is reflected in every aspect of our business, from product development to customer support. Our award winning customer support and service team goes above and beyond to not only ensure the client's success they also unlock operational efficiencies and deliver beyond expectations on a daily basis.



Data Privacy & Security

Our team is dedicated to upholding the utmost standards of data privacy and security, exemplified by our adherence to rigorous certifications such as SOC 2 with HITRUST, HIPAA, PCI-DSS, and CCPA compliance.



Expertise

As the leading Address Quality and Postal Data expert in the United States, our team boasts over 100 years of combined postal industry experience. We employ data scientists, full stack, AI/ML and data specific engineers that continuously build and enhance our features and applications. Our cloud scalability and reliability experience lets us handle large data sets and derive complex solutions from our customer's data along with other specific data sets needed. Our best in class partner network enables us to expand our solutions beyond the boundaries that typically hold others back from the insights we provide routinely.