



# IMPROVE ENTERPRISE DATA QUALITY

Build a trustworthy, actionable, and continuously self-improving postal data foundation.

Integrate GrayHair's postal intelligence into your enterprise data ecosystem so customer records stay current, communications reach real households, and decisions are based on reality rather than stale data.

## THE EXECUTIVE PROBLEM

Enterprises rely on customer data that is:

- Outdated.
- Duplicated.
- Fragmented across systems.
- Inconsistent across departments.
- Expensive to maintain manually.



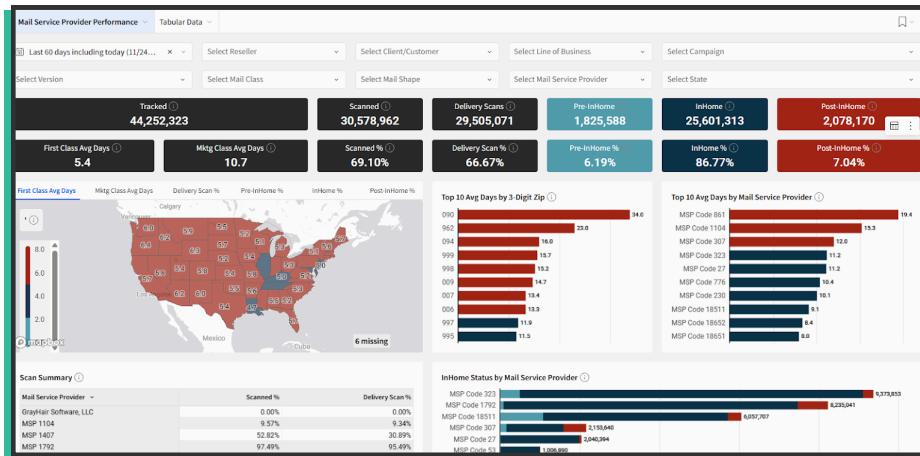
Bad data quietly degrades marketing performance, increases service friction, raises risk exposure, and wastes postal spend.

## EXECUTIVE OUTCOMES

With **GrayHair's Enterprise Postal Data Platform**, postal data quality becomes an ongoing capability rather than a one-time cleanup.

- Address quality improves automatically over time.
- Customer records stay current across systems.
- Data teams stop chasing downstream errors.
- Trust in analytics and reporting increases.
- Data becomes an asset instead of a liability.

**YOU CANNOT RUN MODERN OPERATIONS WITHOUT CURRENT, COMPLETE, AND CORRECT POSTAL DATA.**



## DATA QUALITY AT A GLANCE

THE PROBLEM

Customer postal data is outdated, duplicated, and fragmented.



THE IMPACT

Undeliverable mail. Missed opportunities. Fraud exposure. Compliance risk.



THE SOLUTION

GrayHair: Continuous address validation and delivery feedback loops in your enterprise systems.



THE RESULT

Cleaner lists. Fewer failures. Higher confidence.

# THE SOLUTION: GRAYHAIR'S ENTERPRISE POSTAL DATA PLATFORM

**GrayHair's Enterprise Postal Data Platform** is a centralized, governed data share that standardizes, enriches, and distributes real-time postal intelligence and insight across enterprise systems. It transforms fragmented mail-tracking, address, and ACS™ data into a secure, integrated asset that powers enterprise-wide analytics, fraud mitigation, customer experience, compliance, and cost optimization.

## When Data Is Stale, Every Team Pays the Price

Data quality problems rarely appear as “data quality problems.” They show up as:

- Undeliverable mail.
- Missed marketing opportunities.
- Customer service failures.
- Fraud exposure.
- Compliance risk.
- Wasted spend.

## Postal Data Quality is a Living Process

GrayHair's Enterprise Postal Data Platform feeds postal intelligence directly into your data infrastructure, enabling continuous improvement in address quality and automated updates into CRM, CDP, and analytics systems. With GrayHair, data quality shifts from manual cleanup to continuous improvement.

### POSTAL DATA DECAYS RAPIDLY OVER TIME

Most enterprises treat data hygiene as a *periodic project*. The reality is that customer postal data decays **rapidly** over time due to moves, life events, and behavioral changes. Without delivery feedback loops and address intelligence integrated into your data ecosystem, bad data persists, errors compound, teams lose confidence in reports, and fixes happen too late.

**This is not a tooling problem.  
It is a process and architectural problem.**

## Four Continuous Phases of Data Excellence

We manage the end-to-end data journey by integrating our full suite of address data quality management tools into your systems:

### PHASE 1: Real-Time Intake Verification

**APPLICATION:** Ensure every new address entering your database is immediately validated and standardized, preventing bad data from contaminating your systems from the start.

**TOOL:** VerifyAQ™.

### PHASE 2: Just-in-Time Pre-Mailing

**APPLICATION:** Optimize every mail file right before it goes to print. Captures the most recent customer and address changes and enhances the data for maximum USPS discounts.

**TOOLS:** CASS™, NCOALink®, DSF2®, UAD.

### PHASE 3: Continuous Database Maintenance & Cleansing

**APPLICATION:** Regularly audit and enrich your master customer database for long-term health and strategic insights. Adds real intelligence to your database.

**TOOLS:** All core and proprietary address quality tools and Geocoding.

### PHASE 4: Returns & Feedback Loop Management

**APPLICATION:** Automate the processing of all returned or undeliverable mail, using that data to immediately update your customer records. Closes the loop to prevent repeated waste and reduces contact center inquiries.

**TOOLS:** ACS™ (Address Change Service) and Secure Destruction.

## DELIVERY INTELLIGENCE CYCLE

CLEANER DATA

BETTER DELIVERY

BETTER CUSTOMER EXPERIENCE

BETTER MARKETING PERFORMANCE

REDUCED RISK AND WASTE

LOWER POSTAL SPEND

REINFORCES DATA QUALITY

## POSTAL INTELLIGENCE DELIVERED!

Every communication generates signals. Those signals generate intelligence. That intelligence improves the next communication and the one after that. This continuous delivery intelligence cycle creates a **self-reinforcing system that improves communications performance across the enterprise.**

GrayHair transforms complex USPS data into actionable enterprise intelligence with purpose-built tools, deep postal expertise, and seamless integrations.

When GrayHair connects directly to your data lake, warehouse, CRM, and enterprise platforms, postal signals become operational intelligence. This enables AI applications, delivers real-time insights, and improves decision-making across critical functions, including contact centers, marketing operations, compliance, fraud monitoring, and postal operations.

**Improve enterprise data quality by connecting delivery intelligence to your data ecosystem.**

### What Changes in Daily Operations

- **Cleaner Lists:** Marketing, service, and risk teams operate from more accurate records.
- **Fewer Failures:** Undeliverable mail and failed communications decline.
- **Higher Confidence:** Teams trust what they see in dashboards and reports.
- **Less Rework:** Downstream fixes, reprints, remails, and customer complaints decline.

### Data Quality Is the Foundation of Every Outcome

- **Customer Experience:** Fewer delivery failures mean fewer service issues.
- **Marketing Effectiveness:** Better data improves targeting, attribution, and response.
- **Fraud and Risk:** Accurate addresses reduce fraud exposure and compliance risk.
- **Optimized Postal Spend:** Less waste means more efficient spend.



**STOP CLEANING DATA.  
START IMPROVING IT CONTINUOUSLY.**

Better data does not just support outcomes; it also informs them. GrayHair delivers a system for keeping data reliable over time.

#### With GrayHair:

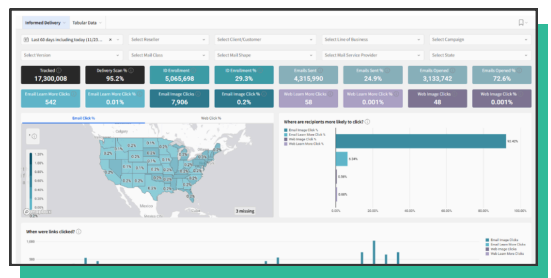
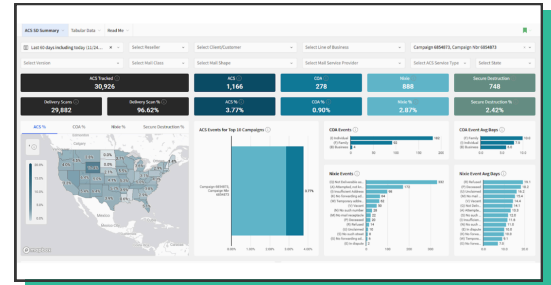
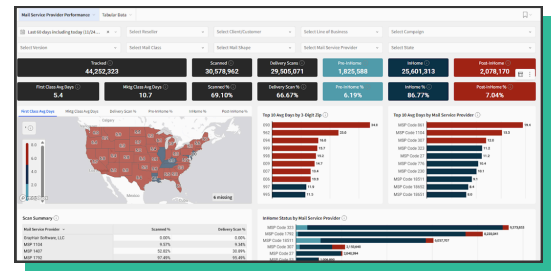
- Data teams gain control over decay.
- No more data failures.
- Leaders gain confidence in enterprise reporting.
- Postal intelligence becomes part of core data governance.

# ENTERPRISE VALUE FROM POSTAL INTELLIGENCE

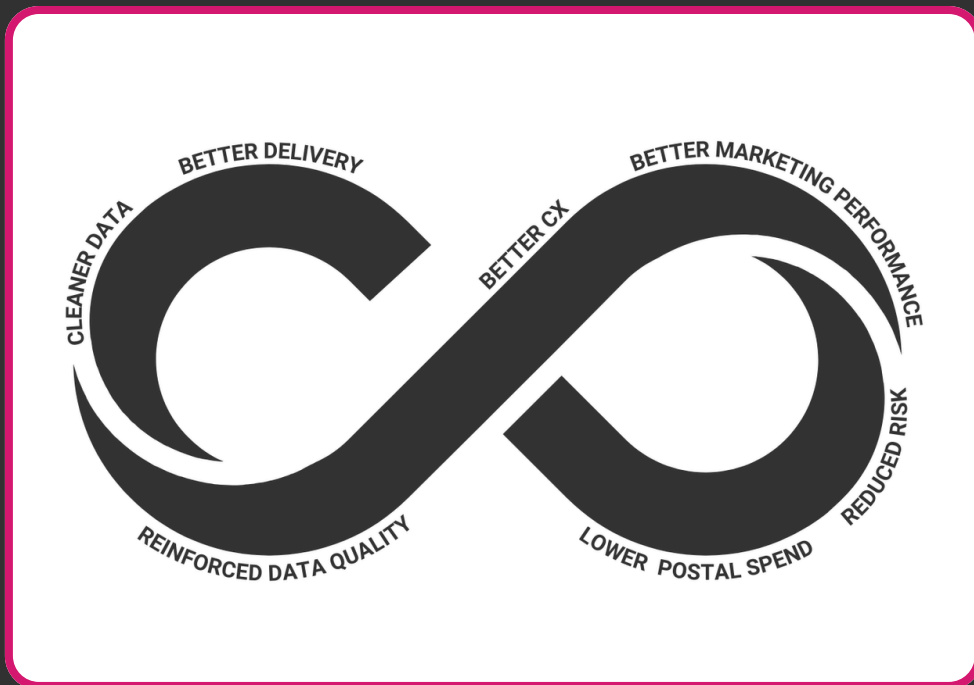
Organizations that operationalize delivery intelligence transform traditional marketing and transactional mail operations into a powerful source of enterprise insight. By capturing and integrating postal signals across the full communication lifecycle, GrayHair clients achieve measurable marketing and other business outcomes including:

- Higher deliverability rates.
- Reduced undeliverable mail.
- Lower print and postage waste.
- Faster customer communication cycles.
- Improved marketing performance.
- Stronger fraud detection capabilities.
- Lower overall postal spend.

**What was once seen as an operational cost becomes a strategic asset for enterprise data quality.**



## GRAYHAIR'S DELIVERY INTELLIGENCE CYCLE CONTINUOUSLY IMPROVES COMMUNICATIONS PERFORMANCE



When GrayHair connects directly to your data lake, warehouse, CRM, and enterprise platforms, postal signals become operational intelligence.



## The Postal Data Center of Excellence (PDCoE)

GrayHair combines technology, process, and expertise to help organizations operationalize postal intelligence.

Tools + Process + Integrations + Outcomes

Delivered by People through the PDCoE — **Postal Data Center of Excellence**

The PDCoE helps enterprises:

- Design delivery intelligence systems
- Implement address quality governance
- Integrate postal data into enterprise platforms
- Continuously improve communications performance

# STOP CLEANING. START MAINTAINING.

A one-time fix is already outdated. GrayHair makes address quality a living, self-improving capability - not a periodic project.

Improve enterprise data quality by **connecting delivery intelligence** to your systems.

## CONTACT US

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## ABOUT GRAYHAIR SOFTWARE

GrayHair Software helps the largest financial services, banking, insurance, telco, and healthcare organizations integrate more than 125 billion complex enterprise postal data points (including real-time mail tracking, address quality, and location intelligence) directly into core customer and prospect data platforms. As a result, GrayHair clients achieve dramatic outcomes, including improved marketing campaign performance, enhanced customer communications, reduced undeliverable mail and postal spend, strengthened compliance and fraud measures, and enhanced contact center performance.