



Growth Driven

Fueling Your Mailing and Shipping Success

INDIANAPOLIS | 2019

ADDRESS QUALITY BEST PRACTICES (One Size Does Not Fit All)

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Session Description

No two businesses are the same. Within a business, not all mailings are the same. They have different priorities in regards to the goals, purposes, needs, restrictions, regulations, and requirements. So, it makes sense that they may have different “Best Practices” when it comes to Address Quality. In this session we will explore the tools, services, processes and real life examples around address quality and the best practices on when, where, and how to use them.



Financial



Healthcare & Insurance



Telecommunications



Commercial/ Retail



Letters & Flats



Periodicals & Newsletters



Catalogs



Parcels



Delivery, Install, Service

Address Quality

The name and address information in your data reflects the best information for your business needs and for the purpose of servicing your clients.

- 3 C's for mailing => 6 C's for business
 - Complete: address contains all necessary elements
 - Correct: address is a valid, deliverable address
 - Current: address reflects the current address where the intended recipient resides
 - Current: address reflects the current version of the address
 - Correct: address is the correct one to be used for the intended business purpose
 - Compliant: address complies with all regulations:
 - Postal
 - Business
 - Industry

Goals

One or more of the following

- Inform
 - Transparency & awareness
 - Customer satisfaction & engagement
- Sell / Promote / Request
 - ROI
 - Hyper Targeting
- Billing / Invoice
 - Remittance
 - Revenue Flow
- Delivery
 - Products
 - Services
- Qualification (for offers)
- Compliance
 - Postal (for discounts)
 - Industry Specific – restriction on types of addresses allowed
 - Business

65 S Randall Rd Unit XYZ



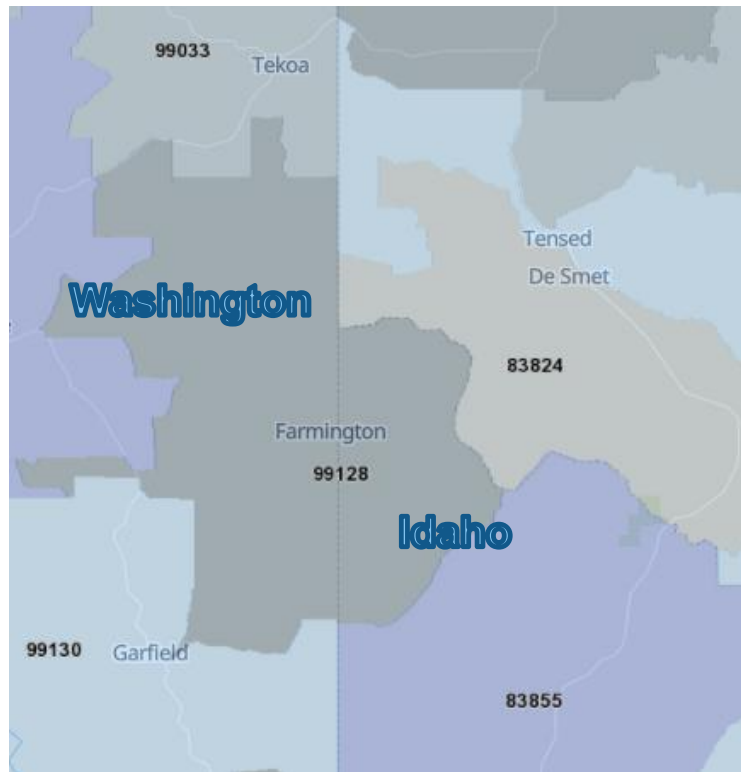
Image thanks to Google Maps

Purpose & Needs

One or more of the following

- Location needed:
 - Tax Rates
 - Eligibility (offers, coverage,...)
 - Sales Commissions
- In-home service / delivery
 - Physical vs. Mailing address
- Available shipping options
 - Who does / can deliver to the address
- Signature required

Farmington WA 99128



Restrictions, Regulations, Requirements

One or more of the following

- Postal
 - Quality address
 - Current address for the intended recipient
- Industry specific
 - Financial: Business Security Act as amended by the Patriot Act
 - HIPAA
 - Medicare Prescription Drug Benefits
 - SEC17ad-17
 - Telecommunications
- Business
 - Fraud / Risk Mitigation
 - Customer Relationship Management
 - Compliance Department



Best Practices

Know what you need

- Database design
 - Number and types of addresses
- Data Entry
 - Is it a good address
 - Is it a good address based on what it will be used for
 - When to ask for more information
- Maintenance
- Usage
 - Are you pulling / using the right address for your intended use
- Time of mailing / shipping – final checks and decisions
- Address usage result and feedback



Tools, Services, Processes

USPS

- CASS™
- CMRA
- Throwback
- DPV®
- PBSA
- R777
- Vacant Table
- RDI
- NCOA^{Link®}
- NoStats
- DNA
- ACS™
- LACS^{Link®}
- NSL
- AECI
- Suite^{Link®}
- NDD
- AECII

Others

- PCOA
- Address Correction Services
 - Automated
 - Manual
- Historical Mailing Information
- Skip Tracing Services

When, Where, and How to Use (a.k.a Business Rules)

Know what you need

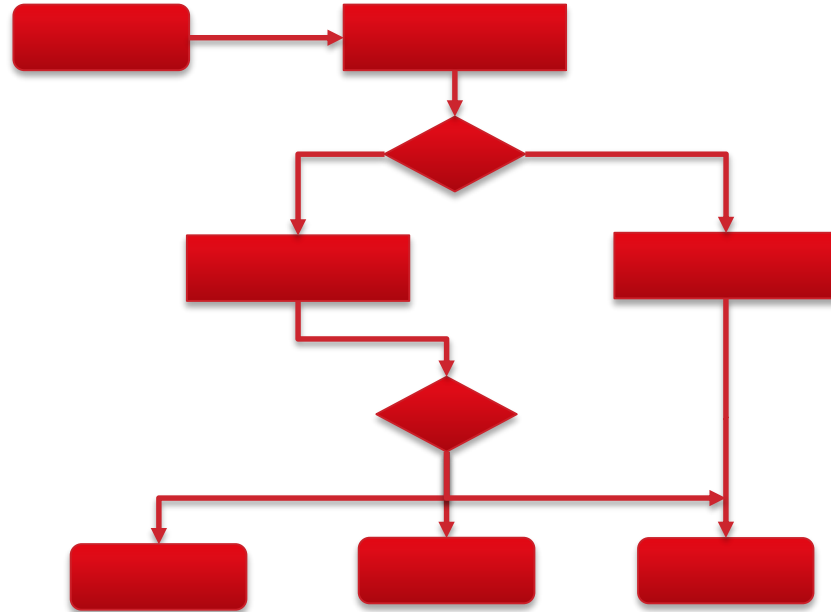
- Database design
 - What information to keep
- Data Entry
 - Identify and resolve issues, deficiencies,...
- Maintenance
 - Updates to accept
 - Issues to route to resolution processes
- Usage
 - Are you pulling / using the right address for your intended use
- Time of mailing / shipping – final checks and decisions
 - Which address to use
 - Which updates to apply
 - What discounts to take
 - Whether to mail / ship or not
 - How to mail / ship
 - If mail/ship – any alterations to the addressing, contents,...
- Address usage result and feedback
 - Combine all the information to make more confident decisions

Business Rules

What should you do? Who needs to be included in the discussion? How can they be implemented? How many different sets do you need?

Know what you need

- Update or not?
- Flag or not?
- Mail or not? If mail:
 - Discount?
 - Full rate?
 - Alter the mailing?
- Initial alternate process



Example: Card / Membership

Know what you need

- Database design
 - Support physical and mailing
- Data Entry
 - Validate physical address type and obtain mailing address if different
- Maintenance
 - Apply simple CASS™ updates
 - SuiteLink® – support Tertiary Address Info
 - COA updates apply or start confirmation processes (based on client / accounts)
 - Flag deficiencies for correction processes
- Usage
 - Are you pulling / using the right address for your intended use
- Time of mailing / shipping – final checks and decisions (next slide)
- Address usage result and feedback
 - Undeliverable as Addressed (UAA)
 - Additional address changes
 - Confirm address issues from pre-mailing processing
 - Other reasons UAA



Example:

	Statements	Bills	Annual Notice	New Credit Offer	Other Offers	Tax Info
Mailing Type	First-Class	First-Class	Standard	Marketing	Marketing	First-Class
CASS, LACS ^{Link} , and Suite ^{Link} Updates	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail
Deficiencies (low-medium)	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Suppress based on Response Rate	Apply & Mail
Deficiencies (High)	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Suppress / Alter	Apply & Mail
Non-Deliverable	Suppress-> Research	Suppress-> Research	Suppress	Mail but Flag	Suppress	Suppress-> Research
Non-Physical Address	Mail	Mail	Mail	Mail but Flag	Based on Offer	Mail
NCOA ^{Link} New Address (recent)	Apply? & Mail	Apply? & Mail	Apply & Mail	Not Apply & Mail Single Piece & Flag	Apply & Mail	Apply? & Mail
NCOA ^{Link} New Address (not recent)	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail	Apply & Mail
Move No New Address	Suppress?-> Research	Suppress?-> Research	Suppress	Mail but flag	Suppress	Suppress-> Research
Historical / 3 rd Party COAs	N/A	N/A	N/A	Not Apply & Mail Single Piece & Flag	Update / Suppress	N/A
Historical Undeliverable	Suppress?-> Research	Suppress?-> Research	Suppress?	Mail but Flag	Suppress	Suppress?-> Research

Example: PII / Fraud / Risk Management

- Flag at-risk addresses
- High-risk indicators => alternate process
 - Mail postcard (low cost, no PII, allow USPS to dispose of):
 - Option 1:
 - “We are attempting to send you important information, please contact us to confirm you address information”
 - Option 2:
 - “Your XYZ is on the way and should arrive shortly”
 - Utilize ACS
 - » If ACS (undeliverable) -> then initiate processes to contact and obtain corrected address information
 - » If no ACS – Assume delivered successfully and mail

10,000,000	Pieces
4%	Questionable
400,000	Questionable Pieces
95%	Accuracy on the Questionable
380,000	Accuracy on the Questionable (pieces)
\$ 0.60	First-Class Mailpiece
\$ 0.45	Postcard
----- Current Practice -----	
Mail First-Class	
400,000	Questionable Pieces
\$ 0.60	First-Class Mailpiece
\$ 240,000	Cost of mailing
----- VS -----	
PostCard Mailing w/ First-Class followup	
400,000	Questionable Pieces
\$ 0.45	Postcard
\$ 180,000	Cost of postcard mailing
20,000	Remail Letters
\$ 0.60	First-Class Mailpiece
\$ 12,000	Cost of First-Class mailing
\$ 192,000	Total cost of mailing
----- Results -----	
\$ 48,000	Savings on Cost of Mailing
+	Reduced Handling of Returns
+	Reduced Risks

Example: Marketing

It is all about response rates

- Step 1: Periodically check response rates by address type, characteristics,...
- Step 2: Evaluate and test ways to alter process to increase response rates

10,000,000	Pieces
0.5%	Recent COA - ignore new address
50,000	Recent COA (pieces)
\$ 0.40	Marketing Piece Costs
90%	Undeliverable
0.50%	Overall Response Rate on these records
1.00%	Overall Response Rate for entire mailing
Response rate on delivered pieces	
50,000	Recent COA (pieces)
90%	Undeliverable
5,000	Delivered
250	Responses
5%	Response Rate
----- VS -----	
Alter these pieces to include Alternate Addressing	
45,000	Undeliverable made deliverable
1.00%	Overall Response Rate for entire mailing
----- Results -----	
450	Additional Responses
1.40%	New Overall Response Rate on these records

Questions (a.k.a. stump the presenter)?

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Additional Educational Opportunities On the Show Floor GrayHair Software: Booth 613

Monday 10:00 AM: Address Quality Best Practices – One Size Does Not Fit All

Monday 12:30 PM: Cycle O

Monday 2:00 PM: Certified Mail

Tuesday 11:00 AM: Power of Visualization and Data Stories

Tuesday 1:00 PM: Benefits of End To End Piece Visibility

Wednesday 10:00 AM: Future of Informed Visibility