

ADDRESS QUALITY AS **GAME CHANGER**

The importance of address data quality in impacting a business's success is greatly underestimated. Opportunities to improve customer satisfaction and realize savings and revenue are often missed.

ADDRESS DATA IS CUSTOMER DATA.

Knowing your customer is not only an essential part of doing business but a highly valuable one as it fuels your business and its success on many levels.

GrayHair understands that. Achieving the highest levels of address data quality is more than just the use of the current standard of available tools, such as CASS and NCOA, to reduce undeliverable mail. We dig deeper.

Superior address data quality is the critical component to identifying actionable insights that deliver benefits not only to mailing operations but across the enterprise.

GrayHair serves
7 of the top
US insurance
companies

GrayHair processes
55 BILLION
records annually

6 of the 10
largest US banks
trust GrayHair

Create opportunities across the enterprise

GrayHair has successfully delivered game-changing results to some of the largest mailers and companies across the country, many in the Fortune 100, helping to manage key issues and improving client communications. We customize our address data quality best practices to fit their needs, which we can do for you.

With 20 years of experience supporting enterprise-level companies, security and data privacy has become a cornerstone of our business. GrayHair prides itself in knowing how to seamlessly integrate with your current processes and systems, giving us insight and understanding of the intricate level of security required to support your organization's needs.



GrayHair provides the path to higher data quality which benefits other aspects of your business



IDENTIFY AND INTERCEPT
FRAUDULENT ACTIVITY



IMPROVE CUSTOMER
EXPERIENCE



REDUCE CALL
CENTER VOLUME



IMPROVE CAMPAIGN
RESPONSE

*We didn't see the
innovation elsewhere
that we saw
with GrayHair."*

MIKE THOMAS
Vice President of Support Services
AFLAC

THE GRAYHAIR ADVANTAGE

When you partner with GrayHair, we make it our business to understand yours.

GrayHair approaches each client partnership with a commitment to fully understanding the goals and challenges of your organization. By applying our customized best practices, we can identify how problems can be mitigated and advise on potential value to be gained for sales to marketing, risk management to customer service.

That takes immersing our team into your company and asking questions to understand your business and how you think. In managing address data quality, it's not easy to navigate all the nuances of the Postal Service™ tools and services. Understanding those nuances is what sets us apart. Using our consultative approach, we help you realize where opportunities are and leverage our deep knowledge of them to achieve the best results.

Our clients benefit from:

Comprehensive proprietary data sets that enhance mail performance

Customized business rules that enforce compliance and deliver results

Depth of knowledge from an unparalleled team of postal data experts

A client success team committed to proactively monitoring for any issues and opportunities

A security and compliance team dedicated to ensuring your confidential data is protected

Real-time dashboards that provide visibility into your data to monitor activity and provide deeper insights

GrayHair's Clients Outperform Industry Averages

INDUSTRY	GRAYHAIR		
5-10%	<2%	MARKETING (CONSUMER) 300,000,000 PIECES	\$8.437 MILLION
2-4%	<1%	OPERATIONAL 100,000,000 PIECES	\$1.875 MILLION
10-25%	5-8%	MARKETING (SMB) 50,000,000 PIECES	\$3.750 MILLION
Average Undeliverable Mail			Savings Potential

Time for a game changing move?

LET'S TALK...

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TO LEARN MORE, VISIT
GRAYHAIRSOFTWARE.COM