

Customer Experience

Supporting Clients and Call Centers with Postal Data Visibility



Overview

- The Impact of Mail on Customer Experience
- Gain a Competitive Edge with Improved Customer Engagement
 - Visibility of Mail Delivery Status
 - Optimizing Call Center Responsiveness
 - Proactive Customer Communication
 - Enhancing Enterprise Address Data Quality
- [The GrayHair Advantage](#)

From timely status updates to comprehensive support, our solution not only lowers overhead and reduces call volumes but also improves data accuracy across your enterprise.

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 Impact of Mail on Customer Experience

Think about the number of inquiries that come into your call center daily from customers looking for updates on important mail communications they were expecting, such as a check, credit card, or policy. How long is the average handle time? How well do you perform on first call resolution rate? More and more companies realize that competitive advantage lies in using data analytics to optimize customer care and control long-term costs.

For businesses, the primary challenge lies in effectively managing and optimizing customer experience. In today's competitive landscape, where customer expectations are constantly evolving, businesses must navigate numerous obstacles to ensure customer satisfaction and loyalty.

- **\$1.6** trillion dollar loss in the United States as a result of consumers switching brands after receiving bad customer service
- **73%** of customers now say CX is the number one thing they consider when deciding whether to purchase from a company
- **60%** of consumers have purchased something from one brand over another based on the service they expect to receive.
- Customers are **2.4 times** more likely to stick with a brand when their problems are solved quickly.

Poor customer experience can have lasting impacts to your organization:



Anticipating issues and proactively dealing with concerns before they occur ensures a positive customer journey and is a mark of a top-performing customer service organization. You may think you have all the information you need, but you probably don't. There's helpful data you are likely missing. Postal data—mail delivery and address quality are the keys to enhancing your customer experience strategy.

Visibility of Mail Delivery Status

We transform postal data into meaningful information to support your customers and call centers

Companies often develop their own process to interpret raw data from the USPS®, spending considerable time, cost, and labor developing teams to manage it. However, translating postal data is not easy to navigate with the many nuances of USPS tools and services. Understanding those nuances is what sets us apart.

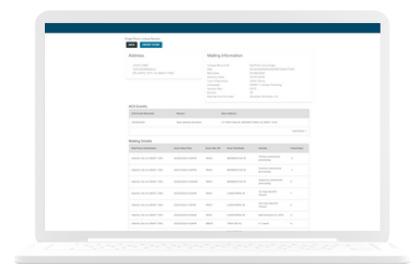
Our data encompasses crucial information such as the delivery status of each mail piece, any potential delivery delays, and even the identification of incorrect addresses. This rich dataset is not only comprehensive but also customizable to align seamlessly with your CRM system.

By integrating this data with your CRM, you gain access to real-time updates that empower your call centers and self-service portals with the latest information. Your customer support agents can effortlessly retrieve and share the status of any mailpiece, enhancing their ability to provide proactive and informed assistance.

Our proactive approach extends to sending delivery status updates directly to your customers, fostering a more positive and engaging customer experience. With GrayHair, you not only gain visibility into mail delivery status but also leverage it strategically to drive customer satisfaction and ultimately, business success.

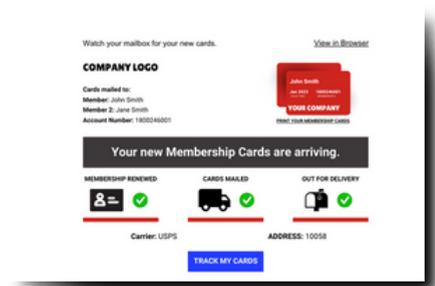
Optimizing Call Center Responsiveness

Equipping your call center agents with real-time visibility into mail delivery status enables them to handle inquiries swiftly and efficiently. Armed with this data, agents can resolve customer inquiries in a single call, eliminating the need for multiple follow-ups and enhancing overall customer satisfaction.



Proactive Customer Communication

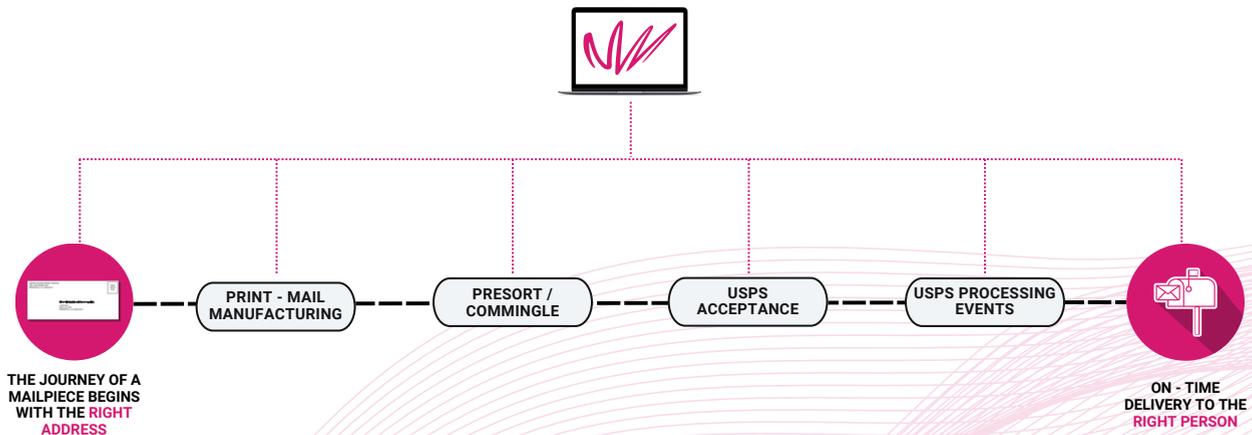
By harnessing comprehensive insights into each step of a mailpiece's journey, your company gains the ability to proactively engage customers with timely notifications of delivery status via email or SMS messaging. This proactive approach simultaneously enhances the client's experience while reducing call volume by preemptively addressing customer inquiries and concerns.



Enhancing Enterprise Address Data Quality

To ensure your customers get your communications at the right place at the right time, you need accurate addresses for your customers.

Achieving the highest levels of address data quality can be a challenge due to the intersection of USPS requirements, specific business requirements, and the substantial number of individuals moving each month (1-1.5% of the country's population).



Our advanced processes go beyond industry standards to provide the highest levels of address data quality. We combine our process with industry-leading expertise to implement a business rules-driven process that leverages industry tools like CASS™, NCOA® (18 and 48 Month), DSF 2®, Address Change Service (ACS®), Secure Destruction, as well as a proprietary address change data set, to ensure a customizable comprehensive strategy to solve this challenge.

Please confirm your address.

Cards mailed to:

Member: John Smith
Member 2: Jane Smith
Account Number: 1800246001

| | |
|---|--|
| Address Entered: 555 Yamouth Road City, State 10058 | Corrected USPS Address: 555 Yamouth Road City, ST 10058-0001 |
|---|--|

CONFIRM

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.