

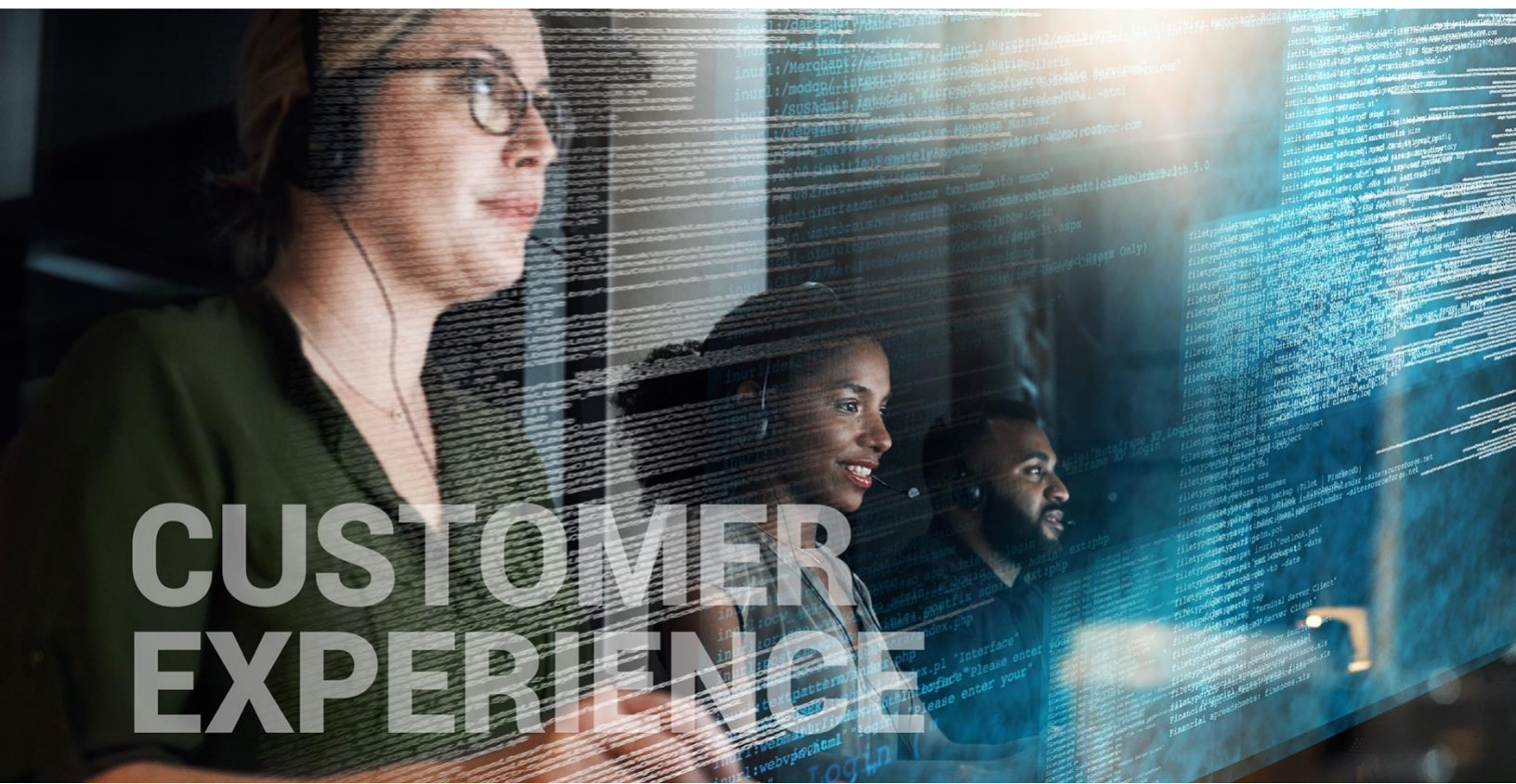


GRAYHAIR



Leveraging Postal Data to Drive a Superior Customer Experience

A GrayHair Business-Ready Intelligence White Paper



GrayHair Software LLC
1 SE Ocean Boulevard
Stuart, FL 34994
Phone: 866.507.9999
grayhairsoftware.com
info@grayhairsoftware.com

TABLE OF CONTENTS

Using Postal Data to Improve Customer Experience	4
<i>The Financial and Productivity Cost of Bad Data</i>	<i>4</i>
Increased Data Visibility Creates a Better Customer Experience	5
<i>A Fresh Look at an Old Problem</i>	<i>5</i>
How Postal Data is Leveraged.....	6
<i>Call Center Optimization</i>	<i>6</i>
<i>Enhancing Enterprise Address Data Quality</i>	<i>6</i>
<i>Visibility of Mail Delivery Status.....</i>	<i>6</i>
Actual Business Benefits Realized by Our Clients	7
<i>Use Case – How proactive delivery notifications enhance member experience and reduce contact center volume.</i>	<i>7</i>
<i>Use Case – How a large financial institution reduces mailing costs and enhances the customer experience.</i>	<i>8</i>
Enhanced Customer Experience and Call Center Cost Savings	9

IN 2020,
CUSTOMER
EXPERIENCE
OVERTOOK PRICE & PRODUCT
AS THE KEY
DIFFERENTIATOR.

Using Postal Data to Improve Customer Experience

More companies are using technology to handle customer service tasks in an efficient and cost-effective way. In this white paper you will learn how to use GrayHair Software's Business-Ready Intelligence solution to improve your customer care systems and create a better experience for your customers.

The quality of an organization's customer service will either enhance or degrade customer loyalty to the brand and the business. With the economy seemingly moving towards a recession¹ The company that proves to be responsive to customer questions, complaints, or other needs can gain a clear competitive advantage. That is why it is so essential to understand how postal data can help you anticipate customer delivery issues, tailor processes to best serve customers, and ultimately improve the efficiency of your business, the latter of which can keep costs down.

Customer Experience

WHAT WE KNOW

Customer satisfaction increases and call center activity drops with proactive mail delivery status notifications.

WHAT WE DO

Improve customer experience by supporting clients and call centers with delivery data visibility.

Greater Deliverability

Focus on clean customer address data to increase the opportunity for mail to be delivered to the right person at the right address.

Increase Visibility

Monitor mail delivery to provide customers with proactive notifications along its journey.

Call Center Enablement

Provide outbound and inbound mailpiece delivery data to enhance customer interactions, better manage CRM processes and reduce costs.

The Financial and Productivity Cost of Bad Data

Incorrect decisions made from poor data quality are inconvenient and highly costly. According to Gartner research, "the average financial impact of poor data quality on organizations is \$9.7 million per year."²

Moreover, data quality is such a pervasive problem, that Forrester reports³ that nearly a third of analysts spend more than 40 percent of their time vetting and validating their analytics data before it can be used for strategic decision-making.

GrayHair provides address data quality services that help to keep data correct, complete, and compliant. We use the standard USPS® address hygiene tools CASS™ and NCOALink® along with our proprietary address

¹ Bloomberg Businessweek, Article: Central Banks, Not Covid, Will Drive Global Economies in 2022, Published January 12, 2022

² Gartner, Article: How to Create a Business Case for Data Quality Improvement, Published: June 19, 2018

³ Forrester, Article: Data Performance Management is Essential to Prove Data's ROI, Published: November 13, 2018

change database that utilizes the latest information to update address data, improve the quality of addresses, and reduce Undeliverable-As-Addressed (UAA) mail. UAA mail is all mail that cannot be delivered to the name and address specified on the mailpiece, and must be forwarded, returned to sender or properly treated as waste, as authorized for the class of mail and ancillary service endorsement on the mailpiece.

Increased Data Visibility Creates a Better Customer Experience

A Fresh Look at an Old Problem

Think about the number of inquiries that come into your call center daily from customers looking for updates on essential mail communications they were expecting, such as a check, credit card, member ID card, or policy. How long is the Average Handle Time? How well do you perform on your First Call Resolution Rate?

More and more, companies have begun to realize that a competitive advantage lies in using data analytics to optimize customer care and control long-term costs. As a result, mail delivery data has become an integral part of their customer experience strategy.

You may think you have all the information you need, but the likelihood is, you probably don't. There's valuable data you just might be missing.



Our clients (which include the largest banks and insurance companies), use postal data insights to improve the customer's overall experience.

Anticipating issues and proactively dealing with concerns before they occur ensures the customer's journey is a positive one and is a mark of a top-performing customer service organization. In doing so, they are also lowering overhead by reducing call center volume, improving customer address data across the enterprise, and building customer retention.

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

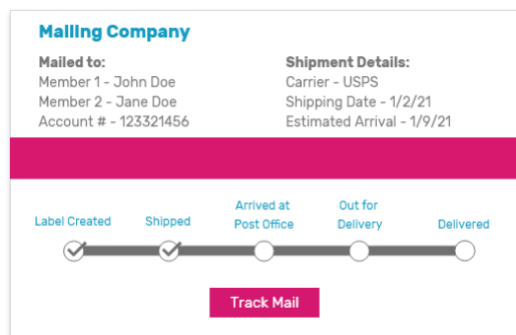
GrayHair transforms postal data into visibility you can share with your customers.

We help our clients leverage event data from a mailpiece's journey and then seamlessly integrate that data with their existing systems. We have the technical expertise to manage and interpret the data USPS provides. We also have built a team of analysts who understand the USPS and its intricacies to help turn the data into meaningful information that will enable you to better support your customers.

How Postal Data is Leveraged

Call Center Optimization

With new-found access to each step of a mailpiece's journey, companies can reduce call volume by proactively notifying customers of delivery status using email or SMS messaging. Agents with visibility into this data can resolve inquiries in a single call.



Please confirm your address.

Cards Mailed To:
Member: John Smith
Member 2: Jane Smith
Account Number: 1800246001

GRAYHAIR

Address Entered:
555 Yammouth Road
City, State 10056

Corrected USPS Address:
555 Yammouth Rd
City, ST 10058-0001

CONFIRM

Enhancing Enterprise Address Data Quality

Capturing the correct address has enterprise-wide value whether you are mailing to the customer regularly or once per year. Knowing if your client's addressing data is valid can reflect in key metrics such as Number of Calls Until Resolution.

Visibility of Mail Delivery Status

We interpret raw postal data to be meaningful for you. Companies integrating our customized business-ready data of postal events into their CRM systems gain visibility into the status of every mail piece, from the time it is initially processed to when it is out for delivery. With this information, opportunities to create a more positive customer experience are made possible.

Destination	Scan Date/Time	Scan Site Zip	Scan City/State	Activity	Travel Days	Container Type
Atlantic City, NJ 08401-7305	02/13/2021 2:00PM	18974	WARMINSTER PA	Printed Commercial Processing	-2	Mail Piece
Atlantic City, NJ 08401-7305	02/14/2021 4:00PM	18974	WARMINSTER PA	Inserted Commercial Processing	-1	Mail Piece
Atlantic City, NJ 08401-7305	02/15/2021 12:00AM	18974	WARMINSTER PA	Departed Commercial Processing	0	Mail Piece
Atlantic City, NJ 08401-7305	02/23/2021 6:00PM	19047	LANGHORN PA	1st Pass MLOCR Presort	8	Mail Piece
Atlantic City, NJ 08401-7305	02/23/2021 7:00PM	19047	LANGHORN PA	2nd Pass MLOCR Presort	8	Mail Piece
Atlantic City, NJ 08401-7305	02/24/2021 8:00AM	19047	LANGHORN PA	Mail Tendered to USPS	9	Mail Piece
Atlantic City, NJ 08401-7305	02/24/2021 4:24PM	08650	TRENTON PA	In Transit	9	Mail Piece
Atlantic City, NJ 08401-7305	02/25/2021 12:25AM	08234	EGG HARBOR TOWNSHIP NJ	Sorted for Delivery	10	Mail Piece
Atlantic City, NJ 08401-7305	02/25/2021 4:47AM	08234	EGG HARBOR TOWNSHIP NJ	Out for Delivery	10	Mail Piece
Atlantic City, NJ 08401-7305	02/26/2021 9:24PM	08031	BELLMAWR NJ	Potential Redirect	11	Mail Piece
Sicklerville, NJ 08401-5647	02/27/2021 1:29PM	08031	BELLMAWR NJ	Forwarded	12	Mail Piece
Sicklerville, NJ 08401-5647	02/28/2021 2:39AM	08031	BELLMAWR NJ	Sorted for Delivery	13	Mail Piece
Sicklerville, NJ 08401-5647	02/28/2021 4:35AM	08031	BELLMAWR NJ	Out for Delivery	13	Mail Piece
ACS Event Received		Reason		New Address		
02/26/2021		New Address Provided		571 SENTINEL RD, MOORESTOWN, NJ 08057-2135		

Delivery status is sent to customers, call centers can access real time updates for inquiries, and status data can be directed to self-service customer portals.

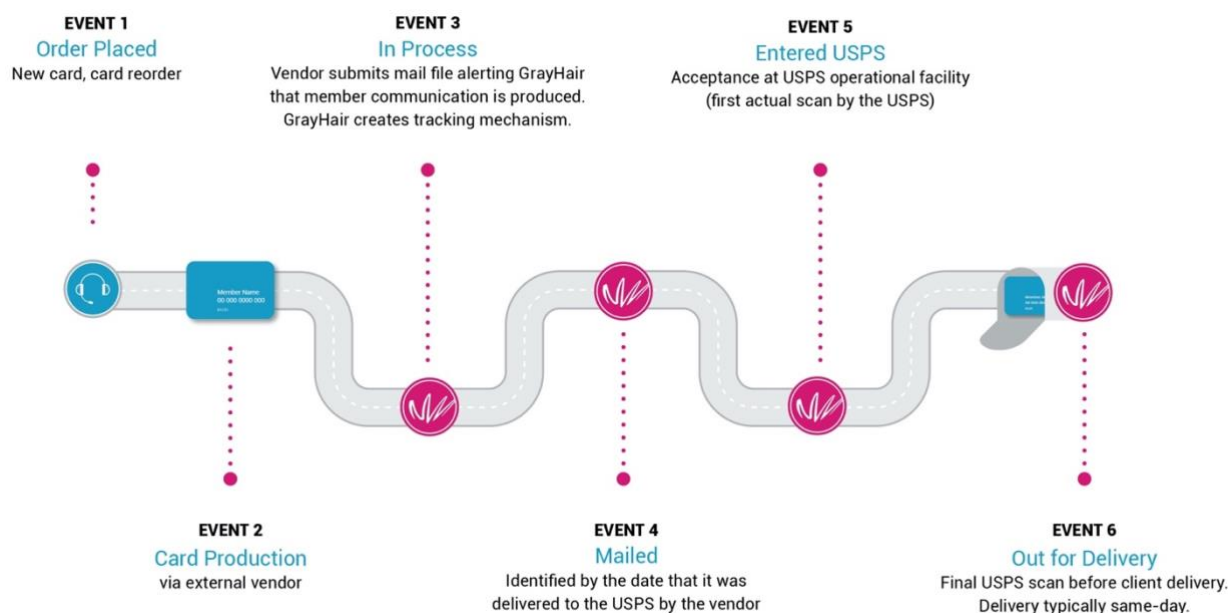
Actual Business Benefits Realized by Our Clients

We are proud of the many long-standing business relationships with our customers. Our clients benefit from our extensive industry knowledge, as well as an unwavering commitment to data security and compliance. We have a personalized customer engagement approach, centered on our client's objectives and achieving results. This section will review several client use cases that will illustrate how our clients attained enterprise-wide benefits with GrayHair's Business-Ready Intelligence solutions.

Use Case – How proactive delivery notifications enhance member experience and reduce contact center volume.

A large membership organization e-processes and mails millions of new membership, renewal, and replacement cards annually. They focus on constantly improving member experience across the board by monitoring the voice of the customer regularly. Delivery of membership cards consistently appeared in its top 10 of member experience issues. A large volume of inquiries was coming into their call center, from members, concerning card delivery status. The situation became costly to manage, and affected the quality of the customer experience.

In early 2020, the only way for a member to learn the status of their card was to contact the call center. The call center had limited to no visibility of the location of an individual's card, at any given time. To better serve its members, the management team determined it needed to provide card delivery status through email and text. They also wanted to provide members a self-service option through their member portal. This option would include details of a member's card delivery, from the time it is initially processed through to when it is out for delivery via the USPS.



The organization's team decided on five event dates: *In Process, Mailed, Entered the USPS, Sorted for Delivery, and Out for Delivery*. Most of the five events are delivery scan events, and some, like Order Placed and In Process, are not. The Sorted for Delivery is done at an SFC facility before going to the local post office.

This data is captured through the mail file the business generates and the Informed Visibility system from the USPS. This information is delivered to them twice a day for integration into their CRM system (Salesforce). Their customers are then sent emails, and/or text messages, to update them as to the progress their card is making, as well as an estimated delivery date. This information is also available through their member portal application.

Results after the first year of implementation have shown a 7% reduction in monthly inquiries to the call center for card delivery inquiries, and more importantly, a greatly improved customer experience. With millions of members, a 7% reduction in inquiries across all channels, including email, phone and social media, has had a positive impact on call center costs and freed up time to serve other member needs.

Use Case – How a large financial institution reduces mailing costs and enhances the customer experience.

A large financial institution (the “Bank”) largely utilizing First-Class Mail® had significant issues with the unpredictability of their mail's delivery. First-Class Mail has very short delivery standards, typically 3-5 days on average. The Bank needed a way to track delivery performance of their outbound mail.

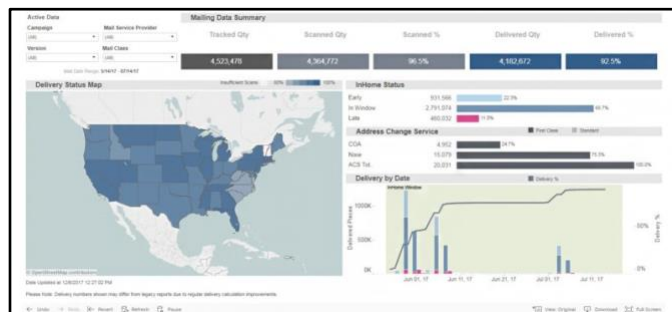
Additionally, the Bank knew it had these delivery issues based on the customer complaints it received but had no data to measure or even determine where there was a problem. Were the issues local or regional; in what regions; was this a new issue? How long had it gone on? How would the Bank know if or when it was resolved?

The Bank was looking for a partner who could quickly identify all of their problems, the areas affected, and the degree of impact to their business. Their goal was to manage their mail with the majority of it delivered within a targeted 3-5 day time window, to improve customer experience and ensure compliance with the regulations for the types of mail they were sending, i.e. statements, credit cards, notices, etc. They needed a solution to measure how well the USPS was managing their deliveries.

GrayHair's Business Ready Intelligence (BRI) solution allowed the Bank to predict the in-home date of its mailings. It provided the Bank with the data necessary to determine when its mailings were received – allowing for triggers for follow-up activity. GrayHair's BRI solution allows the management team to easily determine whether vendors and the USPS are meeting their commitments.

Companies can spend as much as \$383,000 for postage alone to send 1,000,000 pieces of First-Class Mail but the fact is that they never know if it arrived until someone responded. This cost does not even include the materials, printing, or the mail preparation and transportation costs - just postage.

The Bank relied primarily on First-Class mail service, with no visibility into their mail stream. But after using GrayHair's BRI solution, the Bank has been able to refine its mailing strategy. It found it did not need to rely solely on First-Class Mail for its mailings. It could use a variety of delivery methods for its direct marketing acquisition programs and more cost-effectively reach its prospects, all within the same time period.



Enhanced Customer Experience and Call Center Cost Savings

Mail delivery data has proven to be an integral part of the Bank's customer experience strategy. From address hygiene to mail stream visibility GrayHair's Business-Ready Intelligence solutions help the Bank optimize their call center and better augment response curves.

The Bank's ability to suppress the unneeded call center auto-dialers realizes them a cost savings of between \$8 and \$15 a call, which can be a significant contributor to their call center's bottom line.

In the end, it is all about the bottom line, and GrayHair's Business-Ready Intelligence solution allows the Bank to cut costs on its mailings and enhance their customers' experience.

Now the Bank can accurately predict increases in call center volumes and know every facet of its mail delivery performance.



Transforming Data into Actionable Insights

About GrayHair Software

Since 2000, GrayHair has become the leading consumer and provider of postal data, processing over 55 billion data points annually. We work with many of the largest companies in the US, turning data into Business-Ready Intelligence that enables decision-makers to prevent fraud by reducing mail theft, enhancing client experience, improving marketing effectiveness, and optimizing mail operations. Our clients benefit from our extensive industry knowledge, as well as an unwavering commitment to data security and compliance. For more information on how you can improve your customers' experience, visit our website.

Contact by phone at 866-507-9999 or send an email to info@grayhairsoftware.com