



# THE UNDELIVERABLE TRUTH

## Why CCM Fails Without Enterprise Postal Data

### KEY TAKEAWAYS

- Stop wasting CCM spend on mail that never gets delivered.
- Turn postal data into the anchor of identity, compliance, and CX.
- Transform addresses into real-time location intelligence for the enterprise.

### About GrayHair Software

GrayHair is the trusted partner and provider of mail-tracking and address-hygiene services to the country's largest mailers.



## UNDELIVERABLES? UNACCEPTABLE!

### When customer communication doesn't get delivered, your entire Customer Communications Management (CCM) strategy falls apart.

In large organizations, **CCM is a complex engine driving crucial customer interactions**—from bills and policies to marketing offers. But every dollar spent on composition, personalization, and channel orchestration is wasted the moment a mailpiece fails to reach its intended recipient.

GrayHair's enterprise postal data and address data quality management helps ensure deliverability and elevates the entire customer journey. In short, *postal data enables CCM*.

### GrayHair's Postal Data-Driven CCM Lifecycle

Let GrayHair show you how to evolve postal data from a back-office utility into a strategic data asset that informs every step of the CCM lifecycle:

1. **Capture (Identity Resolution):** *Verify* and link customer identities to a deliverable address.
2. **Govern (Operational Efficiency):** *Control* costs and *prevent* waste by cleaning address records.
3. **Validate (Regulatory & Risk):** *Ensure* compliance and auditability with proof of mailing.
4. **Compose (Customer Experience):** *Enable* personalized communications that are delivered accurately and on time.
5. **Deliver (Omnichannel Integration):** *Connect* print and digital channels through synchronized delivery alerts.
6. **Analyze (Analytics & BI):** *Measure* delivery performance and correlate it with response and engagement metrics.
7. **Optimize (Strategic Asset):** *Integrate* postal data with your Customer Data Platform (CDP) to fuel enterprise-wide decision-making and drive measurable business outcomes.

**The Bottom Line:** Your CCM program is only as strong as your delivery mechanism. By embedding enterprise postal data into your core systems, you don't just manage addresses—you gain **actionable location intelligence** that delivers operational excellence, supports compliance, and secures the successful delivery of every customer communication.

**The impact of delivery failure extends far beyond the mailroom.  
Keep reading to learn where undeliverables hit your business hardest.**



## HERE'S HOW UNDELIVERABLE MAIL BREAKS YOUR CUSTOMER COMMUNICATION PROGRAMS

| IMPACT AREA                     | THE PROBLEM<br><i>FAILURE TO DELIVER</i>  | THE SOLUTION<br><i>ENTERPRISE POSTAL DATA</i>   |
|---------------------------------|---|---|
| <b>Data Integrity</b>           | The customer record is inaccurate, resulting in fragmented profiles and duplicate communications.   | Identity Resolution & Validation: Postal data acts as the primary anchor record for customer identity. CASS/NCOA/DPV ensures every communication is tied to a verified, deliverable address, strengthening the link between physical and digital IDs.         |
| <b>Operational Cost</b>         | Undeliverable-as-Addressed (UAA) mail incurs unnecessary costs for printing, postage, labor, and subsequent re-mailing.                                       | Efficiency & Cost Control: Dramatically reduces UAA waste by automating the re-routing and suppression of invalid addresses before mail enters production, optimizing postal spend across the enterprise.   |
| <b>Customer Experience (CX)</b> | Lost, delayed, or misrouted mail causes frustration, increases call volumes, and erodes customer trust and loyalty.   | Timely Engagement: Accurate delivery data underpins personalized, timely, and contextually relevant communications. Informed Visibility provides near-real-time insight into mail movement, reducing customer frustration and enabling proactive mail alerts. |
| <b>Fraud</b>                    | Redirected or delayed mail may indicate fraudulent behavior, costing companies millions in fraud-related losses and prompting a negative customer experience. | Fraud Mitigation: GrayHair combines real-time tracking, predictive alerts, and robust address validation (including change-of-address monitoring) to help identify, analyze, and proactively mitigate mail theft, diversion, and other fraud risks.           |
| <b>Regulatory Risk</b>          | Lack of verifiable proof of mailing and delivery can lead to non-compliance penalties in regulated industries (financial, healthcare, insurance).             | Compliance & Auditability: Utilizes USPS Intelligent Mail Barcode (IMb) and Informed Visibility to provide Proof of Mailing and Delivery, establishing a clear audit trail - essential for meeting regulatory requirements.                                   |
| <b>Omnichannel Strategy</b>     | Physical mail delivery is disconnected from the digital journey, causing friction when a customer expects a document to arrive.                               | Digital Bridge & Orchestration: Acts as the crucial bridge between legacy print workflows and modern digital ecosystems (CRM, Marketing Automation), enabling "last-mile" orchestration to trigger digital experiences based on physical delivery.            |



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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.

# READY TO TRANSFORM POSTAL DATA FROM BACK-OFFICE UTILITY TO ENTERPRISE ASSET?

Contact us by phone at 866-507-9999 or send an email to [engage@grayhairsoftware.com](mailto:engage@grayhairsoftware.com)

Visit our website at [grayhairsoftware.com](https://grayhairsoftware.com)