



It Begins With The Address

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Mark M. Fallon
President and CEO
The Berkshire Company

www.markfallon.com
www.berkshire-company.com



Overview

- First Contact
- Regular Updates
- Validate Before Print
- Production Process Integrity
- Additional USPS Tools
- Processing Return Mail
- The Real Costs of Poor Address Management



First Contact

- Sources:
 - Customer/Prospect – mail, phone, web
 - List purchase
 - Batch update (insurance, etc.)
- USPS Standards – Publication 28
- Coding Accuracy Support System – CASS
 - Batch
 - Real-time (API)



First Contact - Continued

- Move Update
 - Ancillary Service Endorsement
 - Address Change Service (ACS)
 - National Change of Address Linkage (NCOALink)
 - NCOALink for Mail Processing Equipment
 - Alternative Move Update Methods
 - Legal Restraint
 - 99% Accurate



Regular Updates

- USPS Address Management System
 - Over 300mm people at 150mm addresses
 - 600k to 800k new address annually
 - 40 mm COA requests each year
- Regular updates – weekly, monthly, bi-monthly
- Document the update process
- Work the error reports!



Validate Before Print

- Final check directly before print and mail
- Pre- or post-composition of documents
- Validate Before Print
- CASS Error Options
 - Suppress print – message the business unit
 - Suppress print – PDF to the business unit
 - Print and mail & message/PDF the business unit



Validate Before Print (continued)

- NCOALink Options
 - Side file with moves back to the business unit
 - Side file creates “move verification” mailing
 - Print a message on document verifying move



Production Process Integrity

- Production errors impact mailings:
 - Illegible/unreadable addresses
 - Mail.dat issues
- Essential elements of high quality system:
 - Job information files
 - Barcodes & cameras
 - Post-presort software (edit/update mail.dat files)
 - Closed loop tracking system



Additional USPS Tools

- Address Element Correction (AEC I & AEC II)
- Address Change Service (ACS)
 - Traditional ACS
 - OneCode ACS
 - Full Service ACS
 - IMpb ACS



Processing Return Mail

- Keep accurate measurements
- Update moves first
- Fix obvious errors
- Use CASS, NCOALink and AEC
- Turn off mail for repeat offenders
- Repeat the process every day



The Real Costs of Poor Address Management

- Mailpieces with bad addresses don't get delivered
 - Print, postage, re-sending mail (double the cost!)
- Lost sales – for the life of a prospect
- Late payments
- Cancellation notices
- Disputes over insurance coverage
- Escheatment and fiscal liability



It begins – and ends – with the address



About The Berkshire Company

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- Strategy Development
- Project Management
- Outsource vs. Insource
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www.markfallon.com



Questions?

Mark Fallon
The Berkshire Company

www.berkshire-company.com

www.markfallon.com

mmf@berkshire-company.com

Twitter: [@MarkMFallon](https://twitter.com/MarkMFallon)