



# Investing In Address Quality – Can You Afford Not To?

Accurate customer contact data is vital to your business. Significant resources are spent acquiring, retaining and servicing your customers, and the quality of your data plays a critical role in how well these functions are performed.

Every year there are over **47 million change-of-addresses** filed with the USPS®, as well as the creation of almost **2 million new addresses**. Add in **keystroke errors and omissions** in new addresses collected on a daily basis, and it's easy to see how your customer data deteriorates quickly over time.

Organizations with poor controls over address quality often face critical issues that affect their bottom line, both *directly* (increased costs) and *indirectly* (the impact on service and reputation). Best practices for managing your customer data should involve an address quality program, **for both existing data and at the point of entry for new data**.

The benefits of such a program reach across the entire organization. These may include:

- ✓ Less waste in materials, packaging and labor
- ✓ Lower mailing and shipping costs
- ✓ Ability to keep track of customers when they move
- ✓ Increased ROI for marketing campaigns
- ✓ Greater operating efficiency
- ✓ Improved decision making
- ✓ Consistent data shared across all departments
- ✓ A reputation for great service
- ✓ A 'Greener' organization
- ✓ Improved cash flow and more...

Software solutions such as AccuMail frameworks can manage the entire process for you, offering a fully scalable solution that is easily integrated into almost any business software application that uses customer address data. The powerful AccuMail engine works behind the scenes, allowing you to validate and correct addresses in real time at the point of entry, and perform batch corrections on your entire customer database as often as you like.

## WHAT IS ADDRESS QUALITY?

Address data may be said to exhibit Total Address Quality when it meets

three conditions – it is *Complete, Correct and Current*.

- ✓ **Complete** addresses contain all elements for your mail to be delivered, from street numbers to the ZIP + 4® code.
- ✓ **Correct** addresses not only contain all the right address elements, but are also actual validated deliverable addresses.
- ✓ **Current** addresses take into account whether the addressee is still at the same address that their mailpiece is addressed to.

## THE 4 STEPS TO TOTAL ADDRESS QUALITY

Software that is CASS Certified™ by the USPS will clean the address data in your system to meet the very latest Postal Service® standards for address accuracy. What happens next depends on your choice of software. AccuMail frameworks from SmartSoft not only standardizes your address data, it automatically takes you through four steps to achieving Total Address Quality.

### 1: Standardize

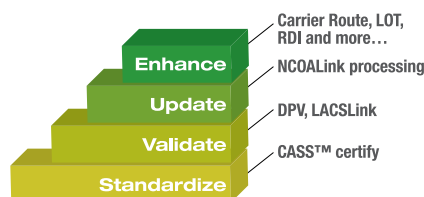
Correct and standardize your address data by comparing it to the very latest USPS data, adding ZIP+4® data and highlighting possible costly duplicates.

### 2: Validate

Tools such as built-in Delivery Point Validation tell you whether each address is an actual *deliverable location*. LACSLink® is another built-in tool that converts rural-style address to newer, city-style addresses.

### 3: Update

AccuMail uses NCOALink® data from the Postal Service to provide you with updated addresses for all the businesses, families and individuals in your database that filed change-of-address forms with the USPS.



The 4 Steps to Total Address Quality

AccuMail® frameworks™  
Make Every Address the Right Address.

## 4: Enhance

AccuMail brings added value to your database by providing additional data such as Carrier Route information, Line of Travel, Congressional Districts, County Codes and more. Distinguish between residential/business addresses with the optional RDI Module, or expand your geographic and demographic customer data through the various available enhancement modules.

SmartSoft has address specialists on hand to give you advice on implementing an address quality program across your entire organization. Visit our website at [www.smartsoftusa.com](http://www.smartsoftusa.com) for more information, or call us toll-free on 888.227.7221

## THE COST OF BAD DATA

The Data Warehousing Institute estimates that poor data quality costs U.S. businesses over \$600 billion per year. How much is it costing your business?

**Sales and Marketing** – Inaccurate address data translates into significant waste in materials, labor, time and postage, not to mention lost sales and marketing opportunities.

**Mailing/Fulfillment** – Deliveries may be late or returned, meaning additional handling time, and possible repackaging and more postage costs. Many carriers charge Address Correction Penalties too.

**Customer Support** – When mail or packages don't arrive, this puts pressure on your customer support team. The reputation of your company may also be damaged.

**Finance** – Payments arrive late or not at all, affecting your cash flow.

Don't underestimate the cost of bad address data. It causes inefficiencies and raises costs across your entire organization.