



INFORMED
CUSTOMERS

SAN ANTONIO
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Choosing the Best Move Update Method for your Mail

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Topics

- Undeliverable Mail, a USPS® Perspective (Impacts and Costs)
- Move Update Standards (Explain & Define)
- Methods to Manage Addresses
- What Works Best for My List?
- Secure Destruction Service
- Review

USPS® definition of “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 or properly treated as waste as authorized for the class of mail and ancillary service endorsement on the mailpiece.

- Mail may be considered UAA because:
 - The individual, family or business has moved
 - The address is incomplete, incorrect or illegible
 - The addressee is unknown or deceased
 - The addressee refuses or fails to claim the mail
 - The necessary postage has not been paid



Reasons Why Mail is Undeliverable

(FY 2017)

Addressee not at address:

COA on File – 39.9%

Unable To Forward (Expired) – 29.0%

MLNA/BCNO – 1.2%

Attempted Not Know – 11.5%

Address is not correct:

Insufficient Address – 4.7%

No Such Number – 1.8%

No Such Street - 0.6%

Other reasons:

Vacant – 4.3%

No Mail Receptacle – 1.7%

Unclaimed – 1.2%

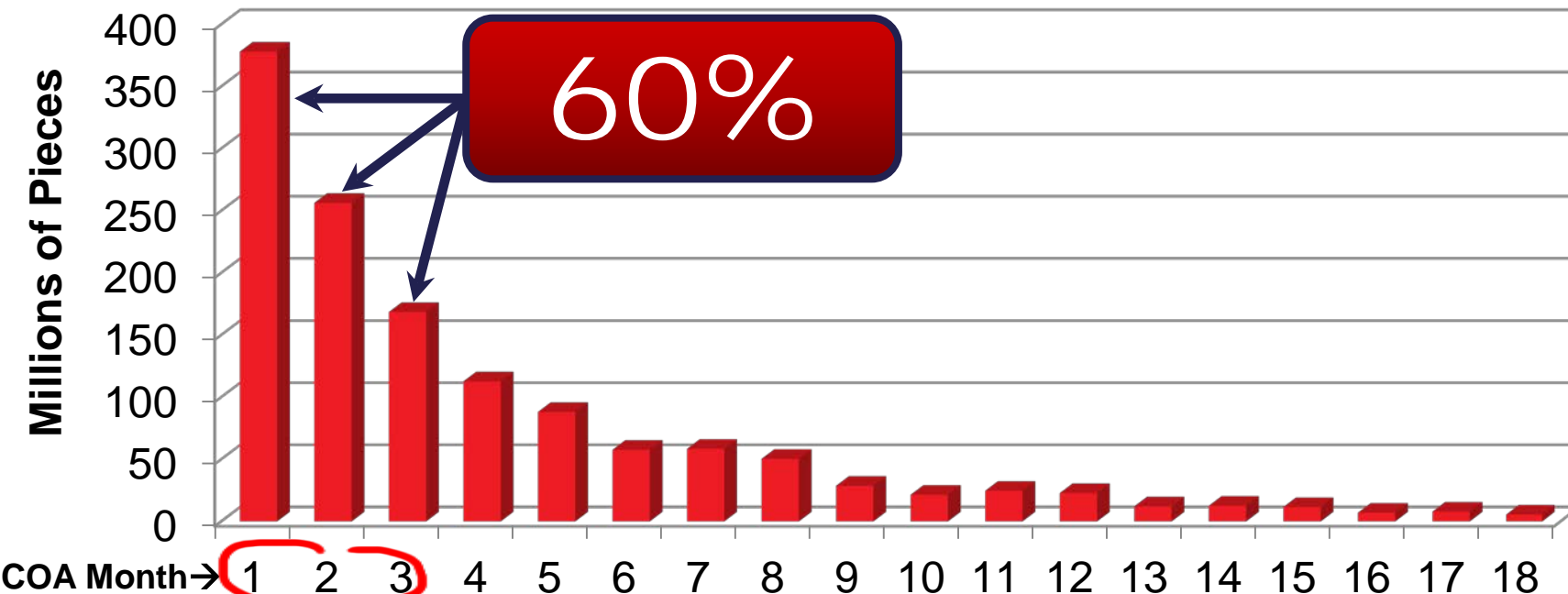
Undeliverable Mail, a USPS Perspective

2017 Christensen UAA Report



Undeliverable Mail, a USPS Perspective

First-Class UAA Mail by Age of Change-Of-Address



Move Update Requirements ***for USPS Marketing Mail[®]*** ***and discounted First-Class Mail[®]***



- Mailers must demonstrate that they have used a USPS[®] approved method to update addresses used on mail within 95 days before the mailing date.
- There are TWO Exceptions:
 - Addresses directly acquired from the addressee within 95 days of the mailing.
 - Mail bearing an Alternative Address format

Change-of-Address Update Methods

- **Ancillary Service Endorsements is a post-mailing service** that provides manual address corrections or return of the mail. Address, Return, and Change Service Requested endorsements meet Move Update standards.
- **ACS™ is a post-mailing service** that acts on the mailpiece to determine the correct disposition of the mailpiece and generation of the mailer-requested address correction.
- **NCOALink® is a pre-mailing, secure automated process** that allows mailers to submit a listing of names and addresses for matching to a Change-Of-Address record to find a new address. There are four licensing levels available.
- **ANKLink® provides an additional 30 months of COA information** and is available to NCOALink® Limited Service Providers and End User Mailers.

Methods to Manage Change-of-Address

COA Data Age by Method	COA Data...	Updated...
Ancillary Service Endorsements	18 months	Local – Daily National – Weekly
ACS™	18 months	Local – Daily National – Weekly
NCOA ^{LINK} ® Full Service Provider	48 months	Weekly
NCOA ^{LINK} ® Limited Service Provider	18 months	Weekly
ANK ^{Link} ® Limited Service Provider	30 months	Weekly
NCOA ^{LINK} ® MPE	18 months	Weekly
NCOA ^{LINK} ® End User	18 months	Monthly

Ancillary Service Endorsements

Address Service Requested

Change

Return

- Provides on-piece instructions
- Similar handling for each mail class
- Placement & font rules are essential
- Manual PS Form 3547 or returned mail
- Different fees applicable based on mail class and disposition of the UAA mail piece

NOTE: "Forwarding Service Requested" does not meet Move Update requirements & "Electronic Service Requested" may only be used with ACS™



ACS™ *Electronic Address Corrections*

Post-mailing service

- Receive Change-of-Address (COA) and other reasons for non-delivery **electronically**
- Available for use with all classes of mail
- Combined with Ancillary Service Endorsements*, such as
 - Address Service Requested
 - Change Service Requested
 - Return Service Requested
- ACS supports the Green & Secure program

* Except Periodicals. No endorsement is required.




ACS™ *Electronic Address Corrections*

Requests made through an ACS Service Type ID (STID) in the Intelligent Mail® barcode (IMb)

- OneCode ACS® or Full-Service ACS
- Traditional ACS is still available. Traditional ACS STID required
- ACS is generated during USPS processing of UAA Mail
- Use the IMb Serial Number to match to the customer record.
(Traditional ACS may use an optional “keyline”)

{ BCID | STID | MID | Serial Number | ZIP Code }

{  }

ACS™ *Electronic Address Corrections*

ACS Green & Secure Benefits:

- Organizations with a “Last Known Address” mailing policy
 - Receive an ACS notices with the new address information.
 - More time to confirm with the addressee before updating.
- Marketing Lists with new names and addresses that were not Directly Acquired.
 - You decide if you want to update and continue to mail to them.
- Not required for EVERY mail piece in a mailing, you may select only those at risk of assessment.
- Those pieces will be removed from the Numerator when calculating the 0.5% error threshold for Move Update Address Quality Assessments.

ACS™ *Electronic Address Corrections*

ACS Green & Secure Options:

- Intelligent Mail barcode is **REQUIRED!**
- First-Class Mail®
 - Change Service Requested Option 1 or Option 2
 - Secure Destruction Service Option 1 or Option 2
- USPS Marketing Mail®
 - Change Service Requested Option 1
 - Change Service Requested Option 2

(Forwarded USPS Marketing Mail Fees apply to forwarded pieces)

 *New for 2018 – Secure Destruction for First-Class Mail® FLATS*

ACS™ Electronic Address Corrections

ACS Green & Secure Options:

National Association for Information Destruction (NAID)

USPS uses industrial cross-cut shredders

NAID maximum shred size:

Width: 0.75 inch

Length 2.5 inches

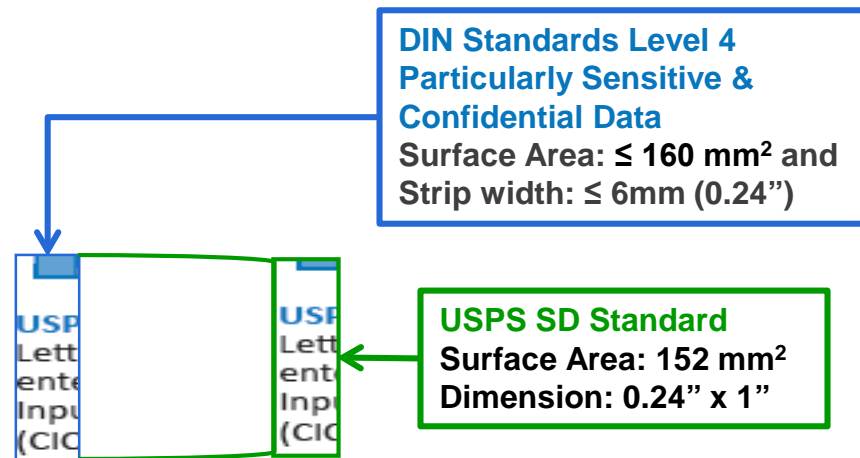
Surface Area: 1210 mm²

USPS® maximum shred size:

Width: 0.24 inch (6mm)

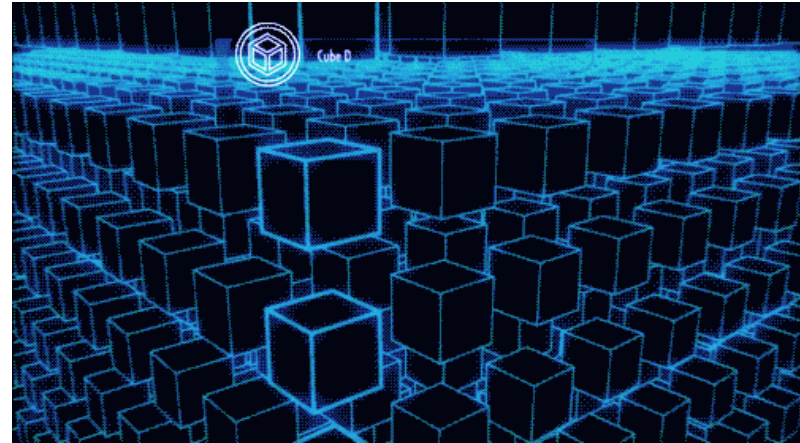
Length: 1 inch (25.4mm)

Surface Area: 152 mm²



A pre-mailing Move Update method

- Leverages USPS provided data
- Data provided to approved licensees
- Four levels of usage for approved licensees:
 - End User Mailer
(18 months of data updated monthly)
 - Limited Service Provider
(18 months of data updated weekly)
 - Mail Processing Equipment
(18 months of data updated weekly)
 - Full-Service Provider
(48 months of data updated weekly)



Data source is from change-of-address requests.

- Extremely secure and trusted method of storing information about a customer's change-of-address

JIM WILSON
123 MAIN ST
12345-1234-23

JIM WILSON
225 N HUMPHREYS BLVD
38188-1001-99

CB7700640D0A4
1277E55F5D23C
D9C1CE2F68124
451790E0C23B
46A93A4683B89
6C535C

90EE0C23B46A9
3CB7700640D0A
415A4683B896C
535C1CE2F6812
44517277E55F5D
23CD8

When input information matches name and address from COA then an 11-digit ZIP+4 Code is provided that is translated to the new address:

38188-1001-99

becomes

**225 N Humphreys
Memphis TN 38188-1001**

Matching logic is very conservative


- Designed to eliminate any false-positive updates
- One character variance creates completely different matching keys

SHA Input

Name: JIM WILSON

Address Line: 123 MAIN ST

ZIP Code: 12345-1234



20-Byte SHA Output

E1	F1	43	43	28	3C	DF	E7	CB	51	7E	75	80	5A	25	46	BF	F8	72	23
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

Hex Value: E1 F1 43 43 Hex Value: 43 43 28 3C

Byte Number: 1 2 3 4 Byte Number: 3 4 5 6


Decimal Offset: 32588611 Decimal Offset: 19414239

SHA Input

Name: KIM WILSON

Address Line: 123 MAIN ST

ZIP Code: 12345-1234



20-Byte SHA Output

77	00	A0	4F	EA	10	0D	70	11	E3	D1	64	4E	0D	50	D1	11	46	5D	C9
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20

Hex Value: 77 00 A0 4F Hex Value: A0 4F EA 10

Byte Number: 1 2 3 4 Byte Number: 3 4 5 6

Decimal Offset: 16818255 Decimal Offset: 32116749

NCOALink[®] MPE

Mail Processing Equipment (MPE)

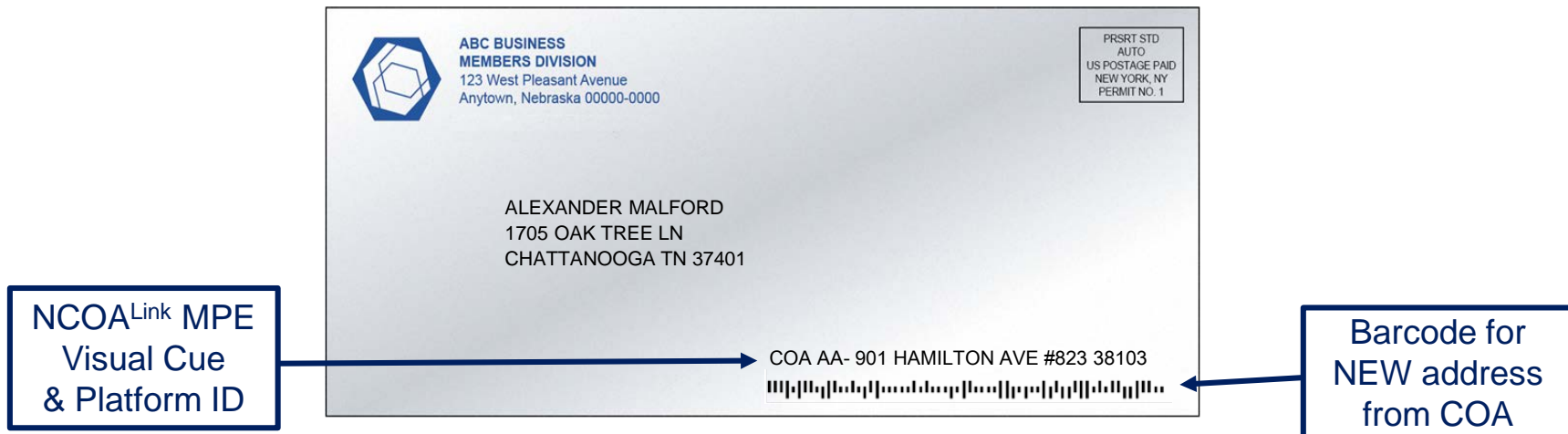
- 18 months of data updated weekly
- Uses OCR Technology to capture name and address from mail
- “Zero-Zero” (00) table available to divert mail for name matching



NCOALink® MPE

If matched to a COA

- New address is printed above the barcode
- May require specific name and address formatting on the envelope





An enhancement to the existing 18 month NCOA^{Link}® product.

- Only available to NCOA^{Link} Limited Service Providers and End User Mailers. ANK^{Link} provides an additional 30 months of COA information.
- Will inform mailers of customer moves that occurred in months 19-48, along with the move effective date.
- Mailer may choose to suppress the customer from the list or seek services of an NCOA^{Link} Full Service Provider licensee.

Move Update Methods Compared

Examples:

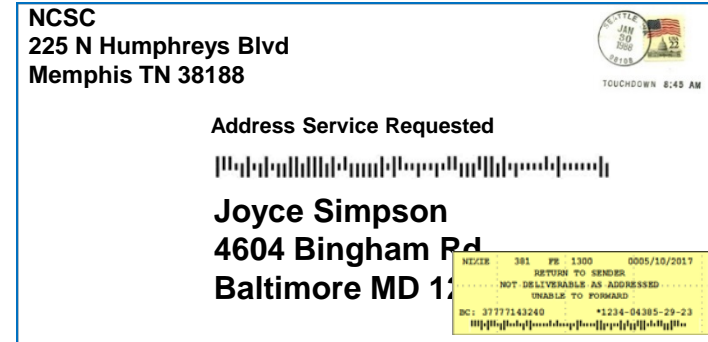
Customer Address on File

Name: **JOYCE SIMPSON**
 Address: **4604 BINGHAM RD**
 City: **BALTIMORE**
 State: **MD**
 ZIP: **12345**

Change-of-Address Info

NCOA Process: **5/21/2017**
 Move Date: **1/14/2015**
 COA Type: **Individual**
 Last Name: **Simpson**
 First Name: **Joyce Carol**
 Old Address: **4604 Bingham Rd**
 New Address: **549 Lane Dr**

Mailpiece as Addressed



Method		
NCOA ^{LINK} ®	YES	Full Service Provider only (48 months of COA data). Will not match with LSP, MPE, or End User.
ACS TM	NO	COA over 18 months. Mail returned or treated as waste based on class & ACS option.
Endorsement	NO	COA over 18 months. Mail returned or treated as waste based on class & endorsement

Move Update Methods Compared

Examples:

Customer Address on File

Name: **JIM DOLBRY**
 Address: **123 OAK AVE**
 City: **COLLIERVILLE**
 State: **TN**
 ZIP: **38017**

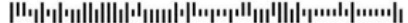
Change-of-Address Info

MU Process: **4/21/2018**
 Move Date: **11/14/2017**
 COA Type: **Individual**
 Last Name: **Dolby**
 First Name: **James**
 Old Address: **123 Oak Ave Apt 23**
 New Address: **500 Pine Lake Dr**

Mailpiece as Addressed

NCSC
 225 N Humphreys Blvd
 Memphis TN 38188

Address Service Requested



Dolby ~~Jim Dolby~~
123 Oak Ave #23
Collierville TN 38017

TOUCHDOWN 8:45 AM

Method		
NCOA ^{LINK} ®	NO	Misspelled Name
ACS TM	YES	Carrier corrected spelling and added apartment. ACS data has correct spelling and old address.
Endorsement	YES	Carrier corrected spelling and added apartment. Form 3547 provided at 59¢

Move Update Methods Compared

Review My Options:

	NCOALINK®	ACS™	ACS™ Green & Secure	Ancillary Endorsements
First-Class Mail®	✓	✓	Secure Destruction Recommended ✓	Not Recommended: PS Form 3547 @ 59¢ each
USPS Marketing Mail®	✓	✓	Recycled No Secure Destruction ✓	Not Recommended: PS Form 3547 @ 59¢ each

- *Avoid using Address Service Requested (or Forwarding Service requested) on Marketing Mail due to weighted fee*

Review My Options

Leverage Additional Resources

- Some people *don't* provide a forwarding address
- It's not required by law
- They forget, don't care or don't want to be found



Review My Options

Leverage Additional Resources

- Consider Commercial Services

Locate people who haven't notified the USPS®



Proprietary Change of Address

compiles moves from magazines, utilities, etc

Identify Deceased



Social Security Administration
Death Master File

Append Apartment Numbers



Some services can help improve incomplete addresses and **increase potential for matching with NCOA^{Link}®**

Review My Options

NCOALink®

First-Class Mail

USPS Marketing Mail

Aim

Motive

Intention

Customer Data

Update your list before you mail

Update your list before you mail

Delays

so you can avoid delays caused by forwarding or return of undeliverable mail

so you can get your message delivered

Security

and prevent unauthorized disclosure of sensitive customer information

to the intended recipient

Demographics

by getting your message to the intended customer base

and avoid missed opportunity for new customer & potential loss of existing customer

Cost

and avoiding the need to re-mail.

by not paying postage on mail that will ultimately be discarded as undeliverable-as-addressed.

Review My Options

ACS™	First-Class Mail	USPS Marketing Mail
Aim	Motive	Intention
Customer Data	Receive electronic address correction information that may be used to automate the process for updating your list	Use electronic address correction and non-delivery information to maintain your mailing list
Delays	and decide how you want the mail treated if it cannot be delivered (forward, return, or discard)	using an option that will discard the piece and allow you to use the data to maximize the potential for timely delivery
Security	to prevent unauthorized disclosure of sensitive customer information	to existing and potential customers
Demographics	by getting your message to the intended customer	that are interested in your information, product, or service
Cost	and avoid paying higher manual address correction fees and costs related to handling return-to-sender mail and re-mailing.	and allow you to avoid sending mail to undeliverable addresses or recipients that aren't receptive to your message.

Review My Options

ACS™ with Green & Secure

	First-Class Mail	USPS Marketing Mail
Aim	Motive	Intention
Customer Data	When policy indicates you must mail to the address provided by the addressee, but they may not have told you that they moved	Receive electronic notice for mail sent to names and addresses received from a third-party or have not been exposed to a move update method
Delays	use an ACS option that provides electronic address correction information that may also forward the mail if possible (and if desired)	within the previous 95 days so they can be used to update addresses and maximize the potential for timely messaging
Security	and will also provide electronic data that indicates the mail was securely destroyed by the USPS	to current and potential customers
Demographics	so you can contact the customer to validate the change or obtain the correct address	that are interested in your information, product, or service
Cost	and avoid Move Update errors & postage assessments, and also costs related to handling and shredding return-to-sender mail.	and avoid Move Update errors & postage assessments if there is a change-of-address aged more than 95 days before the mailing date.

Review My Options

Ancillary Endorsements

	First-Class Mail	USPS Marketing Mail
Aim	Motive	Intention
Customer Data	Receive the new address or reason a mail piece cannot be delivered	Receive the new address or reason a mail piece cannot be delivered
Delays	using “Address Service Requested” that directs the USPS to forward if possible and return it if not possible	using “Change Service Requested” that directs the USPS to send you a manual address correction notice (PS Form 3547)
Security	so you can verify the original name and address from either an image of the mail or the returned mail piece	when the addressee has moved or is not at that address
Demographics	and match it to the information in your customer record	so you can use it to either update or remove the record
Cost	and update it manually because you do not have access to or the funds for technology that will automate the update process for you.	and avoid sending mail to undeliverable addresses or recipients that aren’t receptive to your message.

Review My Options



- NCOA^{Link}® has more conservative matching logic. Consider standardizing your name and address data and format to improve matching potential.
- ACSTM provides additional COA matches due to timeliness, a more relaxed matching logic, and assistance of Delivery Force KnowledgeTM.
- Using the ACS Green & Secure options help avoid Move Update Assessment charges and the costs associated with returned mail.
- Combining both NCOA^{Link} and ACS together produces the best overall results for keeping address lists current.
- It may seem to be a difficult challenge but there are many resources available to help you succeed!

USPS® Co-Presentation Schedule

Sunday

- **How Geospatial Mapping Has Revolutionized Postal Operations**
Fharon Hicks Period 1, 9:00 am – 10:00 am in Room 304A
- **Green & Secure Solutions for Undeliverable Mail**
Jim Wilson, Heather Dyer – Period 2, 11:15 am – 11:15 am in Room 304C
- **Choosing The Best Move Update Method for Your Mail**
Jim Wilson – Period 4, 1:30 pm – 2:30 pm in Room 303BC

Monday

- **UAA Mail Best Practices and Solutions**
Kai Fisher – Period 7, 11:00 am – 12:00 pm in Room 302BC
- **Undeliverable As Addressed Mail Flow**
Kai Fisher – Period 10, 4:00 pm – 5:00 pm in Room 302BC