

DATA SHEET

Enterprise Address Automation

The end-to-end address quality solution

CUT COSTS, SATISFY COMPLIANCE AND STAY CONNECTED
WITH YOUR CUSTOMERS.



Summary

Improve the quality of customer addresses with a more comprehensive, closed-loop approach that helps simplify mail management, reduce costs and increase visibility into your mailstream.

Comprehensive Benefits

- Automate compliance
- Reduce returned mail
- Improve response rates
- Avoid postal penalties
- Streamline business processes
- Save money on production and returned mail handling
- Expedite mail delivery
- Meet customer expectations
- Maximize address accuracy

OVERVIEW

Most organizations recognize that the lifetime value of a customer is a critical success factor. But when you no longer have a current address, you've lost that link to your customer relationship. It chips away at your brand equity and creates opportunities for your competitors.

Today, the combination of new postal mandates, cost-cutting efforts, increased move rates and heightened customer expectations has raised the stakes on address quality. Across the country, organizations are looking for new ways to tackle the high costs, lost sales and waste associated with returned mail.

Previously, the number of databases, processes and steps involved made it difficult for mail operations to tackle these challenges efficiently. Now, however, organizations are streamlining and automating many of these manual, cumbersome and costly returned mail processes with Enterprise Address Automation solutions from Pitney Bowes Business Insight.

Reach and retain customers like never before

Billions of mail pieces never reach their intended recipient due to inaccurate or incomplete addresses. These communications represent invoices, sales offers, statements and important notifications—matters that are vital to your organization's profitability and cash flow.

With the innovative and comprehensive approach to enterprise address management offered by Pitney Bowes Business Insight, you can now make a more significant impact to bottom-line results

Postal compliance and a whole lot more

The USPS now deploys Performance-based Verification to monitor and enforce the new Move Update standards. Failure to comply could result in mail delays and added postage—with assessments as much as seven cents per piece and possible further penalties.

With Pitney Bowes Business Insight, you can maximize address accuracy and reduce returned mail. This unique solution covers all of the essential aspects, including:

- 18-month NCOALink® for Move Update compliance
- 48-month ANK^{Link}® for limited-use data accuracy
- UAA Clearinghouse data for enhanced address accuracy
- Automation of CASS, NCOA, ANK and ACS updates back to the data source
- Automation of address update consent processes based on applied business rules

Enterprise Address Automation

End-to-end address quality

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Timely and automated reporting of customer updates and alerts

Accurate addresses and timely updates are critical to your competitive edge. Our solutions flag customer records with address change recommendations and alert address owners who must approve any corrective action. When rules require written customer permission prior to a change, an appropriate customer communication is generated automatically. Management receives insight into who is responsive, which critical issues are outstanding, what's at risk and where opportunities exist.

Maximize your address accuracy

There is no more waiting for outsourced updates, relying on data that is weeks or months old or delays between address updates and customer mailings. You'll also benefit from tools that help you meet regulatory compliance in your industry. Recommended actions based on USPS regulations, as well as other industry-related regulatory requirements such as HIPAA and SEC, help you stay connected and compliant.

Support a wide range of platforms

Pitney Bowes Business Insight offer an easy-to-use graphical user interface (GUI) so you can process address changes in a Windows® environment. Our software also operates on other high-end system environments including IBM® Mainframe and various Unix® systems as well as in a hosted on-demand environment. If desired, you can even take advantage of professional support services for optimum implementation.

Unlock your address quality potential

Only Pitney Bowes Business Insight provides the end-to-end solution that offers four essential components, all integrated for maximum address quality and accuracy.

18-month NCOALink® processing identifies recent moves and automatically provides you with USPS change of address information. This is the first step in ensuring you can comply with postal mandates, avoid Move Update penalties and communicate effectively with customers and prospects.

48-month ANKLink® processing is essential when you have new mailing lists as this service identifies moves that are 19-48 months old—so you can track down lost customers and restart relationships.

UAA Clearinghouse picks up where NCOA leaves off, updating data for movers who have not supplied change of address requests to the US Postal Service, yet are confirmed via other resources such as publications and credit reports.

Then, our proprietary **AURA™ address management** software closes the loop once and for all. Aura reads output from all of your address hygiene tools and alerts address owners to the necessary edits in their customer data. Upon receipt of the alert from Aura, the address owner has the option to approve, reject or determine if customer permission is required to make the recommended address change. The address owner's response is then routed back to Aura and the solution updates the system of record.

A proven, actionable approach to enterprise address management—one that incorporates address validation, move updates and a closed loop process—can help companies significantly improve the quality of their customer data. Address quality facilitates a positive domino effect enabling companies to retain customers, improve customer communications and protect valuable postage discounts, all while leveraging mailstream intelligence to provide further value to business processes.

PITNEY BOWES BUSINESS INSIGHT CAN HELP YOU CUT COSTS, SATISFY COMPLIANCE AND CONNECT WITH CUSTOMERS. CALL US TODAY AT 1-800-327-8627 OR LEARN MORE AT WWW.PBINSIGHT.COM.

Every connection is a new opportunity™