



REACHING FOR ***100% Barcoding***



ADDRESS MANAGEMENT



UNITED STATES
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ADDRESS QUALITY EXAMPLE

BROCKE



Grannydop
48 Ptimobseon~
Jacson, TN. 38305

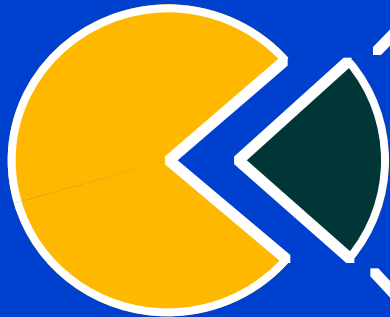
WE DO DELIVER!



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MAJOR ADDRESSING DEFICIENCIES

**Deliverable
Addresses
66.9%**



**Errors
33.1%**



8.6 % Moved

2.2% Apartment Number

8.9% Directional Suffix

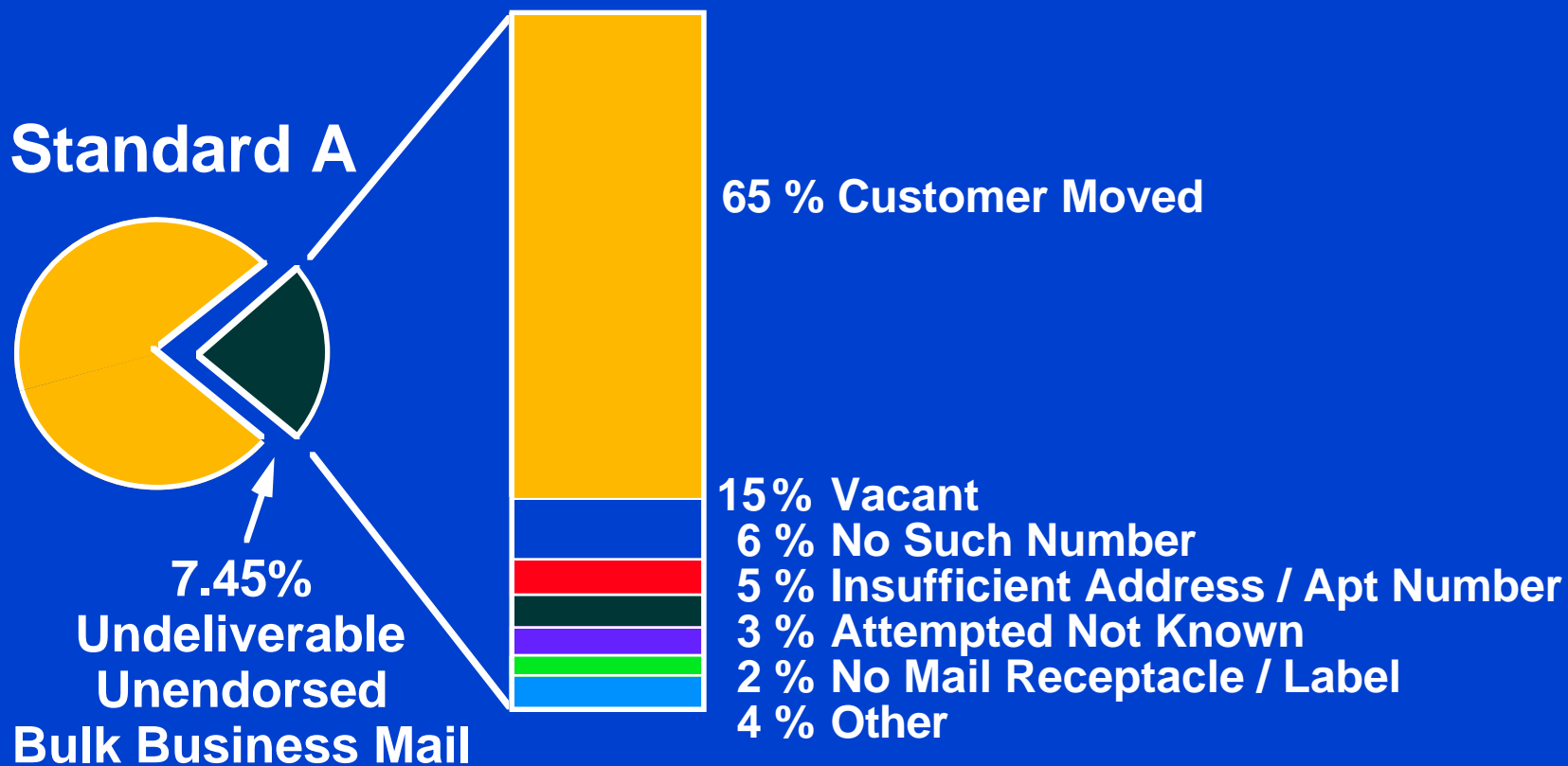
2.5% Rural Route / Box Number

6.2% Street Name / Number

4.7% ZIP Code / City / State



UNDELIVERABLE UNENDORSED BULK BUSINESS MAIL





ADDRESS QUALITY STANDARDS

ADDRESS ELEMENT PLACEMENT

- **Complete And Correct Address**
- **Properly Formatted Address Block**

ATTENTION NAME LINE

FIRM OR COMPANY NAME

DELIVERY ADDRESS LINE

CITY STATE ZIP CODE



ADDRESS QUALITY STANDARDS

ADDRESS MATCHING

- **Address Processed With CASS-Certified Address-Matching Program Within 180 Days Or Use Of MASS-Certified Equipment**
 - **All Automation-Rated Mail (Letters & Flats)**
 - **CRIS Used Within 90 Days Of Mailing**
 - **Automation Letters:**
 - **First-Class & Standard Carrier Route**
 - **Enhanced Carrier Route**
 - **Periodicals Service**
-



ADDRESS QUALITY STANDARDS

ADDRESS MATCHING

- **Five-Digit ZIP Codes Corrected Once Each Year**
 - **First-Class Presort And Standard Regular**
 - **Periodicals Service**
-



***CODING ACCURACY
SUPPORT SYSTEM
(CASS)***



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***CASS Measures The
Accuracy Of
Address-Matching
Programs***



CODING ACCURACY SUPPORT SYSTEM CERTIFICATION

- **To Be CASS-Certified By The USPS, Software Must Correctly Code Test Records To The National ZIP+4 File With The Following Accuracy:**
 - **96% For ZIP+4 Codes**
 - **98% For 5-Digit ZIP Codes**
 - **98% For Carrier Route Codes**
 - **100% For Delivery Point Codes**
-



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MULTILINE ACCURACY
SUPPORT SYSTEM
(MASS)



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***MASS Is An Extension Of CASS And
Measures The Ability Of Multiline
Optical Character Readers And
Encoding Stations To Apply Accurate
Delivery Point Barcodes To Mailpieces.***



How Can CASS/MASS Help You Achieve 100% Barcoding?



CASS/MASS

HELPING YOU ACHIEVE 100% BARCODING

- **Quality Assurance**
 - **Ongoing Product Enhancements**
 - **Compliance With United States Postal Service Requirements**
-



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DELIVERY SEQUENCE FILE ***(DSF)***



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DELIVERY SEQUENCE FILE

- **Contains Each Of The 135+ Million Delivery Points Serviced By The USPS (Except General Delivery)**
 - **Offered To Mailing Industry By Non-Exclusive Licensees**
-



DELIVERY SEQUENCE FILE

PROVIDES MAILERS WITH THE FOLLOWING:

- **Address Validation**
 - **Address Standardization**
 - **ZIP+4 Coding**
 - **Carrier Route Coding**
 - **Carrier Delivery Sequence**
-



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DELIVERY SEQUENCE FILE

- **Detects Potentially Undeliverable Addresses For Reasons Other Than Change-Of-Address**
 - **Saves Costs By Improving Address List Quality**
 - **Indicates Delivery-Type Code For Business Or Residence**
 - **Provides Seasonal Delivery Information**
-



NATIONAL CHANGE OF ADDRESS ***(NCOA)***



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NATIONAL CHANGE OF ADDRESS

- **Helps You To Maintain Your Address File**
 - **Provides New Address Information When Your Customers Move**
 - **Processing Services Provided Through Licensees**
-



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***LOCATABLE ADDRESS
CONVERSION SYSTEM
(LACS)***



LOCATABLE ADDRESS CONVERSION SYSTEM

- **Obtain Updates Of Your Addresses Changed Due To 911 Or Other Reasons**
 - **Old Addresses May No Longer Be In USPS Data Files. Consequently They Can No Longer Be Barcoded**
 - **When An Old Address Can Be Updated To A New Address, You Can Then Barcode The New Address**
 - **Processing Services Provided Through Licensees**
-



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ADDRESS ELEMENT CORRECTION
FROM THE
UNITED STATES POSTAL SERVICE



ADDRESS ELEMENT CORRECTION (AEC)

A QUALITY PROCESS DEVELOPED BY THE USPS WITH INDUSTRY SUPPORT

- **Focuses On Addresses Unable To Be Matched To A Postal ZIP Code Using CASS-Certified Address-Matching Software**
 - **Focuses On The 33% Of All Addresses On Mail Containing Deficiencies That Might Cause The Mail To Be Delayed Or Not Delivered**
-



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ADDRESS ELEMENT CORRECTION

**Current
Opportunity**

**No ZIP+4
Match**

Category 1

**Future
Opportunity**

**Depth Of
Code**

Category 2

- Incomplete Addresses
- Street Name Wrong
- Missing/Incorrect Directional
- Missing/Incorrect Suffix
- Incorrect Street Numbers
- Incorrect City Names

- Incomplete Building Names
- Incorrect Business Names
- Missing Rural Route Box No.
- “Weak” Software
- Slow Rural Conversion To City-Style Addresses



ADDRESS ELEMENT CORRECTION

WHAT AEC RETURNS TO YOU

- **If AEC Can Correct / Add Address Elements, A Correct And Standardized Address With A Correct 5-Digit And ZIP+4 Is Returned**
 - **Correct Carrier Route Codes**
 - **Informational Footnote Codes To Identify How Addresses Were Resolved**
-



ADDRESS ELEMENT CORRECTION

EXAMPLE RESOLUTIONS

<i>Input Address</i>	<i>Returned Address</i>
315 1/2 <u>WESTFORCE</u> DOVER OH 44622	315 1/2 <u>W 4TH ST</u> DOVER OH 44622-3105
1440 S SE <u>OYKVEDA BKVD</u> LOS ANGELES CA 90025	1440 S SE <u>PULVEDA BLVD</u> LOS ANGELES CA 90025-3492
N 2493 <u>TRIPLE S RD</u> CAMPBELLSPORT WI 53010	N2493 <u>COUNTY RD SSS</u> CAMPBELLSPORT WI 53010-2950



ADDRESS ELEMENT CORRECTION

EXAMPLE RESOLUTIONS

<i>Input Address</i>	<i>Returned Address</i>
2702 <u>B ONE HALF</u> RD GRAND JUNCTION CO 81503	2702 <u>B 1/2</u> RD GRAND JUNCTION CO 81503-2815
8579 <u>5 PTS</u> RD LANCASTER WI 53813	8579 <u>FIVE POINT</u> RD LANCASTER WI 53813-9722
3648 <u>G 7/10</u> RD PALISADE CO 81526	3648 <u>G.7</u> RD PALISADE CO 81526-8725



ADDRESS INFORMATION SYSTEM (AIS) ***PRODUCTS***



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***AIS Products Assist Mailers
In Improving And Maintaining
Address Quality***



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***AIS Products Can Lower
Production And Postage Costs By
Reducing The Volume Of
Undeliverable-As-Addressed
(UAA) Mail And Qualifying More
Mail For Postage Discounts***



ADDRESS INFORMATION SYSTEM PRODUCTS

- **City State File**
 - **Street Level Files**
 - **Delivery Statistics File**
 - **Line Of Travel (LOT)**
 - **ZIPMOVE**
 - **Z4CHANGE**
-



AIS PRODUCTS

CITY STATE FILE

- **Used To Validate City Names And ZIP Codes**
 - **Used In Conjunction With 5-Digit ZIP Code File, ZIP+4 File, Or CRIS File**
 - **Available In A Monthly Or Bimonthly Base**
 - **Contains All Valid ZIP Codes, All Known City Names, County Names, Alias Street Names, Zone Split Information, and Five-Digit Scheme Information**
-



AIS PRODUCTS

STREET LEVEL FILES

Carrier Route, Five-Digit, And ZIP+4 Files

- Provide Indicator Codes Necessary To Presort Mailings To Carrier Route Level (*Five-Digit File Not Included*)
 - Contain Ranged Street-Level Information, Urbanization Key, and Last Line Key
 - ZIP+4 File Contains County Numbers
-



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AIS PRODUCTS

STREET LEVEL FILES

- Gives Mailers The Ability To Add 5-Digit And ZIP+4 Codes To Address Files And To Validate Existing ZIP Code Assignment Information
 - Five-Digit ZIP Code File Contains Detailed Street Data Only For Cities With More Than One Delivery ZIP Code
-



AIS PRODUCTS

STREET LEVEL FILES

- **Reduces UAA Mailpieces By Identifying Incomplete or Inaccurate Addresses**
 - **Helps Target Specific Market Areas By Identifying A Particular Block, PO Box, Building, Apartment, Or Business Location**
 - **Used In Conjunction With City State File**
 - **Available In Base, Monthly, Bimonthly Base, Monthly Transactions, And Bimonthly Cumulative Transaction Files (*Product Specific*)**
-



AIS PRODUCTS

DELIVERY STATISTICS FILE

- **Contains A Count Of Active And Possible Residential And Business Deliveries By Route ID (City Routes, Rural Routes, Highway Contract Routes, And PO Boxes)**
 - **Provides A County Number That Enables Mailers To Determine The Deliveries In Each County**
 - **Provides A Last Line Key To Identify A Last Line Name For A ZIP Code Within A Finance Number**
 - **Available In Base, Monthly Or Bimonthly Base, And Monthly Transaction Files**
-



AIS PRODUCTS

LINE OF TRAVEL (LOT)

- **Gives Mailers Ability To Sort Mailings In Carrier Route Sequence**
 - **Cross-References Delivery Order To An Add-On Code Within A Carrier Route**
 - **Indicates Whether Delivery Is Made In Ascending Or Descending Order**
 - **Available In A Monthly Or Bimonthly Base**
-



AIS PRODUCTS

ZIPMOVE

- **Corrects Addresses That Have Undergone A ZIP Code Realignment In Which A Change In City Name Or Finance Number Occurred**
 - **Improves Overall ZIP+4 Coding Ability Of Address-Matching Software**
 - **Contains Old And New ZIP+4 Record, Old And New Finance Number, Old And New Carrier Route Indicator**
 - **Available In A Monthly Or Bimonthly Base File**
-



AIS PRODUCTS

Z4CHANGE

- **Reduces Time And Expense Of Reprocessing Address Files**
 - **Eliminates Need For Matching Address List With Current CASS-Certified Software Within 180 Days (6 Months) Of The Mailing Date**
 - **Allows Mailers To Process Address Files More Frequently**
 - **Contains ZIP+4 And Flag Indicating Month Change Within Last 12 Months**
 - **Available In A Monthly Or Bimonthly Base File**
-



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***RAPID INFORMATION
BULLETIN BOARD SYSTEM
(RIBBS)***



RAPID INFORMATION BULLETIN BOARD SYSTEM (RIBBS)

- **Provides Information On USPS Products And Services To Internet And Dial-Up Users**
 - **Provides Communications Forum In Which Users May Discuss Postal Issues Or Receive Answers To Questions Posted Concerning Issues Related To The USPS**
-



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NEED ADDITIONAL INFORMATION?

CONTACT:

**NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001**

Customer Support: —————→ 1-800-238-3150

**Rapid Information Bulletin
Board System (RIBBS): —————→ 1-800-262-9541**

**Internet Address: —————→ <http://www.usps.gov>
—————→ <http://ribbs.usps.gov>**



THANK YOU

ADDRESS MANAGEMENT
