

INSIDE

"Did You Know"? –
USPS Statistics for
NCOALink
[PAGE 2](#)

AEC II – The
Second Best Tool for
Correcting Problem
Addresses
[PAGE 2](#)

"Did You Know?" –
DMA Files Available
through TCS
NCOALink Process
[PAGE 2](#)

Favorite
Quotations
[PAGE 2](#)

The Best Tool
for Correcting
Problem Addresses
[PAGE 3](#)

Industry Association
Spotlight – Mailer's
Technical Advisory
Committee (MTAC)
[PAGE 3](#)

DMA Announces
Deceased Do-Not-
Contact List
[PAGE 4](#)

The Future of
Response Rates
for Non-ZIP+4
Coded Records
[PAGE 4](#)



GOING TO THE DMA ANNUAL CONFERENCE?

We'll be exhibiting again this year at the Direct Marketing Association's Annual Conference and Exhibition, so please plan to stop by our booth and say



hello – our booth number is 854. The conference will run from October 15 - 19, 2005 and will be held at the Georgia World Conference Center in Atlanta, Georgia.

The Exhibit Hall will be open starting Sunday, October 16 at 4 p.m. and all day Monday and Tuesday. You can learn more about the conference by visiting the DMA Website at www.the-dma.org.

GOOD NEWS! - WE'RE MAKING NCOALINK™ FASTER

We are very pleased to report that our efforts to improve the speed of our NCOALink™ process have started to produce results. Jobs are running measurably faster and we are investigating other techniques that we hope will yield even more improvements. Remember, when you are preparing to send us very large files (5 million plus), try to let us know a day or two in advance. We can usually make special arrangements to get the output back to you more quickly than usual.



MAYBE WE CAN HELP

*There's a world of
profit potential out
there. Are you
getting your share?*

How much is superior address quality really worth to your firm? At TCS, we work hard to help our Clients understand and appreciate the benefits that can be realized from the services we provide. We accomplish this by placing emphasis on superior performance and providing the kind of support that allows our Clients to enhance their address quality efforts and improve the deliverability of their mailings.

Our range of experience covers large and small Mailers in a variety of industries including Financial, Healthcare, Magazine Publishing and Government. Many of our Clients act as Resellers of our services and have come to depend on us for our responsiveness and dependability.

If you think you can get more out of NCOALink™ or are evaluating suppliers, then give us a call and let's see if we can help. (Sales contact information on the back page.)

“Did You Know?” DMA Files Available through TCS NCOALink Process

When you process your files through NCOALink at Time Customer Service you have the option to flag records that match to the DMA Mail Preference Service. We will also offer “Deceased Do-Not-Mail” service following the file’s October release.

Visit us at www.tcsncoa.com



- Redesigned for improved navigation and content delivery.
- More information than ever before to assist your processing needs.
- Instantly download needed documents and more.

“Did You Know?” USPS Statistics for NCOALink

Since the inception of NCOALink in October 2004 up until May 2005, there have been a total of 12,689,664,498 matches made to the COA database by Postal Service licensees. Full Service Providers (those with the complete COA database covering 48 months) are responsible for over 97% of the matches with Limited Service Providers (18 months of COA data) returning less than 3% of the new addresses and undeliverables identified. Perhaps, more importantly, the numbers show that 33% of the matches came from months 19 - 48, so FSP’s return 50% more new addresses than LSP’s.



AEC II – The Second Best Tool for Correcting Problem Addresses

The U.S. Postal Service recently launched AEC II, an improved version of their Address Element Correction service. This enhanced service will make corrections to addresses that could not be fixed by AEC. AEC II uses Delivery Force Knowledge™ software and a database of information provided directly by Postal Carriers. If the software is unable to make the correction, then the address is given to delivery field personnel for review and possible correction.

The real beauty of AEC II is that it is a “learning system”. The corrections made by field personnel are retained in the database so the next time a similar record is submitted it can be corrected by the computer instead of a Postal employee. The “knowledge” produced by AEC II is used to improve the ZIP+4 database which will benefit all Mailers.

The ROI for the original AEC is significant. Addresses that cannot be ZIP+4 coded will not qualify for Postal Discounts, cannot match to the NCOA database, may not be identified during Merge/Purge and may very well be undeliverable. Last year, according to the Postal Service, there were only 22 million addresses processed through AEC resulting in 6.6 million corrections (30%). The



\$15/M cost for AEC has been a likely deterrent, but it must be realized that only records that cannot be assigned a ZIP+4 code need be submitted. Assuming a correction rate of 30%, it takes less than a nickel per piece in Postal discounts to pay for the process, easily achieved in a single mailing.

Pricing for AEC II is the same as AEC (\$15/M) plus a \$.25 surcharge for each additional correction requiring the involvement of delivery field personnel. Even with the surcharge, the ROI is still significant, and remember that the corrections you receive will keep paying off mailing after mailing.

FAVORITE QUOTATIONS

“Even a stopped watch has the right time twice a day.”

– It reminds us to listen to everyone’s input, even the newest employee, because we can learn something from anybody at anytime, regardless of their experience.

“Time is that quality of nature which keeps events from happening all at once. Lately, it doesn’t seem to be working.”

Anonymous

The Best Tool for Correcting Problem Addresses

As far as we're concerned, the best "tool" for dealing with address deficiencies is to prevent them from ever making it onto your database. This requires that you have a comprehensive program in place that is focused on address quality. There are five fundamental activities involved in the process of getting name and address information from the customer and onto your database. Each activity presents an opportunity to impact address quality and the deliverability of your mailings.

1. Asking for the Data – Reduce the chances of data error by being very specific in your request. Order form design, whether direct mail or web based, should be intuitive and complete. An example of this would be to add a separate field for apartment or suite number (one of the most commonly omitted address elements). Telemarketing and Interactive Voice Response system scripts should be every bit as precise as your printed order forms. Keep this data up-to-date by providing easy to use Change of Address screens and forms for your customers.

2. "On-Line" Data Verification – Use every

opportunity and every available tool to verify the accuracy of address data while you are still connected to your Customer. If the verification process indicates a problem, then you can "ask" the Customer for more information. Most CASS software can run on-line, one record at a time, and if you can assign a ZIP+4 code, then you probably have a good address. Better still, perform Delivery Point Verification (DPV, a CASS option) and confirm the exact address. DPV will also tell you if you are missing an apartment number.

3. Data Entry – Training and quality control are the keys to success when your D/E staff is transcribing hard copy data into electronic form. Same screen design considerations as mentioned above (the screens should be identical) and use the same verification tools to prompt operators to correct errors. You might consider a special queue for un-resolvable problems and try some manual correction procedures. Monitor problems by source, type and operator and make adjustments, as appropriate.

4. Transactional Edit and Database Update –

By now all transactions are in electronic form and almost ready to add to your database. This is the opportunity to double check the quality of the addresses to ensure that nothing has gone amiss in your other procedures, so process them through CASS software with DPV. Make sure to set a flag on all records that you suspect may still have a deficient address before adding them to the database. This flag can be used to prompt a TSR to resolve the problem if the opportunity presents itself. It is also important for any follow-up efforts you may employ.

5. On-Going Maintenance – The final phase involves two activities; efforts to correct the problems that ultimately made it onto your database, and, keeping the good addresses up-to-date with the latest Postal Codes and regulations. Address Element Correction is probably the most effective tool for correcting the remaining problems. Regular NCOALink, CASS and DPV will keep you current with the latest addresses of your customers and the Postal Codes used to deliver their mail.

Industry Association Spotlight – Mailer's Technical Advisory Committee (MTAC)

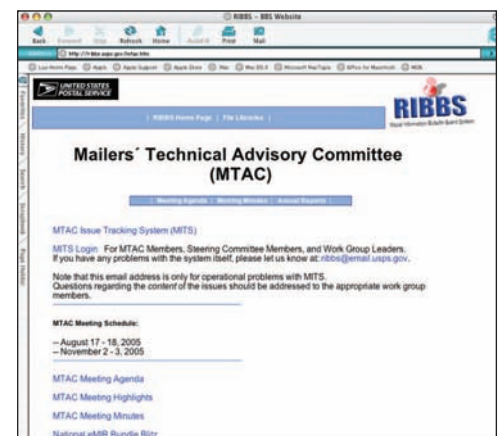
Technology has already had a dramatic impact on the way the mailing industry and the Postal Service conduct business and the Postmaster General's Mailers' Technical Advisory Committee (MTAC) is providing leadership to continue this process.

MTAC consists of fifty-four mailer associations whose representatives have been the forward thinking industry leaders who help fulfill MTAC's mission to share technical information, advice, and recommendations on matters concerning mail-related products and services. Areas of focus include: Address Accuracy, Optimization of Preparation and Entry, Seamless Acceptance and Induction, and Service Measurement and Improvement.

"Keeping informed through continual education and an understanding of the

implications of what's coming technologically will enable all of us to maintain our competitiveness as well as open up new opportunities in service and delivery capabilities only dreamed about a few years ago," says Bob O'Brien, Vice President of Time Customer Service Inc. and currently MTAC Industry Chair.

Now, how to keep up with all of this – The best way is to access the Website where all MTAC meeting Highlights and Detailed Minutes are posted along with links to all presentations. These are available by going to the MTAC homepage at <http://ribbs.usps.gov/mtac.htm>. For more information, contact MTAC Program Manager Ernie Harris at 202-268-2066 (email at ernie.harris@usps.gov).





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The Future of Response Rates for Non-ZIP+4 Coded Records

Many Mailers continue to mail to addresses lacking a ZIP+4 code in spite of the potential for non-delivery. The Postal Service seems to be able to deliver enough of these imperfect addresses to produce an acceptable level of response. Typically, the response rate of records without a ZIP+4 code is below average, but for many, still profitable to mail.

It's safe to assume that some of the non-coded records have relatively minor address deficiencies, increasing the likelihood of delivery.

DMA Announces Deceased Do-Not-Contact List

In an effort to eliminate mailings to deceased persons, the Direct Marketing Association intends to release a Deceased Do-Not-Contact (DDNC) list containing names, addresses, telephone numbers and e-mail addresses of deceased persons.

The DMA will automatically provide the new file to subscribers of their Mail Preference Service (MPS) and DMA members will be required to suppress both lists from

Conversely, some are severely flawed and totally undeliverable. As improvements are made to the ZIP+4 database and CASS software, we are likely to see an improvement in the ZIP+4 coding rate of records with minor problems simply because these are easier to correct. This will increase the proportion of truly undeliverable addresses in the non-coded records which will lower the response rate for this segment. If you do mail to records lacking ZIP+4 codes, then you'll want to monitor the response rates on a regular basis.

promotional efforts according to Pat Kachura, senior vice president of ethics and consumer affairs at the DMA. The list will also be available to non-members.

Family members will be able to add the name of the deceased loved one through a Website set up by the DMA. Plans include promotion of the Website, deemed critical for success, to funeral directors, hospitals, as well as a variety of consumer groups.



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TCS Clients automatically receive our newsletter as do selected industry associates and prospects. Please send comments, suggestions and requests to receive our newsletter to Bill McGlynn at bill.mcglynn@custserv.com or call (813) 878-6443.

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