

## INSIDE...

Create Your Own  
Address Quality  
Index

PAGE 2

"Did You Know?" –  
Geographic Mobility  
Statistics

PAGE 2

Industry Association  
Spotlight - The  
Association for Postal  
Commerce

PAGE 3

Record Day for TCS  
Automated  
NCOALink System

PAGE 3

Question - When is a  
"High-Rise" not a  
High-Rise?

PAGE 3

NCOALink -  
Increased Frequency  
& Better Timing

PAGE 3

Maybe We Can Help?  
There's a world of  
profit potential out  
there ...

PAGE 4

Contact Us  
PAGE 4

## National Postal Forum 2006

We will be exhibiting at the National Postal Forum, April 2-5, 2006 in Orlando, Florida. The NPF is the premier educational event and conference for mail professionals. If you are involved with any aspect of your firm's mailing operations then the National Postal Forum is a "must attend" event. Meet and hear the experts and network with USPS representatives, leading vendors and mail specialists like yourself from a wide variety of industries.



You can learn more about this important event by visiting the NPF Website [www.npf.org](http://www.npf.org).

## What's New? - Katrina ZIPS and LACS<sup>LINK</sup><sup>TM</sup>

**Hurricane Katrina** – Beginning with the October 24th release of the NCOALink<sup>TM</sup> database, the U.S. Postal Service began including data for people affected by hurricane Katrina. The information included is only for those who have filed a COA with the Postal Service and most are Temporary moves. The new addresses will be provided only if the change was identified as permanent. Records matching to Temporary COA's will receive a Return Code of "19", but no new address information. The NCOALink database does not contain any information for people affected by the hurricane that have not filed their change of address with the Postal Service.

The USPS maintains a hurricane affected area status Website at:  
<http://www.usps.com/communications/news/serviceupdates.htm?from=bannercommunications&page=Katrina>

Making "mail/no mail" decisions for records receiving a Return Code of 19:

- **First Class** – Continue to mail. The USPS will forward to the Temporary Address on file.
- **Standard Mail destined to the hurricane area** – Check the USPS Website for information about the suspen-

sion of Standard mail to the area. If Standard mail has been suspended, then do not mail regardless of the ancillary endorsement used. Once the suspension is lifted, treat the same as "destined to other areas" records.

- **Standard Mail destined to other areas** – Mail only if using an ancillary endorsement requesting forwarding or address correction services.

**LACS<sup>LINK</sup>** – TCS converted to the updated version of the Locatable Address Conversion System which converts old (undeliverable) rural addresses to City-style addresses (House Number/Street Name). These addresses have been changed in communities across the United States in order to support implementation of 911 Emergency Services.

The main difference between LACS<sup>LINK</sup> and the previous version is that LACS<sup>LINK</sup> does not use the the Name in the matching process, it is a straight address-to-address conversion. It should be noted that the return codes from LACS<sup>LINK</sup> are different and may require you to modify programs processing LACS<sup>LINK</sup> data.

## Create Your Own Address Quality Index

You can create your own Address Quality Index by assigning a point value to the various elements of your address quality program. Such a tool can enable Management to monitor the success of AQ efforts and show where your organization sits relative to what might be considered "perfect". It can provide an easy way to stay "in-touch" with the issues and motivate the responsible Managers to strive to achieve a higher and higher score.

Sample Point System for Outbound Mailing Efforts.

The best possible score in this sample would be 10 points.

**In the Preparation of your mailing if you used:**

- NCOALink 48 month file score 3 points and add 1 point if within 90 days of mail date .....
- NCOALink 18 month file score 2 points and add 1 point if within 90 days of mail date .....
- FastForward score 1 point .....

**If you are using:**

- Address Correction Service score 3 points .....
- Ancillary Endorsement score 1 point .....

**If the ZIP+4 database used to prepare the mailing was released by the Postal Service:**

- Within 60 days of mail date score 3 points .....
  - Within 90 days of mail date score 2 points .....
  - Within 120 days of mail date score 1 point .....
- Total: .....

Another effective monitoring tool is the creation of AQ "dashboards". Like your speedometer and fuel gauge, a "dashboard" keeps you aware of what is happening at a day-to-day operational level while you are "steering" the business. Daily reports on the number of unverified addresses that came in on Customer orders and daily counts on the number and type of USPS returns are two good examples of "dashboards".

### FAVORITE QUOTATIONS

*"Everyone is trying to accomplish something big, not realizing that life is made up of little things."*

– Frank A. Clark.

*"Our main business is not to see what lies dimly at a distance, but to do what lies clearly at hand."*

– Thomas Carlyle

## "Did You Know?" Geographic Mobility Statistics

According to the U.S. Postal Service approximately 40 million individuals, families and businesses move each year, but what does that mean when we're talking about your specific list of customers and prospects? The fact is that move rates vary by demographic characteristics with age being the most significant predictor.

According to the U.S. Census Bureau, young adults had the highest move rates in 2003 (over 30% in the 20-24 and 28% in the 25-29 age groups). Married people move about half as much as single people (10.2% vs. 19.7%) with divorcees coming in at 17.8% and widowed people at 6.6%. Move rates go down as income rises and is four times higher for renters than for homeowners.

So, when we say that the average NCOALink match rate is 5% to 6%, your match rate will be affected by the demographics of your list and the frequency of NCOALink processing. For more information, visit the U.S. Census Bureau Website at [www.census.gov](http://www.census.gov) or to view the report on the 2003 move rates go to the link below: [www.census.gov/prod/2004pubs/p20-549.pdf](http://www.census.gov/prod/2004pubs/p20-549.pdf).



## Industry Association Spotlight - PostCom - The Association for Postal Commerce

The Association for Postal Commerce is a national association of businesses and organizations that use or support the use of mail as a medium for business communication and commerce.

What is now PostCom was started in the 1940s to provide a voice for mailers before the U.S. Congress, the U.S. Postal Service, the Postal Service's Board of Governors, the Postal Rate Commission, and all other federal agencies and audiences that affect our nation's postal policies and operations.

The goal then, and the goal now, is to assure that the needs of the nation's mailer community are not overlooked or undervalued.

PostCom is a highly influential force in Washington. It was PostCom that sparked the GAO investigation of postal retirement funds that showed that the value of such accounts had been undercounted by more than \$70 billion

resulting in billions in annual savings and no rate increases since 2002. Its weekly postal newsletter, the PostCom Bulletin, is considered must reading not only by mailers but also by Members of Congress, congressional staffs, Postal Rate Commissioners, the Postmaster General, all USPS officers, and by postal officials at all other levels.

The PostCom Bulletin serves not only as a source of postal news, but also as a shaper of postal opinion. Indeed, it is widely considered the "most influential" postal newsletter in the nation.

Postal reform has the potential to radically change the landscape of the mailing industry and impact all of our businesses, and our ability to generate profits.

Joining PostCom will enable you to gain insight into important postal policy issues and will give you the opportunity to make your



opinions heard by a credible, non-partisan and influential organization representing one of the largest businesses (nine million jobs tied to the mailing industry) in the United States.

For more information you may contact Caroline Miller, Administrative Director, at (703) 524-0096, email [cmiller1@postcom.org](mailto:cmiller1@postcom.org) or visit their Website at [www.postcom.org](http://www.postcom.org).

### TCS NEWS AND NOTES

#### RECORD DAY FOR TCS AUTOMATED NCOALINK™ SYSTEM

On December 14th our automated NCOALink system reached new heights by processing over 300 Client jobs and tens of millions of names and addresses. Processing for nearly all files began less than ten minutes after receipt of transmission from our Clients, and processing speeds exceeded 15,000 records/minute. Improvements made earlier this year in throughput and file transmission speeds are really paying off.

Many thanks to our Programming Team for their initiative and perseverance and to our Data Center Operations group for their guidance and technical support!

#### Question - When is a "High-Rise" Not a High-Rise?

Answer - When it's a trailer park.

When we think of high-rises we tend to think of multi-storied buildings such as apartment buildings, a.k.a. multi-family dwelling units (MFDU). The terms MFDU and SFDU are not used by the Postal Service and for their purposes (the preparation, sortation and delivery of mail), the term high-rise describes a single location that has multiple Delivery Points (and trailer parks fit the bill).

For more on how to use NCOALink and DSF<sup>2</sup> to identify MFDU/SFDU like categories, visit the "News & Info" link at [www.tcscoa.com](http://www.tcscoa.com).

#### NCOALINK - INCREASED FREQUENCY & BETTER TIMING

At the 2005 National Postal Forum, Postmaster General Jack Potter suggested the Postal Service should strive to cut by 50% the amount of undeliverable as addressed (UAA) mail.

One of the ways they hope to accomplish this admirable goal is included in the U.S. Postal Service Strategic Transformation Plan 2006 - 2010, "Mailers will be encouraged to update customer information more frequently and closer to the date of mailing to reduce the need for forwarding services".

We couldn't agree more!

Our tests have consistently shown that additional corrections can be made with every update of the NCOALink database. In one Client test we realized an additional 18,881 (0.41%) corrections after just two weekly updates.

Another successful technique is to reprocess the Merge/Purge net name file just prior to mailing since input lists are typically run through NCOALink 2-3 weeks before actual mailing.



One North Dale Mabry  
Tampa, FL 33609-2700  
phone: 813-878-6443  
fax: 813-878-6452  
www.tcsncoa.com

PRSR STD  
US POSTAGE  
PAID  
TAMPA, FL  
SURE MAILING

## 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<sup>®</sup> or are evaluating suppliers, then give us a call and let's see if we can help.

## Contact Us

### Sales

Dick Stratton – (727) 391-7256  
[nstratto@tampabay.rr.com](mailto:nstratto@tampabay.rr.com)

Bill McGlynn – (813) 878-6443  
[bill.mcglynn@custserv.com](mailto:bill.mcglynn@custserv.com)

### NCOA Staff

Ellen Janicke, Team Leader – (813) 878-6194 – [ellen.janicke@custserv.com](mailto:ellen.janicke@custserv.com)

Mike Deuter, NCOA Specialist – (813) 554-2031 – [michael.deuter@custserv.com](mailto:michael.deuter@custserv.com)

Robbie Groskopf, NCOA Planner – (813) 878-6056 – [Robbie.groskopf@custserv.com](mailto:Robbie.groskopf@custserv.com)

Joe Whitney, NCOA Planner – (813) 554-2172 – [joe.whitney@custserv.com](mailto:joe.whitney@custserv.com)

**→ → → Visit us at [www.tcsncoa.com](http://www.tcsncoa.com)**

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](mailto:bill.mcglynn@custserv.com) or call (813) 878-6443.

Time Customer Service, Inc. is a non-exclusive Full Service Provider Licensee of the United States Postal Service<sup>®</sup>. The prices charged for services are not established, controlled or approved by the United States Postal Service. All payments for services provided are to be made payable to Time Customer Service, Inc.

The following trademarks are owned by the United States Postal Service<sup>®</sup>: United States Postal Service, USPS, U.S. Postal Service, Postal Service, Delivery Force Knowledge, NCOALink<sup>®</sup>, DPV and DSF<sup>2</sup>.