



Engineering the flow of communication™

Move Update Standard

To listen to this conference, please dial this
Toll Free Number:

(888)830-6260

PARTICIPANT CODE: 924007#



Move Update Standard

- Effective November 23, 2008
- Why?
 - Quick glance at UAA
 - People and businesses on the move
 - The cost of UAA mail
 - USPS®
 - Organizations
- Opportunities to improve address quality



Move Update Standard

- The Move Update Standard is a means of reducing the number of mailpieces in a mailing that require forwarding or return by periodic matching of a mailer's address records with customer-filed change-of address (COA) orders received and maintained by the Postal Service™.
- **Effective November 23, 2008:** Discount First-Class Mail® and Standard Mail® mailers must demonstrate that they have updated their mailing list using an approved solution within 95 days prior to the date of mailing.



Undeliverable as Addressed Mail (UAA)

- Based on the last UAA study completed for the USPS® by the independent company Christensen in 2004
 - 9.7 Billion UAA Volume
 - **75.8 % Move Related**
 - 5.2 % Missing/Incorrect Apt/Ste Numbers
 - 0.1 % Missing/Incorrect Directionals
 - 0.8 % Rural/Highway Contract Box Numbers
 - 4.4 % Missing/Incorrect Street Name/Numbers
 - 0.13 % Missing/Incorrect City/St/ZIP
 - 13.6 % Other (Missing Recipient, Illegible Handwritten Address, Deceased, Unclaimed, No Mail Receptacle)
 - Standard Mail® accounted for 62.8% of all UAA mail!

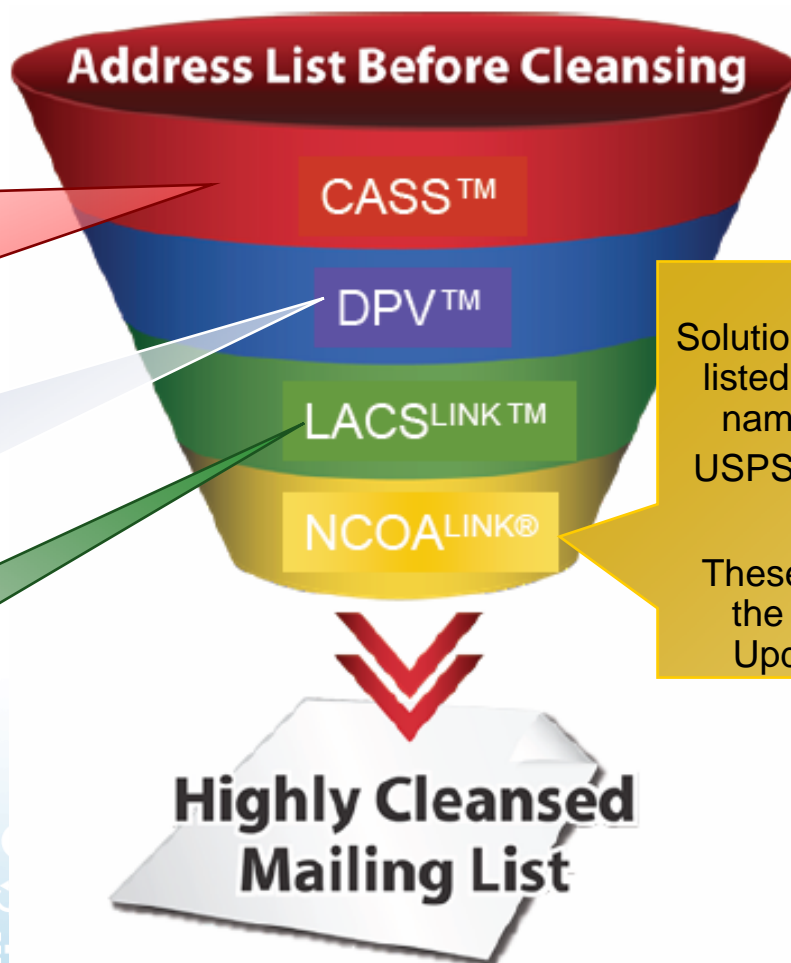
Opportunities to Improve Address Quality and Deliverability While Reducing Postage!

PHYSICAL ADDRESS

Coding Accuracy Support System:
"Postal Coding" verifies the address falls within a **deliverable range**, corrects misspellings, adds directionals, and adds required USPS® Zip Code information.

Delivery Point Validation:
Enhances the integrity of Postal Coding by verifying that the address is an actual Delivery Point according to the USPS®

Locatable Address Conversion System:
Service that provides mailers with an automated method of obtaining new addresses when a 911 emergency system has been implemented.



Solutions that check the listed addresses and names against the USPS® **NCOALink®** system.

These solutions meet the USPS® Move Update Standard

MOVES

USPS® Approved Move Update Solutions

- Ancillary Endorsements
- Address Change Service
- FASTforward® – MultiLine Optical Character Reader (MLOCR)
- Alternative Methods
- National Change of Address Linkage System (NCOALink®)



Ancillary Service Endorsements (ASE)

- USPS® instructed on how to handle UAA mail
 - Address Service Requested (forwarded* / new address provided)
 - Return Service Requested (returned with new address)
 - Change Service Requested (discarded / new address provided)
 - Used with Address Change Service
 - Temp-Return Service Requested (returned with new address or forwarded)

To meet Move Update standard, mailer must send at least one letter or card to the address with approved ASE within 185 days (95 days Nov. 23, 2008) before reuse of the address. To complete the Move Update process, mailer must make necessary address changes. It is recommended that mailers retain address correction records for up to 2 years.

Ancillary Service Endorsements (ASE)

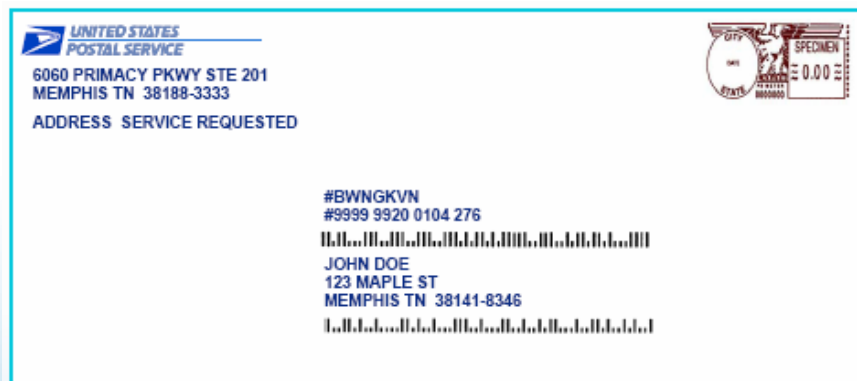
- USPS® instructed on how to handle UAA mail
 - Address Service Requested (forwarded* / new address provided)
 - Return Service Requested (returned with new address)
 - Change Service Requested (discarded / new address provided)
 - Used with Address Change Service for First-Class Mail® and can be used as a “stand-alone” option for Standard Mail®
 - Temp-Return Service Requested (returned with new address or forwarded)

Potential drawback: *Reactive* option as mailpiece is addressed and entered into the mailstream with inaccurate address. Re-mailing and/or recreation of mailpiece may be necessary. Delivery may be delayed, negatively impacting response time, cash flow, etc.

Address Change Service (ACS™)

- Available for First-Class Mail®, Periodicals Mail, Standard Mail® and Package Services.
- Process: As ACS-modified mailpieces are processed via the USPS® nationwide network of Computerized Forwarding System (CFS) sites, electronic COA notifications are generated when possible.

Electronic Option



OneCode ACS™



Note: ACS™ does not completely replace or eliminate hard copy address change notifications.

Address Change Service (ACS™)

Potential drawback: *Reactive* option as mailpiece is addressed and entered into the mailstream with inaccurate address.

Re-mailing and/or recreation of mailpiece may be necessary. Delivery may be delayed, negatively impacting response time, cash flow, etc.

Benefits: ACS™ participants can use electronically generated address correction information to update their mailing lists more cost-effectively, more easily and in a more timely manner than via the manual process.

Address Correction Fees – May 12, 2008

- Per manual notice issued—\$0.50
- Per electronic notice (or manual notice for electronic option customers) issued:
 - First-Class Mail®— \$0.08
 - Other than First-Class Mail®—\$0.25
- Per automated notice issued (using OneCode ACS™):
 - First-Class Mail® letters (first two notices)—\$0.00
 - First-Class Mail® letters (per additional notice)— \$0.06
 - Standard Mail® letters (first two notices)— \$0.03
 - Standard Mail® letters (per additional notice)—\$0.18

Alternative Methods

- Available for First-Class Mail® only
 - 99% - Mailers who consider their address list accurate and/or too sensitive to provide to 3rd parties for processing may submit list to USPS®. If 1% or less have a COA on file, list considered compliant.
 - Legal Restriction – Some mailers claim legal restrictions prevent them from using USPS® COA information without direct notification of addressee. Thus, when Move Update method indicates addressee has moved, address correction cannot be made until direct contact has occurred to confirm move.

FASTforward®

- Postal Service-owned and user-licensed computer system containing FASTforward name- and address-matching software and a change-of-address database
 - Contains 13 months permanent COA history
 - Updated weekly
 - Resides on MLOCR's (PDP/PSI Sorting Machines)
 - For letter-size mailpieces, not flat-size mailpieces

Potential drawback: *Reactive* option as mailpiece is addressed and entered into the mailstream with inaccurate address.

Benefits: When FASTforward® is used in conjunction with MLOCR and/or RVE processing, mailpieces avoid the delays associated with traditional mail forwarding.

- A pre-mailing method leveraging USPS® provided data
 - A secure dataset of permanent USPS COA records – individuals, families, businesses
- Data delivery from USPS to certified licensees
 - Full Service Providers receive 48 months of COA data weekly
 - Limited Service Providers receive 18 months of data weekly
 - End Users receive 48 months of change-of-address data monthly

Benefits: Proactive solution as addresses are corrected before mailpieces are addressed and entered into the mailstream. This prevents the need to regenerate and/or re-mail mailpieces and provides faster delivery of revenue-collection and revenue-generating mailpieces.

VeriMove™

- VeriMove™.net minimizes your organization's UAA mail by:
 - Obtaining the latest USPS® COA information
 - Updating your lists prior to your mailing
 - Data is processed in real time, 24/7, over the Internet
 - Hosts 48 months worth of data to help ensure you've got the information you need to get your mailing done right
- By implementing an NCOA^{Link}® solution, you'll:
 - Improve delivery
 - Reduce costs associated with UAA mail
 - Increase the opportunity to meet important deadlines
 - Improve customer satisfaction



Compliance

- Measured by MERLIN®
 - MERLIN being upgraded to measure address accuracy
 - Mailings sampled
 - Anticipated higher sampling/testing frequency
- Penalty
 - USPS® will meet with mailer to discuss sampling disparities between national COA history and mailing
 - Noncompliance
 - First-Class Mail® – full rate per piece for entire mailing
 - Standard Mail® - 7¢ per piece for entire mailing (\$70/000!)
 - Does not apply to students at colleges/universities moving within the campus

Resources

- USPS <http://www.usps.com/prices/>
- PCC Insider e-newsletter pccinsider@usps.gov
- DMM Advisory e-newsletter dmmadvisory@usps.com
- Federal Register Notices:
<http://pe.usps.gov/FederalRegisterNotices.asp>
- MailPro – usps.com/mailpro
- Rapid Information Bulletin Board System: <http://ribbs.usps.gov/>
 - OneCode ACS™
 - Facility Access and Shipment Tracking (FAST)
 - Move Update
 - NCOALink™
 - OneCode Solution - <http://ribbs.usps.gov/onecodesolution/>
- Pitney Bowes www.pbpostalinfo.com, www.pb.com/ratechange