

AddressWorks
adding value to data



**Data Quality & SendRight™ Certification
Information Document**

Introduction

This document has been prepared to provide information on the address cleaning, postcoding and SendRight™ certification services offered by AddressWorks and how these may be applied to your business.

It is intended to inform customers who are investigating their options for obtaining the greatest benefit from the bulk mail discount offered by New Zealand Post through its SendRight™ accurate addressing programme. However in addition to bulk mail discounts, accurate addressing also supports improved communication with customers and enables geo-demographic analysis that helps to predict the characteristics and behaviour of customers.

Background..... 3

Who are AddressWorks? 3

How do I get a Statement of Accuracy ? 4

Data Cleansing..... 7

Frequently asked Questions..... 8

Where can I find further information?..... 9

Background

New Zealand Post introduced a new addressing standard on July 1st 2008 (SendRight™ Accurate Addressing Programme). In order to qualify for bulk mail discounts, a Statement of Accuracy (SOA) must be presented. An SOA measures compliance levels and involves matching a database against NZ Post's Postal Address File (PAF) and its strict formatting standards.

In order to secure the maximum bulk mail discount, a database or mailing list needs to achieve an accuracy rating of 85% or above.

Statements of Accuracy must be renewed annually or if a database changes by more than 10% within this period and can only be issued by a certified SendRight™ partner.

Who are AddressWorks?

AddressWorks is a certified partner to NZ Post. Many of our clients have commented on our willingness to go the extra mile and ability to remove the complexity around data cleansing. AddressWorks has helped a huge number of New Zealand businesses get their address data up to SendRight™ standards. While we assist all sizes of organisations across many different industries, some of the clients we have done work for are shown below.



High quality address data enable improved business analysis and through integrating customer data demographic information, you can build a more sophisticated view of your customers. Enhancing, validating and removing

duplication from within databases can contribute to forming a single view of your customer. This means you only communicate with relevant customers avoid unnecessary production and mailing costs, embarrassment through duplicate or inappropriate mailings and generally improves communication and your return on investment.

How do I get a Statement of Accuracy ?

A Statement of Accuracy (SOA) can provide a snapshot as to the current level of accuracy with which a database matches the NZ Post PAF. Many organisations use this "snapshot" as the first step towards understanding the scale of their address quality issues.

AddressWorks provides its Statement of Accuracy software free of charge to help businesses monitor their address quality and this software can be downloaded from our website www.addressworks.co.nz.

An operational key number will be sent to you once you have downloaded the software and you will also need your NZ Post Customer number.

Data Format Requirements

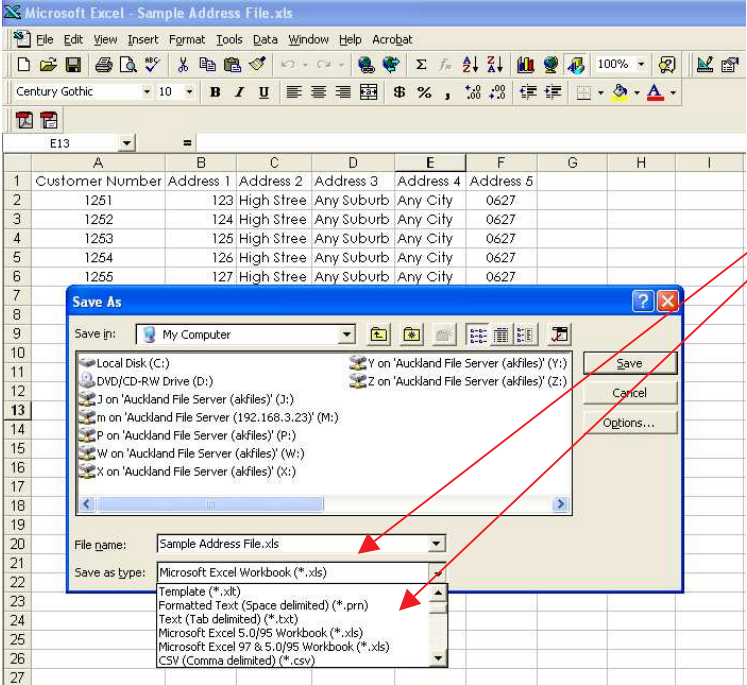
For obtaining a Statement of Accuracy or sending data for cleaning, the most commonly accepted file formats are comma-separated values (or CSV; also known as a comma-separated list or comma-separated variables) or a delimited text (or txt.) file format, both of which are common on most computer platforms.

CSV file format is very simple and supported by almost all spreadsheets and database management systems. Delimited text files, with a .txt extension, are similar to CSVs (except that they separate fields with something other than a comma ","; usually a tab or the pipe "|" character), and they are also supported by most spreadsheets and almost all database managements systems.

Files with a txt. extension are text files. In some applications you may need a text editor to be able to create such file. Most Windows platforms come with a simple yet effective program called Notepad, which allows you to save files with .txt extensions.

Converting to txt or CSV format

While there a multitude of operating systems and CRM applications in use, many with automated exportation and importation functions already incorporated. Converting data from simple windows-based spreadsheet application (Excel/Access Databases) is a relatively straightforward process as shown in the illustration over:



1. File Save As.
2. File Type.
3. Select *.txt or *.csv format

File Structure

Each record of a file must have a Customer number column and at least 3 fields (Address Line 1, Address Line 2 and Address Line 3). You do not necessarily need to have or assign customer numbers in your file, but you must have a field for them. Each record doesn't need to have the same number of fields however could be formatted with the following fields and may begin with a single header line listing the field names in this order:

Customer Number	Add 1	Add 2	Add 3	Add 4	Add 5	Add 6

Data Cleansing

A low SOA score typically is reflective of postcoding, poor content and address formatting issues. This may require an address database to be professionally cleansed and certified.

How much does it cost and how long does it take?

Should you require address cleaning there are two ways in which AddressWorks can assist with both services appending a Free Statement of Accuracy. The cleaning process would check a file for errors and missing information. It would correct things like miss-spellings and poor formatting, introduce the right suburb/city relationships and append the correct postcode.

We have installed a cost estimate calculator on the home page of our website so that you can obtain an indication of costs for the two services

Web Portal - This is a fully automated, self-service process and enables organisations which are comfortable formatting their data correctly and have good address content. It requires a registration process and typically returns a file within 24 hours, subject to time of payment.

Bureau Service - Data can be sent for cleaning via email or on disk and this type of service enables a greater degree of customisation and flexibility on file types/formats and reporting requirements. It also manages irregularities such as non-address elements (C/o's, attn's, etc) in the address fields better as an addressing expert will check over the file making any tweaks to get a better result.

Frequently asked Questions

What happens if my database isn't at the required level of accuracy?

If a database scores less than 85% on address accuracy, the difference between the result and 85% will be charged at full postal rates. After cleaning there may still be some databases that don't fully comply with NZ Post's SendRight™ certification standards.

AddressWorks has a range of options to assist in the continued improvement of addresses:

- AddressWorks has access to a number of databases that can be examined to confirm or update addresses. These are usually charged on a per match basis. Using name and current address it may be possible to derive a new street address and DPID through validation for the likes of difficult rural addresses

Why have I got such a low SOA percentage?

If you have a low results rate, check for these common problems to see what you might be able to do to clean your data:

- No postcodes in your data or old postcodes in your data
- Street number range in address - addresses must have a single street number
- PO Boxes and Private Bags with spaces or dashes in the number
- Urban addresses with missing or incorrect Suburb and/or City names
- Rural addresses with missing or incorrect City names
- You have both a company name and a customer name with a PO Box or Private Bag address.

I can't get the SOA software to run

If the SOA application won't run, it will either be as a result of incorrect file type attempting to be used (eg excel) or it could be a Microsoft problem which has separated out the Dll from the software application. Please refer to our web site FAQ's for technical advise.

What benefits will we get from these changes NZ Post are making?

There are numerous benefits resulting from accurate addressing, including:

- Reduced ambiguity in postal addresses

- Reduced return to sender incidents
- More effective direct marketing and prospect selection
- Lower operating costs for data acquisition and management

How will the output data be received?

We will return the data to you in the form most suitable to its use, either as a mailing list or for import into back into your database. This preference will need to be specified on the Statement of Work request. We use the same file format as the input and append the cleaned address at the end of each line of the file.

Why does AddressWorks store and e-mail Statement of Accuracy details?

An ongoing record of every SOA processing run is maintained in the production log file. The format of this file is set by NZ Post and cannot be changed. A permanent record must be retained as part of NZ Post's audit process.

Will the accuracy level requirement increase above 85%?

New Zealand Post has indicated that the SOA minimum requirement is expected to increase progressively over time.

Where can I find further information?

If you would like further information please check out our website or contact us at:

Phone: 64 9 303 2085
Fax: 64 9 303 2302
Email: info@addressworks.co.nz

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