



COMPLIANCE+

More value for you, better results for your customers.

Competition for marketing budgets requires your organization to produce measurable results for your customers. Ensuring a customer's data is compliant with USPS® regulations by utilizing CASS™ and NCOALink® is now only the first step. Go beyond compliance and extend your reach with BCC Software's new, robust data quality bundle—**COMPLIANCE+**™.

Ensuring your data is complete, correct, and current by utilizing multiple data marketing services seamlessly, this newest addition to BCC Software's suite of address quality solutions will revolutionize your business by providing impactful results for your customers.

COMPLIANCE+ is exclusively offered from BCC Software, and combines three powerful data quality tools in one easy step. Run your records with **COMPLIANCE+** and be sure you have the most up-to-date and correct data, thanks to ARS, PCOA, and NCOALink.

How **COMPLIANCE+** Works

COMPLIANCE+ allows you to update your lists of records with clean data to ensure messages are getting into the right hands. Going beyond traditional compliance found with CASS™ and NCOALink, **COMPLIANCE+** combines these effective solutions with powerful industry tools—ARS and PCOA—to get the most accurate data possible.

HOW CAN **COMPLIANCE+** MAKE A DIFFERENCE FOR YOUR ORGANIZATION?

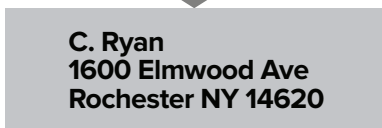
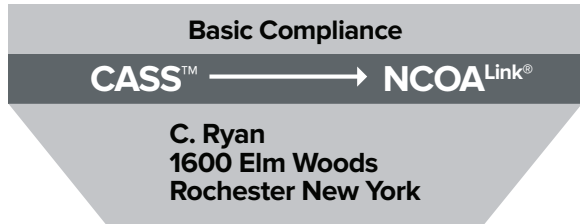
- » Increase profits by providing unique and influential offerings to your customers
- » Increase customer retention
- » Differentiate yourself from the competition

HOW CAN **COMPLIANCE+** MAKE A DIFFERENCE FOR YOUR CUSTOMERS?

- » Improve campaign performance and increase ROI
- » Get better postage impact
- » Recover lost contacts, and ensure you retain even more

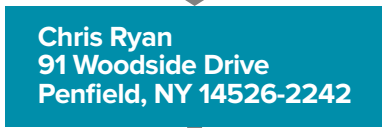
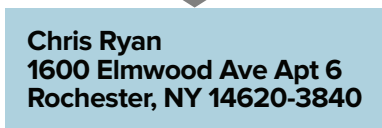


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BASIC COMPLIANCE

DELIVERY	?
POSTAGE	↑
RESPONSE	↓



COMPLIANCE+

DELIVERY	✓
POSTAGE	↓
RESPONSE	↑

What is Address Resolution Service?

Make every residential address in your database valuable with Address Resolution Service (ARS). ARS ensures that records deemed “broken” by CASS or DPV® can be repaired and returned back to your list, so it’s ready for prompt and efficient delivery, and saves you money by optimizing postage rates and getting your message into the hands of the right audience.

What is PCOA?

Did you know that 40% of all moves are never filed as a change of address with the USPS? Well, Proprietary Change of Address, or PCOA, processing alleviates this issue by using trusted third-party databases to find records that cannot be found using NCOALink® alone.

What is NCOALink®?

NCOALink® is the USPS service that contains the names and addresses of individuals, families, and businesses that have filed a permanent change of address with the United States Postal Service®.

ALREADY A BCC MAIL MANAGER™ CUSTOMER?

Incorporating **COMPLIANCE+** is as easy as clicking a button—literally.

ALREADY UTILIZING AN NCOALINK® SUBSCRIPTION THROUGH BCC SOFTWARE?

Your existing subscription can be upgraded to **COMPLIANCE+**



For more information on **COMPLIANCE+**, visit: bccsoftware.com/compliance+



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75 Josons Drive, Rochester, NY 14623-3494 • (800) 337-0442 • marketing@bccsoftware.com • bccsoftware.com

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