

BCC SOFTWARE **USER CONFERENCE**

Info**X**change™

CHICAGO
2024

AUGUST 12TH - 15TH

The Case of the
Missing Heiress

Frank Lynn, Earl Johnson Jr.,
and Chris Lien

A Mystery Begins...

Smith and Kearns Law
321 Someplace Dr
Chicago, IL 601227



Ms. Jane Doe
1600 Elm Woods
Rochester New York

RETURN TO SENDER
NOT DELIVERABLE AS ADDRESSED
UNABLE TO FORWARD



Exactly What is UAA?

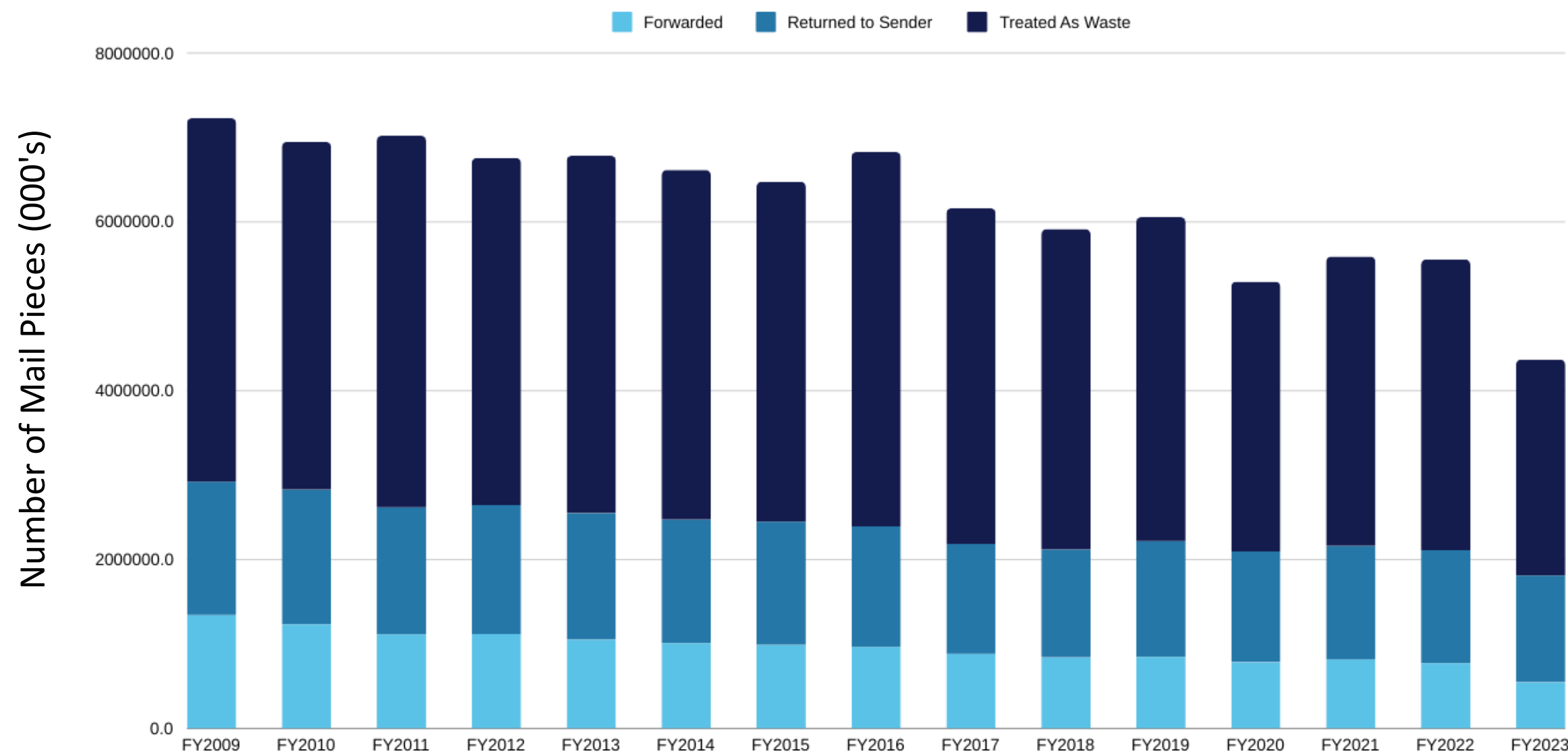
“UAA Mail” UAA mail is all mail that cannot be delivered to the name and address specified on the mailpiece, and must be forwarded, returned or properly treated as waste as authorized for the class of mail and ancillary service endorsement on the mailpiece.

Reasons include:

- The individual, family or business has moved
- The address is incomplete, incorrect or illegible
- The addressee is unknown or deceased
- The addressee refuses or fails to claim the mail
- The necessary postage has not been paid

UAA MAIL CONTINUES TO BE A MAJOR PROBLEM FOR INDUSTRY AND USPS

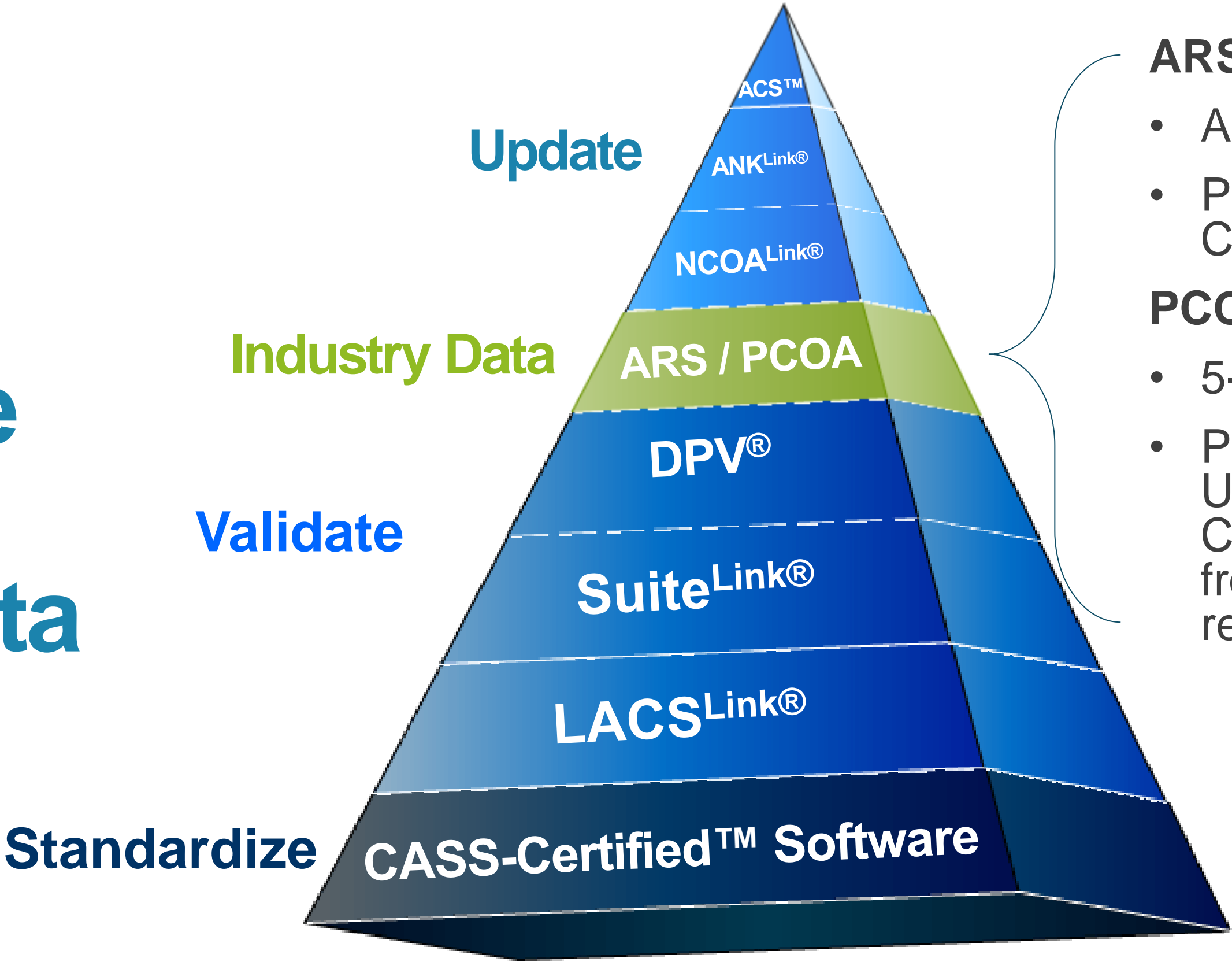
Undelivered As Addressed Mail Volume



- 5% or more of the addresses in a typical mailing list are wrong or outdated
- 2.5 billion pieces of mail each year are treated as waste by the USPS
- 1.2 billion pieces are returned to sender
- UAA is contributing to billions of dollars in excess postage and direct mail lost opportunities

EXPANDED ADDRESS QUALITY TOOLS

USPS
Compliance
plus
Industry Data



ARS Provides:

- Apt Append
- Primary Address Corrections

PCOA Provides:

- 5-year lookback
- Potential non-USPS individual COAs sourced from public records

CASS CERTIFIED SOFTWARE PROVIDES INITIAL CLUES

Input address

First Name	Last Name	
Jane	Doe	
Alternate Address 1		
Delivery Address		
1600 Elm Woods		
City	State	ZIP Code
Rochester	NY	-
CRRT	eLOT	
Delivery Point	Return Code	FootNote
DPV Footnotes	DPV	LACSLink Return Code

Standardized Address

First Name	Last Name	
Jane	Doe	
Alternate Address 1		
Delivery Address		
1600 ELMWOOD AVE		
City	State	ZIP Code
ROCHESTER	NY	14620-3862
CRRT	eLOT	
C030	0016A	
Delivery Point	Return Code	FootNote
99	32	HLM0
DPV Footnotes	DPV	LACSLink Return Code
AAN1	D	

- Return Code = 32, which means a “Default Highrise Match”; ZIP+4 Code of 3862 is applied
- DPV Code = ‘D’ and the Footnote code = “AAN1”, which means the secondary number is missing

CASS RETURN CODES ARE THE FIRST CLUES

10	Invalid Address	22	Multiple Responses
11	Invalid City/State/ZIP	23	Error in Primary
12	Invalid State	31	Single Response
13	Invalid City	32	Default Response
17	Insufficient Data	33	Non-deliverable
21	Address Not Found		

Should be mailed Additional Data Scrubbing Needed Should be removed

DPV CODES ARE THE NEXT STEP IN THE PROCESS

AA	Input Address Matched to the ZIP+4 file	P1	Input Address RR or HC Box number invalid
A1	Input Address Not Matched to the ZIP+4 file	P3	Input Address PO, RR, or HC Box number invalid
BB	Input Address Matched to DPV <i>(all components)</i>	RR	Input Address Matched to CMRA and PMB designator present (PMB 123 or #123)
CC	Input Address Primary Number Matched to DPV but Secondary Number not Matched <i>(present but invalid)</i>	R1	Input Address Matched to CMRA but PMB designator not present (PMB 123 or #123)
N1	Input Address Primary Number Matched to DPV™ but Address Missing Secondary Number	F1	Input Address Matched to a Military Address
M1	Input Address Primary Number Missing	G1	Input Address Matched to a General Delivery Address
M3	Input Address Primary Number Invalid	U1	Input Address Matched to a Unique ZIP Code

■ Resolved with CASS Cycle O

■ Should be mailed

■ Additional Data Scrubbing Needed

■ Should be removed

DIGGING DEEPER INTO THE SECONDARY ADDRESS

CITY/STATE/ZIP: ROCHESTER NY 14602-14694 COUNTY: MONROE FINANCE NUMBER: 357105																						
RESP #	ZIP	+4LO	+4HI	URBANIZATION	FIRM NAME	T	FIPS	FINANCE														
	CRRT	CD	A	L	R	C	PRIM	LO	-	PRIM	HI	PR	STREET NAME	SUFF	PO	UNIT	SEC	LO	-	SEC	HI	C
000001	14620	3862-3862															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE				-				
000002	14620	3899-3899															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		OFC		-				
000003	14620	3816-3816															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		APT	1	-		5		
000004	14620	3840-3840															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		APT	6	-		12		
000005	14620	3801-3801															D	055		357105		
	C030	25	B		S	E	1600	-		1600			ELMWOOD	AVE				-				
000006	14620	3862-3862															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE				-				
000007	14620	3899-3899															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		OFC		-				
000008	14620	3816-3816															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		APT	1	-		5		
000009	14620	3840-3840															D	055		357105		
	C030	25	B		H	O	1600	-		1600			ELMWOOD	AVE		APT	6	-		12		
000010	14620	3801-3801															D	055		357105		
	C030	25	B		S	E	1600	-		1600			ELMWOOD	AVE				-				

SECONDARY ADDRESSES CAN BE A PRIMARY ISSUE



- Change of Address matching tools require a proper ZIP+4
- A default ZIP+4 means mail may be in the lobby, not a mail receptacle
- Parcel delivery relies heavily on secondary address information

ADVANCED ADDRESS RESOLUTION SERVICES MAY HELP



- The USPS Address Element Correction (AEC) services help with primary, but may not resolve or append secondary addresses
- Industry-provided address resolution services provide powerful information to correct or append secondary addresses

USING AN ARS SERVICE, WE NOW HAVE A COMPLETE AND CORRECT ADDRESS

First Name		Last Name	
<input type="text" value="Jane"/>		<input type="text" value="Doe"/>	
Alternate Address 1			
<input type="text"/>			
Delivery Address			
<input type="text" value="1600 ELMWOOD AVE APT 6"/>			
City		State ZIP Code	
<input type="text" value="ROCHESTER"/>		<input type="text" value="NY"/>	<input type="text" value="14620-3840"/>
CRRT	eLOT		
<input type="text" value="C030"/>	<input type="text" value="0018A"/>		
Delivery Point	Return Code	FootNote	
<input type="text" value="06"/>	<input type="text" value="31"/>	<input type="text" value="NO"/>	
DPV Footnotes	DPV	LACSLink Return Code	
<input type="text" value="AABB"/>	<input type="text" value="Y"/>	<input type="text"/>	

But does Jane Doe actually still live here?
Let's find out...

NATIONAL CHANGE OF ADDRESS SERVICE



- NCOA^{Link}® is the USPS National Change Of Address database
- Two NCOA^{Link} database sizes are available
 - 18-month lookback
 - 48-month lookback
- Only 21 licensees offer 48-month NCOA^{Link} data

WHAT'S IN A NAME? FINDING AN NCOALINK® MATCH!

- The old address must match *precisely* the way it was used for filing the COA
- Gender of the name matters
- Middle name matters
- Surname matters
- Family vs Individual matters
- And you **must** have a ZIP+4



NCOALINK® NON-MATCHING FOOTNOTE CODES

00	No Match	The input record did not match a COA record.
04	No Match	Family match to a COA with a secondary address, but no secondary address was provided on input.
06	No Match	There is more than one COA record and the middle names are different.
07	No Match	There is more than one COA record and the genders are different.
08	No Match	The input record matched two COA records.
09	No Match	The input record matched a COA record from a high-rise address.
10	No Match	The input record matched a COA record for a rural or highway contract route.
11	No Match	The input record matched a COA record with the same surname and address, but there is insufficient name information on the COA record to produce a match.
19	No Match	There is a change of address on file but the new address cannot be ZIP + 4 coded. The new address cannot be confirmed on DPV or the new address is temporary.

NCOALINK® MATCHING FOOTNOTE CODES

A	Match	COA Match: The input record matched a COA record.
91	Match	COA Match: Secondary Number dropped from COA.
92	Match	COA Match: Secondary Number dropped from input address.
01	Match	Found COA: Foreign Move. Foreign Move. The customer has moved to a foreign address.
02	Match	Found COA: Moved Left No Address (MLNA). The input record matched a COA record, but there was no new address provided.
03	Match	Found COA: Box Closed No Order (BCNO). The input record matched a COA record, but the PO BOX has been closed and no forwarding addresses was provided.

← Warning!

← Warning!

← Warning!

WHAT ABOUT ACS CODES??

K	Customer has moved and left no forwarding address
G	Customer's P.O. Box™ has been closed and no forwarding address was filed
W	Matched with a COA order for a temporary change of address
A	Attempted, not known
B	Returned for better address
D	Outside delivery limits
E	In dispute
I	Insufficient address
L	Illegible

M	No mail receptacle
N	No such number
P	Deceased
Q	Not deliverable as addressed / unable to forward
R	Refused
S	No such street
U	Unclaimed
V	Vacant
X	No such office

NCOALINK® FOUND A MATCH FOR JANE DOE



- Processed using a FSP NCOALink Provider
 - NCOALink Footnote Code = “02” (MLNA)
 - Jane Doe moved and left no address
- Have we reached a dead end in finding Jane? Not necessarily...

PCOA = PROPRIETARY CHANGE OF ADDRESS

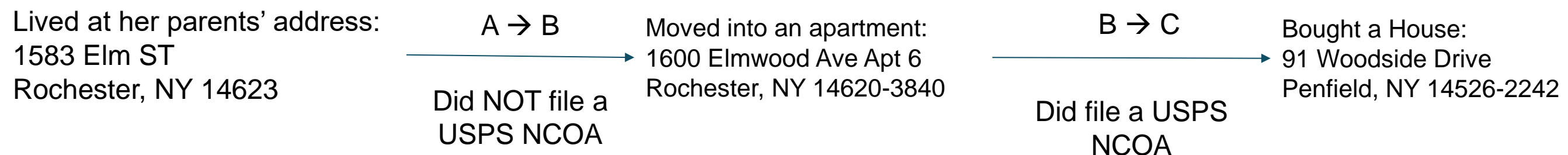


- An estimated 40% of Change of Addresses are not filed in a timely manner with the USPS
- People may share their new address with private companies via warranty registration cards or renewing Periodical subscriptions
- PCOA provides these industry-collected Change of Addresses

PCOA CAN SOMETIMES PROVIDE THE MISSING LINK

- Proprietary Change of Address (PCOA) provides inferred change-of-address data for non-business name and address matches to an industry provided aggregated source of industry available data
 - The PCOA database is compiled from multiple private sources, such as magazine publishers, credit card companies, and various public records
 - Often these companies will receive change-of-address notifications that are not reported to the USPS.
 - PCOA database has address data going back five years
- PCOA provides an indicator of whether a multisource match occurred or not
- PCOA data can sometimes be useful to assist with chained moves when leveraged with 48-month NCOA^{Link} data

Example of a chained move for Jane Doe:



PCOA connected the COA chain from A→C

WHAT'S THE CORRECT ADDRESS?

1600 Elm Woods
Rochester New York



1600 Elmwood Ave Apt 6
Rochester, NY 14620-3840

91 Woodside Drive
Penfield, NY 14526-2242



WE HAVE RECONNECTED WITH JANE DOE!



- Valuable tools used for this forensic Data Detective effort included:
 - CASS-Certified Software
 - USPS provided ZIP+4 data
 - USPS provided DPV data
 - Industry-provided Address Resolution Services (ARS)
 - USPS NCOA^{Link} data via a Full-Service licensee
 - Industry-provided Proprietary Change Of Address service (PCOA)

THANK YOU

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