

Understanding How The Change-of-Address Process Works

National Postal Forum
April 1 – 4, 2012



James Wilson, Manager, Address Management, USPS®

Today We'll Discuss . . .

- The three ways a **Change of Address (COA)** request can enter the USPS® database for processing
- The flow of COA requests through USPS product and service programs
- Quality Control/Fraud Detection Programs
- COA record Chaining
- **Postal Automated Redirection System (PARS)** processing
- Pre – and Post – mailing address corrections developed from COA data
 - The differences between the two methods

Hardcopy- PS Form 3575



- PS Form 3575 *Official Mail Forwarding Change Of Address Order* completed by moving customer and sent to USPS®
- COA form scanned by PARS

- Change of address information inserted into **Postal Address Database (PAD)** to be used during mail forwarding process
- COA form image and customer data are sent daily to **National Customer Support Center (NCSC)**

ICOA- Internet Change of Address www.moversguide.com

- Requires customer to present credit card to validate identity
- Address validation occurs while customer is online
 - Allows customer to enter correction when address not matched
- Change of address data transmitted to **National Customer Support Center** for entry into **PAD (Postal Address Database)**

TCOA- Telephone Change of Address

- Change of address submitted by customer calling 1-800-ASK-USPS (1-800-275-8777)
- Requires use of credit card to verify identity



Other Means of Entering Change of Address

- PS Form 3575Z
 - Similar to PS Form 3575 but submitted by Postal personnel on behalf of customers who have:
 - Moved, Left No Forwarding Address (MLNA)
 - P.O. Box Closed, No Forwarding Order (BCNO)
 - Entered after 10-day waiting period once it is determined the customer not retrieving mail at address

5

FY 2010 and 2011 Statistics Comparison

FY 2010 Statistics			FY 2011 Statistics		
Hardcopy	26,036,514	63.62%	Hardcopy	24,707,181	61.8%
ICOA	10,664,045	26.06%	ICOA	11,426,117	28.6%
TCOA	96,114	0.23%	TCOA	94,408	0.2%
BCNO	917,926	2.24%	BCNO	824,627	2.1%
MLNA	3,212,727	7.85%	MLNA	2,918,407	7.3%
TOTAL	40,927,326	100%	TOTAL	39,970,740	100%

- 95% of **ICOA**s are typically available at the time of the move effective date, however . . .
- 26% of **Hardcopy**-submitted COAs are typically available at the time of the move effective date

6

USPS® Does Not Accept the Following Change of Address Requests:

- From military addresses
 - Domestic or overseas
- From **Commercial Mail Receiving Agencies (CMRAs)**
- From college/university campus housing
- Requests from hospitals, prisons, fraternity/sorority houses, hotels
- Individual or Family orders from a business address
- Requests with no signature

7

PARS Glossary

- PARS – Postal Automated Redirection System
 - The UAA mail processing system for automation letters.
- CARS – Change Of Address Record System
 - Database of COAs used in UAA mail processing.
- CIOSS – Combined Input/Output Subsystem
 - The modified barcode sorter that lifts images and applies labels to UAA mail.
- COARS – Change Of Address Reporting System
 - The COA lookup database that contains images of the PS Forms 3575/3546 along with the historical data of the change of address request. Used primarily to investigate customer or mailer inquiries.

8

PARS Glossary

- IMS – Image Management System
 - The software that takes all of the mailpiece variables and produces a disposition of the piece and the address correction.
- PAD – Postal Address Database
 - The entire active change of address database from which all subsets are derived.
- RIC – Redirection Image Controller
 - The sending and receiving component at plants and NCSC for COAs, PS Form 3547 and ACS™ records.

9

Data Processing



Change of Address Data Processing

- COA data must be accepted into PAD and transmitted back to NCSC for inclusion into change of address systems

- Results in two separate databases
 - Internal USPS® file (PARS) which is used for mail forwarding & ACS™ fulfillment
 - External data product (NCOA^{Link}®)

11

Quality Control Processes

- Address Hygiene and Standardization
 - Ensures address is in proper format
- **Address Element Correction (AEC)**
 - Ensures each address element is correct
- **Electronic Unresolved Address Resolution System (eUARS)**
 - A correction/validation process to identify or update an address that cannot be recognized
- Duplicate Purging
- Chaining - $\left. \begin{array}{l} A \text{ to } B \\ B \text{ to } C \end{array} \right\} A \text{ to } C$

12

After the COA is generated:

- The carrier/box section/postmaster is notified by the generation of a label showing the old address and pertinent details (Family, Individual, Business, start date, end date, etc). This label is applied to a reference tool for employees.
- PARS has a 5-day hold on interception of the mail to allow the security letter time to be delivered to the old address.
 - The hold is applied to each COA by the record creation date or the move effective date, whichever is earlier, relative to the move effective date.
 - Create date is 3 days after the move effective date so the hold calculates from the create date.
 - Create date is 15 days prior to the move effective date – the hold is not applicable on the move effective date.

13

Fraud Detection Programs

COA Watch

- USPS® internal process that screens all change of address entries
- Monitors and reports on potentially fraudulent or suspicious activities
- Inspection Service Watch List

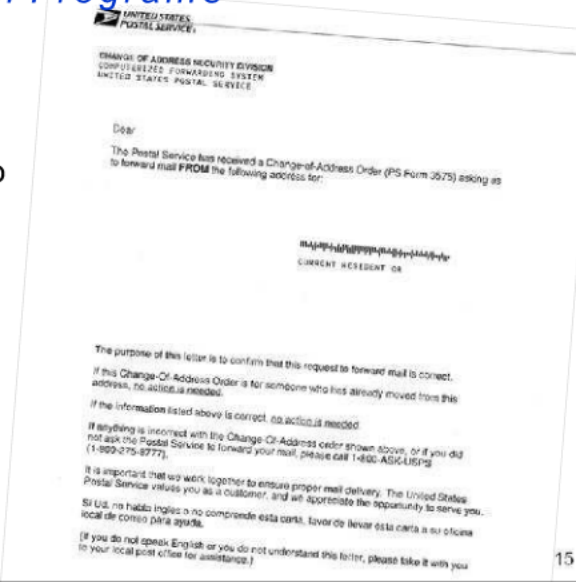


14

Fraud Detection Programs

Customer Notification Processes

- **Move Validation Letter (MVL)** sent to “old” address
- Printed and mailed daily from NCSC immediately following receipt of the change of address
- Mailpiece tracked to delivery



Quality Assurance Initiatives

Customer Notification Processes

- **Customer Notification Letter (CNL)** or **Welcome Kit** sent to “new” address



Quality Assurance Initiatives

- COA Correct
 - www.managemymove.usps.com
- PS Form 3546

Chaining is performed weekly

- Simple Chaining links subsequent moves
 - Strict name matching
 - Same move type
- “Boomerangs” link moves where customer returns to same address
 - Relaxed name matching
 - Record is removed from NCOALink®
 - **DNI (Do Not Intercept)** flagged in PARS
 - Forwarding requires carrier confirmation
- “Bulletproofing” inserts records to prevent double processing
 - Strict name matching
 - Different move types

Chaining Example

#1

TOM LONG Family Move MED: 09/01/2008
Address A Address ~~B~~ : C

Moves Thomas' mail directly from A to C

#2

THOMAS A LONG Family Move MED: 01/15/2009
Address B Address C

19

Chaining (Boomerangs) Example

#1

~~MARTIN SHORE Family Move MED: 09/01/2008
Address A Address B~~

#2

JAMES SMITH Family Move MED: 01/15/2009
Address B Address A

#1

Deleted from NCOA^{Link}®
Do Not Intercept (DNI) set in PARS

20

Chaining (Bulletproofing) Example

#1
EMILY SHORE Family Move MED: 09/01/2008
Address A Address B

#2
MARTIN SHORE Individual Move MED: 01/15/2009
Address B Address C

Add a new record:

#3
MARTIN SHORE Individual Move MED: 09/01/2008
Address A Address C

Moves Martin's mail directly from A to C

21

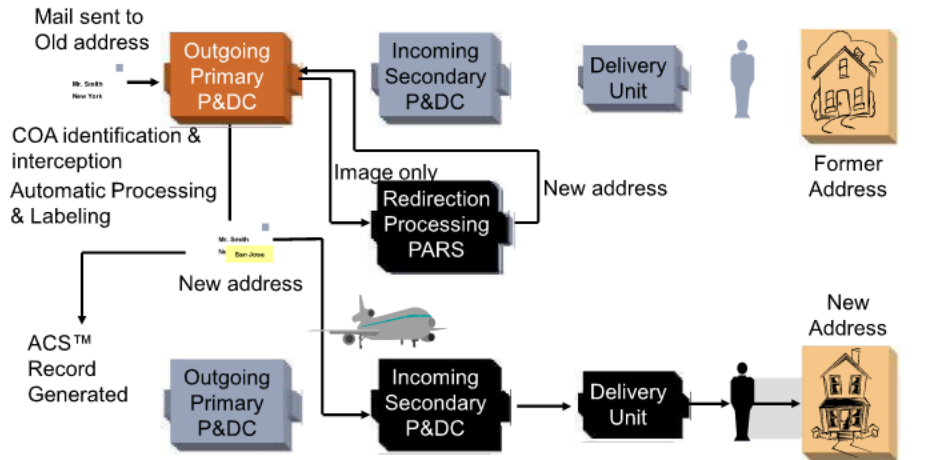
Mail Forwarding and Address Correction Processes in PARS and CFS

CFS - Computerized Forwarding System

- PARS intercept mode
- Carrier identified forward mode
- Return to sender
- Address correction services
 - Hardcopy
 - Traditional ACS™
 - OneCode ACS®
 - Full Service ACS

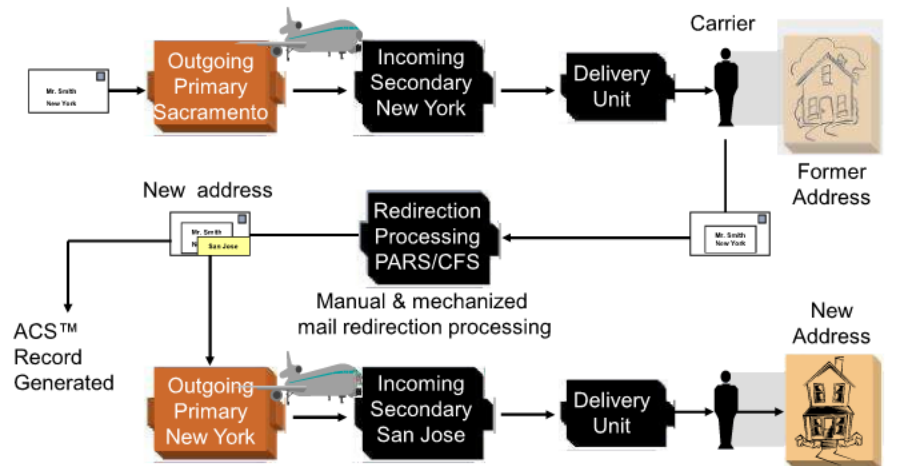
22

COA Interception Process with PARS



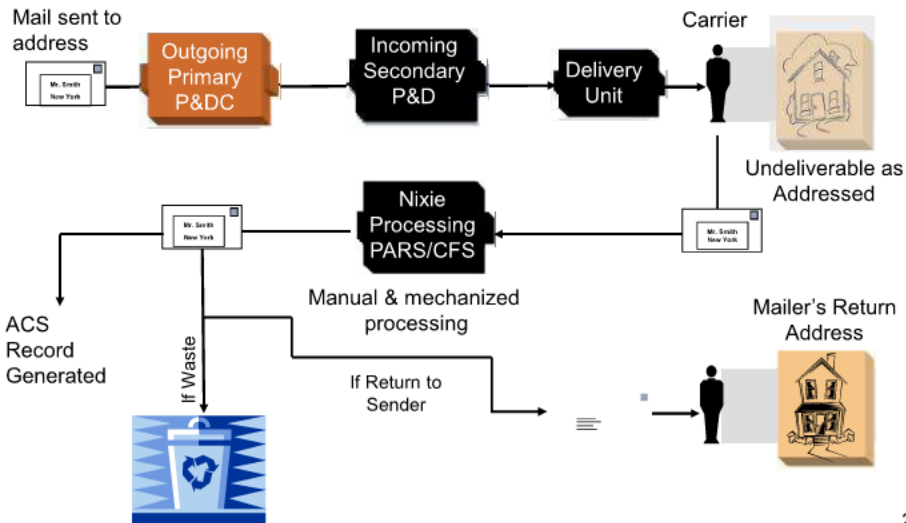
23

Mail Forwarding with PARS & CFS (Carrier Identified)



24

Nixie Processing with PARS & CFS (ACS™)



25

ACS™ Service

- Post-mailing service provided by the USPS®
- Internal PARS database used
- Participants include an identification code on the mailpieces
 - Traditional (printed participant code as shown left)
 - OneCode ACS® or Full Service (IMb™ as shown on right)

#BWNFXZT
#P123456789 2572X 7 #
JOHN E SMITH
916 N 5TH ST APT 3
SPRINGFIELD IL 62702-5288

JOHN E SMITH
916 N 5TH ST APT 3
SPRINGFIELD IL 62702-5288

26

NCOALink® Service

- Pre-mailing Move Update method
- Data delivery from USPS® to certified licensees
- Stored in a secure format using Secure Hash Algorithm
- Three types of certified licensees:
 - Full Service Provider
(48 months, updated weekly)
 - Limited Service Provider
(18 months, updated weekly)
 - End User Mailer
(18 months, updated monthly)



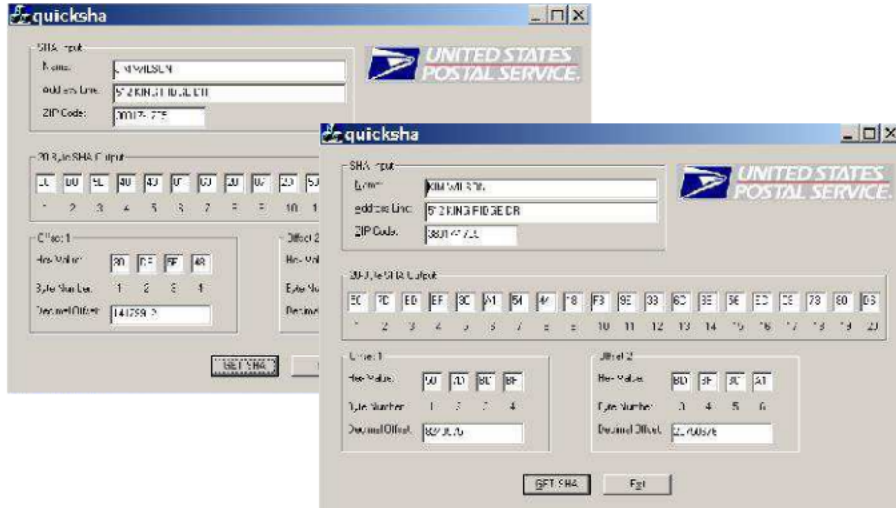
27

Business Name Matching

- NCOALink®
 - Business Table
 - Lookup all businesses for address
 - Fuzzy Matching Logic determines if business names match
- PARS/ACS™
 - COA record agrees each word on mailpiece excluding:
 - business skip words
(inc, corporation, ...)
 - general skip words
(and, or, the, ...)
 - stand-alone single characters



Secure Hash Algorithm Examples



29

Individual and Family Match (NCOA^{Link}® only)

Original Input	Jamess DeForrest Willson
Normalize First Name	James Willson
Nickname	Jim or Jimmy Willson
Normalize Last Name	Jamess Wilsen :
First Name and Middle Initial	J DeForrest Willson, Wilsen
Swap First/Middle Name	DeForrest Willson, Wilsen
Last Name Only	Willson, Wilsen
First Name – Hyphenated Middle/Last	Jamess DeForrest-Willson
Hyphenated Middle/Last	DeForrest-Willson

30

Name Prefix (gender) and Suffix (generation)

Gender must agree on Individual Matches

- Mrs. Cindy Smith = Cindy Smith
- Mr. Cindy Smith NOT = Cindy Smith
- Mrs. John Smith NOT = John Smith
- Mr. John Smith = John Smith
- Mrs. Darvarin Smith = Darvarin Smith
- Mr. Darvarin Smith = Darvarin Smith

31

Name Prefix (gender) and Suffix (generation)

Generation must agree on Individual Matches

- Generational name suffixes
 - (II, III, IV, JR, and SR)
- Suffixes must match if present
 - SR equals blank
- Hank Williams Sr = Hank Williams
- Mr. Hank Williams Sr NOT = Hank Williams Jr
- Hank Williams NOT = Hank Williams Jr
- Hank Williams Jr = Hank Williams Jr
- Hank Williams Sr = Hank Williams Sr

32

ACS™ - NCOALink® Product Differences

PARS/ACS

- 18 months of data
- Permanent and Temporary COAs
- **Court Order Protected Individuals (COPI)**
- Records requiring carrier decision
- **Do Not Intercept (DNI)**
- ZIP + 4® coded and uncoded records

NCOALink

- 18 or 48 months
- Permanent COAs only
- Excludes:
 - COPI records
 - Records flagged as DNI
 - Old addresses that don't ZIP + 4 Code
- New addresses that don't ZIP + 4/DPV® code included but new address is not returned

33

Match Results

ABC BUSINESS MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000

GRAHAM, TERRY KING
2 MAPLE AVE
COVERT MI 49043-9523

IMPORTANT

Permanent Family move
Starting 01/18/2012

From: JERRY KING
2 MAPLE AVE
COVERT MI 49043-9523

To: 72 MCALLUM AVE
COOLIDGE AZ 85128-3244

NCOALink® Returns:
00 – No Match

PARS/ACS™ Returns:
72 MCALLUM AVE
COOLIDGE AZ 85128-3244



34

Match Results



Permanent Individual move
Effective 03/17/2011

From: JULIE OWENS
123 MAIN ST
ASHEBORO NC 27205-7833

To: 5290 WOODBRIDGE RD
RAMSEUR NC 27316-8228

NCOALink® Returns:
00 – No Match

PARS/ACS™ Returns:
5290 WOODBRIDGE RD
RAMSEUR NC 27316-8228



Match Results



Permanent Business move
Effective 03/17/2011

From: ABC REALTY
1 N COMMERCE ST STE 2
E ORANGE NJ 07017-5212

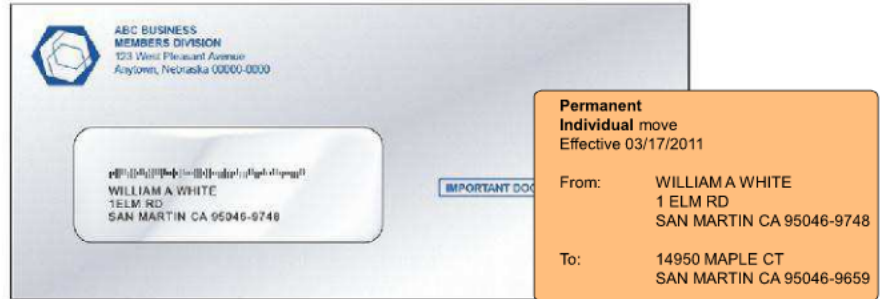
To: 100 SKYWAY DR
NORFOLK VA 23509-2302

NCOALink® Returns:
00 – No Match

PARS/ACS™ Returns:
100 SKYWAY DR
NORFOLK VA 23509-2302



Match Results



ABC BUSINESS MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000

WILLIAM A WHITE
1 ELM RD
SAN MARTIN CA 95046-9748

IMPORTANT DOCUMENT

Permanent Individual move
Effective 03/17/2011

From: WILLIAM A WHITE
1 ELM RD
SAN MARTIN CA 95046-9748

To: 14950 MAPLE CT
SAN MARTIN CA 95046-9659

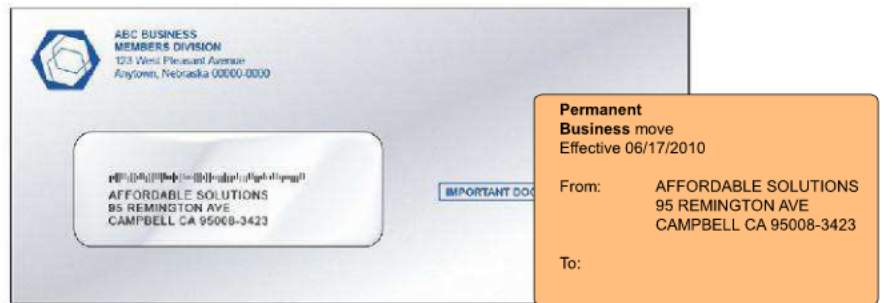
NCOALink® Returns:
14950 MAPLE CT
SAN MARTIN CA 95046-9569

PARS/ACS™ Returns:
Returned to sender or waste, new address provided
14950 MAPLE CT SAN MARTIN CA 95046-9659
(potential carrier hand off)



37

Match Results



ABC BUSINESS MEMBERS DIVISION
123 West Pleasant Avenue
Anytown, Nebraska 00000-0000

AFFORDABLE SOLUTIONS
95 REMINGTON AVE
CAMPBELL CA 95008-3423

IMPORTANT DOCUMENT

Permanent Business move
Effective 06/17/2010

From: AFFORDABLE SOLUTIONS
95 REMINGTON AVE
CAMPBELL CA 95008-3423

To:

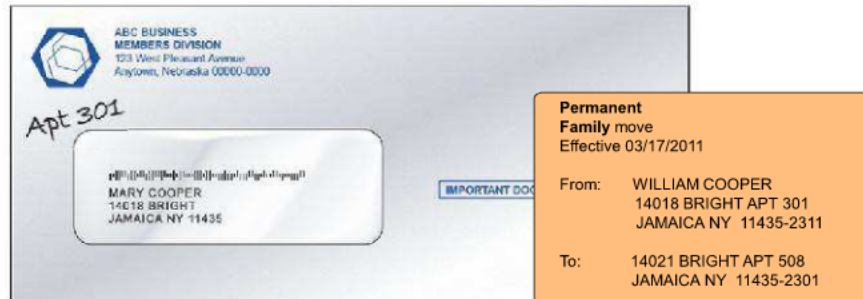
NCOALink® Returns:
95 REMINGTON AVE
CAMPBELL CA 95008-3423

PARS/ACS™ Returns:
No COA Match, Nixie notice
of Q or A likely



38

Match Results



NCOALink® Returns:
04 – Address Not Provided

PARS/ACS™ Returns:
14021 BRIGHT APT 508
JAMAICA NY 11435-2301



39

Summary

- **Change of Address (COA)** requests enter the USPS® database three ways and flow through several processes
- Quality control processes in place
- Fraud detection programs in place
- **Postal Automated Redirection System (PARS)** identifies forwardable mail and automatically redirects it
- Variations in how NCOALink® and ACS™ respond for same name and address input determined by:
 - Data contents in product
 - Move Type, Move Effective Date, etc.
 - Matching logic used
 - Carrier engagement
- Best practice for identifying change of address combines use of NCOALink and ACS

40

Speaker Schedule

Monday

Magical Efficiency: The Address Management System

Angela Lawson – Period 5, 10:00 am – 11:00 am

Understanding How The Change-Of-Address Process Works

Jim Wilson – Period 6, 11:15 am – 12:15 pm

Tuesday

The Fundamentals of Great Address Quality

Ed Wanta / Wanda Senne – Period 10, 7:45 am – 8:45 am

Diving Deep into NCOA^{Link}® and ACS™

Lisa West / Stephanie Miracle – Period 11, 9:00 am – 10:00 am

Thank You!