Important Changes to the Validation Report

Coming next month in iAddress™ and iAddress™ Correction/Validation is a new accuracy indicator for Questionable Addresses. This new information will appear on your Validation Report (Statement of Accuracy) next month.

Questionable Addresses are rural or apartment addresses that have delivery components missing. These addresses will be considered correct/valid but will be flagged as Questionable.

Questionable addresses will not negatively affect your Address Accuracy rate at this point, but may not be deliverable. The percentage of addresses that are Questionable will also be declared on the Statement of Mailing.

Apartment addresses will be marked as questionable when there is no unit information on the original record and no unit number in the Canada Post data.

Rural addresses will be marked as questionable when there is insufficient data in the address components (such as a delivery mode or street address) to correctly identify the address. These records are validated based on the Postal Code^{OM} but are unlikely to be deliverable.

You can check for Questionable Addresses in the new field "iaddstatus" when this functionality is enabled in iAddress™. Questionable addresses will be marked as QA (Questionable Apartment Address) or QR (Questionable Rural Address). Additionally, you will also be able to export Questionable Addresses (exactly like you can export valid, corrected and uncorrectable addresses currently), delete Questionable Addresses (like you can with uncorrectable and foreign addresses currently) and you will be able to filter the View Database to show only Questionable Addresses.

Tentatively scheduled for 2011, Canada Post will be releasing Point of Call data. After this data is released, Canada Post will change the status of these Questionable addresses from Valid or Corrected to Uncorrectable. This will negatively affect your Address Accuracy rate.

This transitional period (2010 to 2011) has been provided by Canada Post to provide data owners an opportunity to improve the quality of their addresses before it impacts their accuracy rate. We recommend that our customers investigate their questionable address as soon as possible, to prevent potential surcharges.

10 Reasons to Delay Implementing the Full Service IMB

For our US mailers: The following information is provided by The Bennett Group, Inc., which runs the Mailing Training Institute in New York. It is an excellent summary of why US mailers may wish to delay implementation of the Full Service Intelligent Mail Barcode (IMB). This does not apply to the Basic Service IMB. Should you wish a copy of the entire document, please contact maryann@the-bennett-group.com.

1. No ROI for the money spent to participate in the Full Service Intelligent Mail Barcode.

2. Performance verification testing by MERLIN at acceptance doesn't ensure discounts won't be removed if an error is found in the IMB later.

3. Since the IMB is not human readable, users must purchase scanning equipment to read and interpret the data.

4. There are no PAVE testing requirements for software developers so there could be data issues within the IMB of which the mailer is unaware.

5. Additional software enhancements may need to be purchased to produce the mail pieces as well as the tray and container tags.

6. Postage statements must be submitted through *PostalOne!* which has issues with respect to security, stability with increased volume, and the purchase and licensing of Mail.dat.

7. Most Full Service IMB mailings must be scheduled through the FAST system. (Ed: this may not be convenient for many Canadian mailers).

8. If necessary, reworking the mailing for acceptance becomes far more complicated with the IMB.

9. USPS acceptance staff require further training and familiarity with the Full Service IMB.

10. ACS and Confirm with Full Service IMB are not free and may require additional software or services to interpret the results.

POCI is coming!

Not a cartoon character, but Canada Post's new Point of Call database. This is the long-awaited "cleaning up" of the address database. Canada Post now has over 90% of the point of call information for urban areas in Canada. Although this won't help with rural addresses, it will be a vast improvement over the previous system.

Data in the new system will still be range-based however the ranges will be more specific. For example, if a previous range for Red Maple Drive indicated:

1 to 51 odd

The new point-of-call data might show the following:

1 to 9 odd

13 to 21 odd

27 to 39 odd

47 to 51 odd

This reflects that the numbers 11, 23, 25, 41, 43, and 45 are not deliverable addresses. Please be aware that your address accuracy rate may change because of the updated data. If you had addresses in your database that validated under the old range-based system but are not reflected in the new point-of-call data, your record will be marked as uncorrectable. This could make a significant difference in the address accuracy rate of some databases, particularly purchased lists.

We are interested in how the change to the POCI has affected your accuracy rates. Once the new data is up and running (early, 2011), please let us know if you notice a significant difference or even if you don't. Please e-mail feedback to kristi@flagshipsoftware.com.

NAMMU in Vancouver

Kristi Kanitz, General Manager of Flagship Software, will be hosting a NAMMU meeting in partnership with Canada Post. This meeting will be held on Wednesday, March 31, 2010 starting with a continental breakfast at 8:00am, and the meeting will start at 8:45am until 12:00 noon.

Changes to the Filtering Options in iAddress™

The Filter Mailing screens have recently been updated. Below is a screen shot of the new "Distinct Exclude" screen which allows more filtering options on one screen. Included is the new "Questionable Addresses" which will appear next month on your Validation Report (Statement of Accuracy).
This screen can also be accessed from the Validation report by clicking:
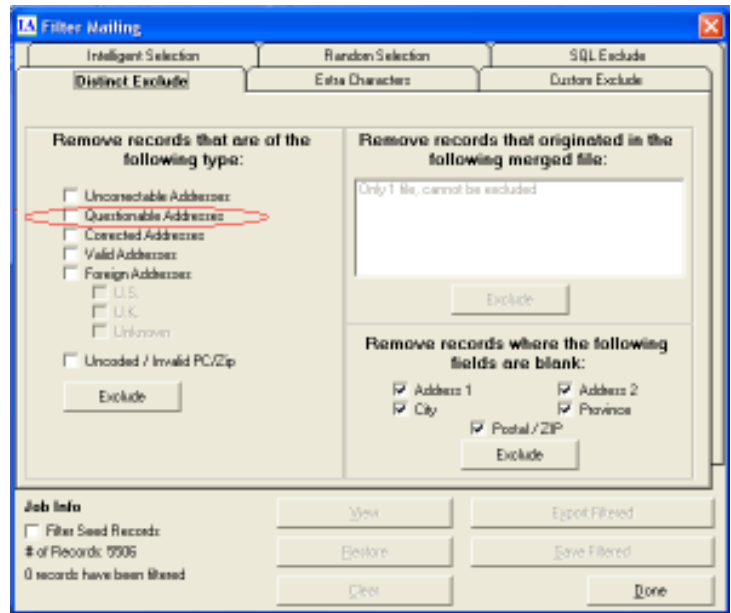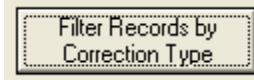
Flagship Training Courses

Vancouver Course

We still have spaces available in our March 29 training course, being held at the Holiday Inn Express Metrotown from 9:30 am to 4:00 pm, and includes lunch. The cost is $100 per participant plus GST.

Richmond Hill Course

Flagship Software continues to run *iAddress™* courses on the first Wednesday of each month at our Tech. office in Richmond Hill. Please book early as the spots fill up quickly!
Our course covers *iAddress™* in detail, hands-on workshops focusing on preparing and sorting a mailing, and includes lunch!

Please e-mail Carolyn at the address below if you would like a registration form: Carolyn@flagshipsoftware.com.