Another PoCAD Update!

Canada Post has announced changes it will be making to the Point of Call address database (PoCAD) and Address Accuracy program to address concerns about reduced levels of list accuracy among mailers, especially those with business lists. Here is a summary of those changes:

1. Canada Post will be adding 10,000 large business building postal codes to the Excluded address list. Currently this list includes only residential multi-unit buildings. The new postal codes will be available with the May, 2011 data release, valid for mailings from June to July, 2011.

2. Canada Post has assigned supervisors to verify the accuracy of suite information in these 10,000 postal codes. This verification has started in Toronto and Montreal. Information will be updated as it is verified.

 3. The August 1, 2011 date for dropping Excluded addresses from the accuracy score has been extended to January 1, 2012. This includes the residential as well as business postal codes on the Excluded list.

4. Canada Post is conducting a quality audit on their Point of Call address data (PoCAD). Any postal codes found to have issues will be "rolled back" to the previous PCAD data until such time as the records can be verified and updated. Once the records have been verified and updated, the PCAD (Postal Code Address Data) data will be replaced with the Point of Call address data. The interim product will be a hybrid of the Point of Call and PCAD data, although you will not be able to identify which records fall under each set. This hybrid product may last several years as resolution could take a significant amount of time.

At Flagship Software, we are very pleased with Canada Post's decisions with respect to the Point of Call address data. They have recognized that quality issues exist, not just in mailers' list but also in their own data. We would also like to acknowledge a number of our customers who were instrumental in this process by sharing data with us and with Canada Post. These mailers (and you know who you are!) were able to help quickly identify issues as a result of their meticulous data hygiene practices. We know that without their impeccable processes, it would have taken much longer to make the case to Canada Post. A well-deserved pat on the back to all of you!

The bottom line is this: over the next few months, you should see your accuracy score increase, especially if you are correcting business lists. These increases should bring you closer to the level you had before Point of Call address data was introduced. Then, as Canada Post rolls out the Point of Call address data in a more controlled manner, you will likely see small decreases in accuracy over time.

It is important to note that in the analysis of the data done by both Canada Post and Flagship Software, not all of the decrease in accuracy was a result of issues with the Point of Call address data. There are many business addresses which should contain a suite number but do not. Although these addresses may still be deliverable in reality, the lack of a suite number will decrease the accuracy score of the file. It is the responsibility of the mailer to update these addresses, remove them from the mail list, or take the decrease in score which may result in a surcharge. However, with a more controlled roll-out of the Point of Call address data, these records should be identified at a more reasonable rate which will allow mailers more time to resolve the suite issue.

Please be sure that you are updating your software as well as the data on a regular basis. Please verify that your Update box in iAddress is set to ON, as illustrated in the screenshot below. This will ensure you receive the benefit of any of these changes. In the meantime, we are always happy to discuss the upcoming changes with you at Kristi@flagshipsoftware.com or support@flagshipsoftware.com.
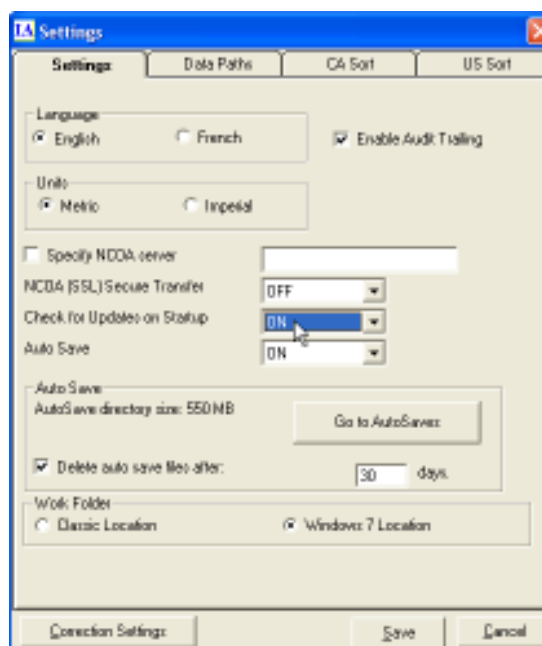
Canadian NCOA Reminder

This is a reminder to our customers that perform NCOA processing as a service. If you are providing the updated address information <u>back</u> to the mailer, you must have that <u>mailer</u> sign the NCOA Acknowledgement Form and keep it on file. Your company will be listed as the NCOA Service Provider and your customer will sign the bottom section as the Recipient, acknowledging that they understand the acceptable uses of the data. We have a copy of the Form on file for you, which is re-signed annually.

If you are performing NCOA processing as a service for other companies but <u>do not</u> return the updated address to your customer (you use the updates strictly for the current mailing), your customer is not required to sign the NCOA Acknowledgement Form. We have a copy of the Form on file for you, which is re-signed annually.

If you are using the data for your own lists, we have your NCOA Acknowledgement Form on file. We will contact you annually to have a new form signed.

For a blank copy of the NCOA Acknowledgement Form or any questions, please contact ncoa@flagshipsoftware.com.

Industry Updates

Our article last month on Address Quality for Charities was very well received and we thank you for the positive feedback. Please feel free to reprint the article and use with your non-profit clients to stress the importance of cleaning and updating lists before mailing.

We will be continuing with articles relevant to the mailing industry as space allows. It may not be monthly as our goal is to keep the newsletter to a maximum of 2 to 3 pages. If you have suggestions for topics, please let us know – we'd be happy to do the research for you!

Privacy Concerns with NCOA

We provide the following information in the event your customers are aware of this situation.

A recent newspaper article and news report by the CBC put a very negative spin on the potential misuse of the NCOA data. Please be aware that Canada Post has very strict terms and conditions with respect to use of the NCOA data. They do not sell the data to mailers for use in lists; it is to be used only to update the mailing address for an existing record. Both the Canadian and US NCOA programs have occasional complaints from consumers,

often to do with disputes over mail forwarding during family break-ups. Strict oversight of the programs minimizes any potential risk to an individual's privacy while providing a method to increase the efficient delivery and deliverability of a mail piece. If you have questions about the NCOA program, please feel free to contact us or your Canada Post representative. It is not in anyone's best interest to have a sensationalized story jeopardize an important part of the deliverability equation.

REMINDER: Important Notice!

Technology continues to advance at a rapid pace and Flagship Software is committed to providing a high-level, quality product to its customers. In order to continue to be progressive and support current technologies, we must let go of the past! Please be advised that as of **May 31, 2011**, iAddress™ will be supported on **Windows XP® and higher** operating systems on your PC. This includes Windows Vista® and Windows 7®. To support the larger Canada Post databases, we also recommend a minimum of 1GB of RAM. If you have questions about compatibility or minimum operating requirements, please contact **support@flagshipsoftware.com**.

Web Training Available

Flagship Software continues to offer web training!

If you would like a refresher course on iAddress™ or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a session.