



Canadian NCOA

Did you know that the Canadian NCOA module is included in your *iAddress*™ software? This includes the full version as well as the correction/validation module and allows you to process your files in real-time against the Canada Post NCOA data.

NCOA is Canada Post's National Change of Address database that includes 6 years of permanent address changes for households and businesses. Whenever a Canadian Resident moves and fills out a Change of Address Notification (COAN) form with Canada Post, they are added to the National Change of Address database and includes their old address along with their new address. As well, all COAN forms processed on behalf of deceased individuals are entered into the NCOA database. Processing your job through NCOA will allow you to update customer lists with new addresses as well as remove those that are deceased or have no new address information available.

The NCOA service is real-time within *iAddress*™ and has two licensing options:

1. You can choose to purchase blocks of transactions periodically. One transaction is equal to one address in your database. When you purchase a block of transactions, they do not expire but remain available to you as long as you have a valid license to the software. The software will let you know if you do not have enough transactions to process your list.
2. For mailers requiring large volume NCOA processing (upwards of 2.5 million per year), we offer an unlimited annual license. Generally this is aligned with your license renewal date.

After running your job through NCOA, you will be provided with the results. You can choose to automatically apply updated information or review the changes first and then accept the changes. The following codes are generated by the NCOA process in the NCOA field. Please note that there is rarely a 3rd character code.

NCOA Codes

1 st Character		2 nd Character		3 rd Character	
U	Unapplied match	F	Family move	X	Privacy
A	Applied match	I	Individual move	D	Estate Record (deceased)
		B	Business move	M	Move Back
		H	Hixie record	C	Changed by CPC
				U	Rural to Urban address conversion
Other NCOA codes:					
UM	Unmatchable – General Delivery, Invalid or No Name				
NM	Non-Matched Record – No move on file for this record				

There are rules with the NCOA data as it contains private information. Before any processing is permitted, the mailer must sign an Acknowledgement Form for Canada Post. This identifies the Service Provider (Flagship Software Ltd.) and the Recipient (you). The form indicates your agreement that the data will be used only within the acceptable rules and specifically outlines some of the ways in which the data cannot be used. If you are processing NCOA on behalf of your client, you must still sign the Acknowledgement Form with Flagship Software Ltd. but you must also have your client sign one with you. In that case you will be the Service Provider and they will be the Recipient. These forms are to be kept on file and must be updated annually.

The main rule with respect to the NCOA data is that the updates are for mailing purposes only. You may update your mailing list as it is on its way "out the door" to Canada Post. You may only update your database with the new address information if the mail recipient is your customer. For example, you may update your database if you are mailing to existing customers; you may not update your database if you have purchased a mailing list, as these names are not your customers. You may also not use the NCOA service to create lists of people who have moved or for collections purposes.

If you are interested in purchasing NCOA transactions or would like to discuss the service in more detail, please feel free to contact sales@flagshipsoftware.com. Either Carolyn or Kristi would be happy to get back to you.

National Postal Forum Update

Kristi Kanitz and John Woolsey went to Orlando, Florida at the beginning of April for the National Postal Forum. The focus this year was on Innovation and bringing value back to the mail. The USPS has looked at a variety of ways to add real value to mail in an effort to increase advertising mail using this medium as well as slowing the transition from physical to electronic transactional mail. Articles will follow on some of the exciting innovations discussed at the NPF.

A very interesting pricing change was implemented in 2012. Following last year's very successful "Reply Rides Free" promotion, the USPS looked at adding value to transaction mail by increasing the allowable weight for a 1 oz piece (approximately our 30 g weight band). Their research showed that adding a second ounce for the same price (approximately 55 g) would allow mailers to include more inserts and onserts with their invoices and statements. They have implemented this as a permanent price change rather than a promotion. The price is now the same whether you mail a 1 oz or 2 oz First Class piece.

The USPS rationale for this change was that adding inserts and onserts to transactional mail would increase the value to the mailer. It could even make this type of mail a profit center for the mailer. Receiving coupons, special offers and advertising with an invoice or statement is a proven method of increasing revenue. Studies have shown that transactional mail has a 97% open rate with many recipients spending more than 5 minutes reviewing the mail piece. In one study, consumers were found to have purchased an item or service from inserts 14% of the time and onserts 19% of the time.

Those that have been in the Canadian mail industry for the past few years know that Canada Post took away the 0-50 g weight band for transactional mail a few years ago, replacing it with 0-30 g and 30-50 g bands. This was a very unpopular decision with mailers and the National Association of Major Mail Users (NAMMU) has been working ever since to convince Canada Post of the wisdom of bringing back the larger weight band. With the declining use of transactional mail and studies showing the value of adding inserts and onserts to the mail, this seems an ideal time to revisit this issue.

Make sure your voice is heard! Let your rep. know you want the 0-50 g band back or e-mail us (kristi@flagshipsoftware.com) with your comments and we will make sure they are brought to NAMMU.

Updates now on DVDs

As a result of the larger Canadian data, customers receiving updates by mail will now be receiving DVDs. The first shipment was mid-April so you should have received your update by now. Please let us know if you have any issues updating from DVD.

Updates are always available by download. Information on downloading updates was included in the March, 2012 newsletter or by e-mailing support@flagshipsoftware.com.



Web Training Available

Flagship Software continues to offer web training! If you are a new customer, would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.

