

CEO PERSPECTIVES



It Still Starts with Address Quality

by Christopher Lien
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Data quality is foundational to every business decision our customers make and the industries we serve. It is a deciding factor in who we target, when we communicate to them, and even how we communicate to them. The foundation in all these data driven decisions is the physical delivery address.

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A complete, correct, and current address is the only way to ensure timely, predictable, and ultimate delivery of any message. That certainly holds true in mail as well any other form of communication.

I cannot dial the wrong phone number and expect to be connected to the right person. Valid and current name and address data is the building block highly targeted and effective multi-channel campaigns are built on. With that in place, list enhancement services can provide the insight to drive the type of data driven decisions marketers need to be effective in today's world.

Over the past decade, the mailing industry has made significant investments in applying best practices in address quality. In 2005, I led a Mailers Technical Advisory Committee along with over thirty industry experts that mapped out twenty seven different approaches to improve address quality and enhance direct marketing efforts.

Most of those best practices are not only still valid, but have increased importance. And yet, we still have undeliverable as addressed mail measured in the billions.

In July of 2014, The USPS Office of Inspector General released a study on UAA mail. The study showed that in 2013, over 1 billion pieces of mail were forwarded, 1.5 billion pieces were returned to sender, and a staggering 4 billion pieces of mail were simply disposed or considered wasted.

Applying data quality and data marketing services prior to those mailings would have enabled the delivery of more of those pieces to their intended recipient instead of the trash. Taking advantage of the list enrichment opportunities would have indicated some of those messages never had a chance of being delivered or contained the wrong message.

This small investment is more than paid back immediately by reduced waste and higher response rates.

For over 30 years, BCC Software has been focused on address quality. We began first with address standardization and mail presorting, but quickly expanded our solutions to include real time and on-demand Data Marketing Services.

These services now include not only every licensable dataset the USPS offers to their highest level full service license providers, it

also includes industry provided data to provide further address and data quality services.

We offer these services not just for regulatory compliance to satisfy USPS requirements, but to enable our customers to achieve the highest level of data quality in order to improve overall data driven decisions. We believe such technology is essential for data driven solutions to enhance customer communications and they are the foundation of our business and our strategic growth.

In June of 2014, Versa Capital Management reestablished BCC Software to once again be a stand-alone company. They recognize the

importance of data quality and support expanding our data driven solutions to enable our customers to grow beyond providing mailing service.

Like us, they too recognize that mailing service providers need to transition to marketing services providers, and BCC Software is the industry leader to help make that happen.

Looking toward 2015 and beyond, we will leverage our proven foundation of data cleansing services

utilizing the broadest data sources of any software provider in the mailing industry.

We will continue to offer data enrichment offerings to our customers that further expand the complete, correct, and current name and address into a full view of the candidate including demographic, geographic, and consumer data.

We look to expand our services to provide data profiling opportunities that fully leverage a completed record for targeted marketing selection and precise messaging.

Technology and innovation abound throughout the mailing industry. BCC Software will continue to stay at the forefront of that with our "How Can We Help" attitude and a firm belief that it still all begins with best-in-class address quality.

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Chris Lien is President of BCC Software. He has been involved in the mailing industry for over 20 years, holding board of director positions with numerous associations and is currently the vice-chair of the Postmaster General's Mailers Technical Advisory Committee.

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