

# ***New Move Update Standards***



***Keeping Track of Your Customers***

# Agenda

- What are the Changes to Move Update?
- Making the Case for Move Update
- How to Qualify for Move Update
- Which Method is Right for You?
- Questions

# Move Update Requirement

- “Address” means specific address associated with specific occupant name
- Reduces the number of your mailpieces that require forwarding, returning, or disposal
- Requires periodic matching of your address records with USPS® Change-of-Address (COA) orders
- Use of an Authorized Move Update Method

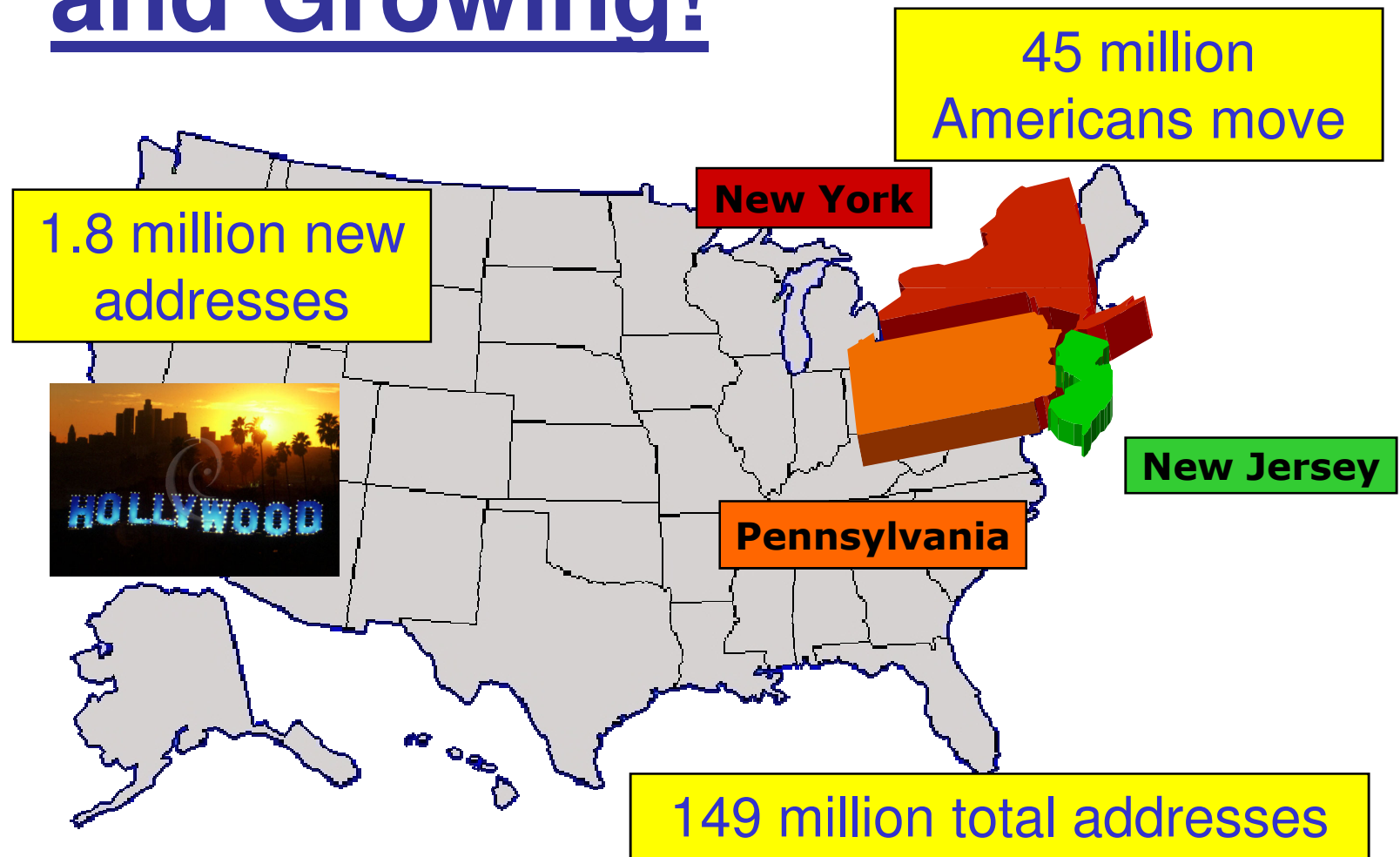
## Move Update Requirement (continued)

- Updated addresses on mailpieces at one class of mail are qualified to be used for other classes during current Move Update cycle
- Each address in mailing subject to Move Update
- Exception: Mailpieces using Alternative Address Format *are not subject* to Move Update
  - *“Jane Doe or Current Resident”*
  - *“Postal Customer”, “Occupant”, etc.*

## Changes to Move Update

- Increase the minimum frequency of processing from 185 days to 95 days prior to the date of mailing
- Expand Move Update from First-Class Mail® automation and presorted mailings to include all Standard Mail® mailings
- Effective November 23, 2008
  - Must begin processing no earlier than **August 20**

# America is on the Move and Growing!



## UAA Cost Study



# Authorized Methods

- NCOA<sup>Link</sup>® Processing
- ACS<sup>TM</sup>
- OneCode ACS<sup>®</sup> – Intelligent Mail<sup>®</sup> Barcode
- *FASTforward*<sup>®</sup> MLOCR Processing
- Appropriate Ancillary Service Endorsement
- Alternative Method (First-Class Mail<sup>®</sup> Only)
  - Legal Restriction
  - 99 Percent

# National Change of Address (NCOA<sup>LINK</sup>®)

- Expands mailer's accessibility to USPS® national Change-Of-Address
- Provides electronic Change-of-Address information prior to mailing
- Variable costs – (\$1.25 – \$2.65 per 1,000)
- Typical match rate – 75%

## NCOALINK®

- Matching Logic Strictly Controlled by USPS
  - Individual Versus Family Matching
- 596 Billion Address Records Processed by NCOA Licensees in FY 2007
- 22.9 Billion Address Records Updated for Change-of-Address

# NCOALINK®

## Three Types of Licenses

- Full Service Provider License
  - 48-Month COA database – \$175,000
- Limited Service Provider License
  - 18-Month COA database – \$15,000
- End User Mailer License
  - 18-Month COA database – \$7,500

# Address Change Service (ACS™ - Traditional)

- Post-Mailing Service – Provides Electronic COA Notices For Undeliverable Mailpieces
- Mailers Apply A Participant Code And An Optional Keyline To Mailpiece
- Using ACS Customers Can Reduce Cost Associated With Manual Keying of Data



Move Update  
Authorized Methods: ACS™

## Example of An ACS™ Mailpiece

BRUCE BANNER  
123 Main St  
Memphis TN 38101-1234



Address Service Requested

**Participant Code > #BXBJDCK \*\*\*\*\* 5-Digit 38188**

**Optional Keyline > #WAYB 381 SEP 2000#**

**BRUCE WAYNE  
456 ELM ST STE 201  
MEMPHIS TN 38188-0001**

## OneCode ACS®

- OneCode ACS using the standardized Intelligent Mail™ barcode (IMB)
- Great pricing for First-Class® & Standard Mail® mailers automation compatible letter size mail
- Eliminates need for participant code and keyline
- Provides only electronic address correction notifications

## OneCode ACS®

- Flexibility of standardized IMB barcodes enables future enhancements without altering mailpiece design
- IMB contains data to sort mail and data to support ACS™
- Numeric Mailer Identifier in place of ACS information



Move Update

Authorized Methods: OneCode ACS®

# Example of An OneCode ACS® Mailpiece

Steve Rogers  
123 Main St  
Memphis TN 38101-1234



**TONY STARK  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001**

# Ancillary Service Endorsements

- On-piece mailing instructions
- Same handling across all classes of mail
- See *DMM*® 507.1.5 for more information
- Endorsements consist of variable keyword plus “Service Requested”

**Address**

**Forwarding**

**Return**

**Change**



**Service Requested**

# Address Service Requested

Full Service: Forwarding, Return, & New Address Notification Provided

- If Forwarded, A Separate COA Notification Is Provided
- If Returned, New Address Or Reason For Nondelivery Is Provided

# Forwarding Service Requested

## Forwarding Or Return Service Provided

- If Forwarded, Separate COA Notification Is **NOT** Provided
- If Returned, Reason For Nondelivery Is Provided

**This Endorsement DOES NOT Meet the Move Update Requirement!**

# Return Service Requested

## Mail Is NOT Forwarded

- Mailpiece is returned to sender with new address or reason for non-delivery provided
- Temp-Return Service Requested (First-Class Mail® only)
  - If Temporary COA – Mailpiece is forwarded without temporary address provided
  - If Permanent COA – Mailpiece is returned with new address provided

# Change Service Requested

Mail Is NOT Forwarded Or Returned,  
Separate Notification Provided

- Separate COA Notification With New Address Or Reason For Non-Delivery Provided. Mailpiece is Disposed Of As Waste

On First-Class Mail<sup>®</sup>, Only Available When  
Used in Conjunction With ACS<sup>™</sup>

## Alternate Methods (First-Class Mail® Only)

*In Limited Circumstances, An Alternate Method to Meet Move Update Requirement May Be Approved:*

- Mailer Demonstrates That Their Internal List Management Maintains Address Quality at 99% or Greater Accuracy For Change-of-Address
- Mailer Demonstrates A Valid Legal Restriction Which Prevents Changing Customer Address Without Approval

## Common Move Update Misconceptions

- CASS™ / DPV® Meets The Move Update Requirement - **NOT TRUE**
- Mail Will Get Delivered To The Old Address Instead Of Becoming UAA - **NOT TRUE**
- Implementing Move Update Will Eliminate My Return Mail - **NOT TRUE**
- If I use an Ancillary Endorsement or ACS™; I am in compliance - **NOT NECESSARILY**



# Move Update Which Method is Right for You?

## Comparing Move Update Methods

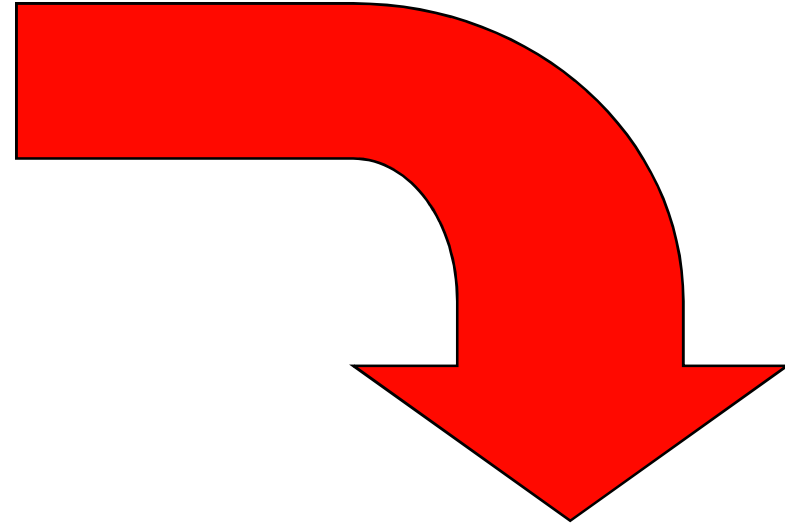
### Pre-Mailing Methods

	<b>NCOA<sup>LINK</sup>®</b>			<b><i>FAST-forward</i>® MLOCR</b>
	<b>Full Provider</b>	<b>Limited Provider</b>	<b>End User</b>	
<b>Database / Update</b>	48-Month Weekly	18-Month Weekly	18-Month Monthly	13-Month Weekly
<b>Match Rate Months 1-18</b>	75 %			50 %
<b>Software Source</b>	Vendor-Supplied			USPS-Supplied
<b>Notifications</b>	Electronically – at time of data processing			Printed – at time of mailing
<b>USPS Fees</b>	\$175,000 Annual Fee	\$15,000 Annual Fee	\$7,500 Annual Fee	\$5,000 Annual Fee
<b>CASS Req.</b>	YES			

### Post-Mailing Methods

<b><u>Automated</u> (OneCode ACS®) (Letters Only)</b>	<b><u>Electronic</u> (ACS™)</b>	<b><u>Hardcopy</u></b>
18-Month Daily		
100%		
N/A		
Electronically – days after mailing		Hardcopy – days after mailing
0¢ – 18¢ Per Record*	8¢ – 25¢ Per Record*	50¢ Per Record*
NO		

\*Fees as of May, 2008



**Move Update will  
help you keep in  
touch with your  
customers**



## FOR MORE INFORMATION

[www.usps.com/ncsc](http://www.usps.com/ncsc)

[ribbs.usps.gov](http://ribbs.usps.gov)



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**NATIONAL CUSTOMER SUPPORT CENTER  
UNITED STATES POSTAL SERVICE**

Friday, January 05, 2007  
Welcome to the United States Postal Service Rapid Information Bulletin Board System website!

### Customer Support

#### Address Quality

Maximize address quality, minimize costs.

The Office of Address Management is located in Memphis, Tennessee. Address Management offers offerings that enable United States Postal Service customers to improve the quality of their mailing lists while maximizing their return on investment.

- [Address Information Systems \(AIS\) Database](#) - Standardization.
- [Address Management Products](#) - Tools for address management.
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**1-800-238-3150**

- Information for the New Orleans Mail Restoration Program
- Restoration Program Frequently Asked Questions
- Restoration Program Technical Guidelines
- Just Getting Started?
- CSC Products, Services & Publications

<http://ribbs.usps.gov/doc/cmg.html>

