

### **Whitehat's Proprietary Change of Address – PCOA Process Enhances NCOALink<sup>®</sup> and Further Reduces UAA Saving You Money!**

**NCOALink<sup>®</sup>** service is offered by licensees of the USPS. The source of the **NCOALink<sup>®</sup>** data is a permanent Change of Address filed by the relocating postal customer. Approximately 40 million of these COA's are filed annually and that database is updated weekly and maintained for 18 months. These permanent change of address cards are then transmitted to the USPS National Customer Support Center where the data is compiled, edit checks are performed and then relayed weekly to the licensees whom operate under a non-exclusive license from the USPS. Lists are then standardized, ZIP + 4<sup>®</sup> is added and then compared to the data on the **NCOALink<sup>®</sup>** database. When a customers name and address matches that on the **NCOALink<sup>®</sup>** database a record is returned containing the customers name, old and new addresses. The old address is compared again to the **NCOALink<sup>®</sup>** customer list for matching purposes and if the match is verified, the new address is



returned to the customer. Typically the profile of new address information contained on the **NCOALink<sup>®</sup>** file yields only 80.92% of forwardable moves containing new address information. Change of address information is controlled by strict name and address matching logic and require an exact match on addresses while the name matching is determined by the type of move. The **NCOALink<sup>®</sup>** file is composed of approximately 40% family moves requiring a match on surname only, 54% individual moves requiring matches on first name, middle initial/name, surname and title, the remaining 6% business moves require a match on the business/firm name. When

possible, postal customers who moved multiple times within a 48 month period are linked to ensure the latest address furnished when the **NCOALink<sup>®</sup>** match is identified. An excellent mail list management tool, **NCOALink<sup>®</sup>** can reduce printing costs, postage, address correction charges, file maintenance and mail processing. The payback can be significant.

As good as it is, it is not a complete mail list cleansing system. There are changes that cannot be achieved through **NCOALink<sup>®</sup>** and they are dependent upon many factors including; the postal customer did not file a COA, the information provided on the COA is inaccurate, the length of time since the COA was filed exceeds 18 months to mention a few.

### **The USPS NCOALink<sup>®</sup> is a Great Start ... Whitehat's PCOA Increases it's Effectiveness!**

**PCOA** can find and update address changes not filed with the USPS and match records for addresses in **NCOALink<sup>®</sup>** not matched during original processing. Whitehat's **PCOA** can correct addresses that were deemed undeliverable by USPS and update addresses that that were found viable by USPS but actually incorrect due to **NCOALink<sup>®</sup>** logic protocols. **PCOA** can also find recent movers not yet input into the **NCOALink<sup>®</sup>** system since it usually takes up to 4-6 weeks for the forwarding address to be listed. **PCOA** can also find people that have moved more than 48 months ago. When coupled with our Moebius Merge/Purge process the **PCOA** and purge also flags Deceased, Incarcerated, APO/FPO, Pander (Do Not Mail), Natural Disaster Areas, and more than 20 additional low yield segments.