



## Data Quality: Mission Critical

*By Anthony Aruldoss, Director of Postal Product Management and USPS Affairs at Anchor Computer Software*

Good data drives business; it's the most important thing to remember. Collected through imports, acquisitions and data entry, it can be employed in channels such as outbound communication, inbound identification and for making business decisions. The quality of data affects the whole organization, so it is important to ensure the data is accurate, timely, complete and consistent, while also making sure that all parties utilizing it understand what it represents.

Most manufacturers would never think of eliminating quality control from their production process, yet quality control of data is frequently overlooked.

It's not enough just to have data on customers or prospects. Only actionable data is valuable data. It allows an organization to say the right thing to the right person at the right time.

The formula for success seems simple: interact with customers, collect data, compile a consolidated view of individuals and utilize the information to build relationships based on knowledge that improves over time.

However, many companies find they don't get the value from their

systems that they expected. Many data collection processes really rely on data being already correct, and even the most expensive CRM or ERP system cannot demonstrate acceptable ROI without quality, actionable data.

Bad addresses result in additional costs due to Undeliverable as Addressed (UAA) mail, including time, energy, wasted printing and missed opportunities when mail cannot be delivered. UAA mail accounts for up to 5% of the total volume of mail processed by the Postal Service. For organizations sending large mailings, costs can become significant: an organization that has a mail volume of 10 million pieces a month could waste close to \$200,000 per month in postage alone. Over a year, that could easily add up to millions of dollars in waste.

Poor data quality can even be a legal concern, if confidential information delivers to an old address or if the recipient had made a request to be removed from the mailing list or to be placed on a "do-not-mail" list.

Duplicate mail pieces to the same recipient undermine personalization efforts, causing customer frustration, or you could be attempting to sell a customer an item they already purchased from you! For customer retention and loyalty, poor data quality has long-term consequences. If a single customer is duplicated,

each time with a different value, you will be unable to determine the true volume of that customer's purchases, leading to poor intelligence, resulting in missed selling opportunities. Without strong data quality, it's impossible to make accurate, informed decisions.

U.S. address standardization based upon USPS CASS (Coding Accuracy Support System) regulations corrects the address associated with a specific record. In order to receive CASS certification, a software product must achieve a 98.5 percent coding accuracy level. CASS capabilities are available in both batch and real-time mode, and can be used

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### Save the Date

## CRAB FEAST

**Friday, June 3, 2016  
at Conrads Ruth Villa**

**\$68** for PCC members and affiliated associations | **\$75** for non-members

**Sign up online:**  
[www.greaterbaltimorepcc.org](http://www.greaterbaltimorepcc.org)

## Educational Seminar

Our Education Seminar was once again held at Sheppard Pratt on April 8th and was attended by about 100 people with 11 industry vendors, and a better time learning useful information was never had. Pritha N. Mehra, VP, Mail Entry and Payment Technology was the keynote speaker, Coakley Workman from USPS Headquarters offered a fantastic session about Mailing Promotions and New Innovations in Mail, Rod Toney (Johns Hopkins Hospital) and Tina Dickens (Center for Medicaid

Services) shared their expertise in Internal Mailroom Management and Government Mail Methodologies, respectively, and for the first time Mailpiece Design And Mail Quality was given its own time slot so that everyone could attend without conflicting with the other classes. We also had a session featuring the Mailer Scorecard which was very popular. The Mailer Scorecard is a tool which enables mail processors and mail owners to see the volume and quality of their mailings in order

to better track and improve their performance (see [ribbs.usps.gov/intelligentmail\\_guides/documents/tech\\_guides/GuideToMailerScorecard.pdf](http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuideToMailerScorecard.pdf) for lots more information).

The day finished with a Speed Networking event so that everyone had the opportunity to quickly go around to the panel experts and get answers to any questions they had. Overall, what a great day to learn and meet compatriots in the world of the postal!



Gary Vaccarella, Postmaster Baltimore, Pritha Mehr, Vice President of Mail Entry and Payment Technologies, and Judy Antisdell, GBPCC Industry Co-Chair



Enjoying the Educational Seminar are participants along with BSN representative Renee Butler

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to correct an entire database, or as a check at the data entry point.

CASS certified solutions offer enhanced processes that can identify whether the Postal Service actually delivers to the address, convert rural routes into proper street names, determine whether an address is a business or residence, or can append suite numbers for businesses in multi-tenant buildings.

National Change of Address (NCOA) processing and international address quality or deduplication capabilities are available as interfaces and applications. There are processes sophisticated enough to identify if the mailbox is curbside or door-slot, or tell you whether an address is vacant or a seasonal business. These solutions can reduce costs and increase ROI for your organization.

## Orioles vs. Indians

Make sure you get your tickets for the GBPCC-hosted Orioles game on July 22! They're only \$24 each, we have the same great seats as last year, and if you get there early enough, they're giving away floppy hats to the first 20,000 fans! This is always a great night out to root on the O's and relax.

For tickets, go to our web site: [greaterbaltimorepcc.org](http://greaterbaltimorepcc.org) and come support the home team and your PCC team!





Neopost representatives Kyle Reese and Christopher Askey



BSN Specialist Sharon Bayly and GBPCC Industry Co-Chair Judy Antisdell



Rod Toney of Johns Hopkins Hospital providing best practices for managing your internal mailroom



Tina Dickens of Centers for Medicare & Medicaid Services sharing her best techniques/methodologies in Government Mail

## The National Postal Forum: May 21-24, 2017 at the Baltimore Convention Center

*By Judy Antisdell*

We are so very proud to be hosting this national event next year. The GBPCC is the PCC host and the Baltimore Post Office will be the USPS host. This is our city, and we welcome you all! There will be chances to earn professional certifications, take classes on everything about mail, meet the top level postal decision makers, and network with other mailers across the nation as well as

to visit the vendor area and see all of the new machines and developments in technology to help you be more efficient and grow your mail.

As always, there will also be time to relax and attend social activities and network with friends and make new friends! Rates are based on how many days you want to attend and if you are a PCC member you get a discount, and if you sign up as an early bird attendee you receive another

discount. Finally, a chance to attend a NPF close to home with no need to pay for travel or hotel rooms, so it is absolutely the best deal in town for all of us here in the Cap Metro region. Although there is not an official place to sign up yet you can go to the NPF webpage and send them a note that you want to sign up now. At the very least, mark it on your calendar today! I hope to see you all there!

## GBPCC Member Spotlight

Welcome, Jan Keadle, Account Executive with H. G. Roebuck & Son, Inc.

Jan joins us from a strong printing background. With her many years in the printing industry, she will bring an extensive and varied knowledge base to the Council.



H. G. Roebuck & Son is a heat-set web printing operation dedicated to

printing magazines, newsletters, catalogs, publications and more, many of which are mailed. Established in 1919, they are known for fast turnaround, top quality and outstanding service in this market. Many clients have been with Roebuck for 20 years or more, a testimonial to their strong customer loyalty. With mailing being an integral part of their business, both GBPCC and Roebuck will benefit in this special partnership.

Prior to Roebuck, Jan served as Membership Director at Printing & Graphics Association Mid Atlantic. Her unique familiarity and understanding of the local printing community will be an advantage to the GBPCC and its members.

In Jan's free time she is running marathons, coaching beginning runners, water skiing, snow skiing and traveling to underdeveloped countries to help our malnourished brothers and sisters.



GREATER BALTIMORE POSTAL CUSTOMER COUNCIL

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## Awards

This is a great opportunity to congratulate our members on some well-deserved awards, in which we can all take pride! The Linthicum MD service area was one of only three locations in the Capital Metro area to receive the DHL eCommerce Award, which is granted annually for the highest level of timely processing and delivery of eCommerce products for DHL. The Baltimore District also received the Partnership Award from

DHL for recognition of outstanding cooperation and support. The Baltimore District was one of only four locations in the entire Postal Service to receive this award for 2015.

Additionally, Tina Dickens from Center for Medicaid Services was awarded the Mail Innovation Award, which is granted by the USPS to customers who have demonstrated creativity in the use of the

mail to drive significant business results and mail growth. Their willingness to take calculated risks by using the mail in new and different ways has helped them achieve their business objectives with successful, quantifiable results.

Congratulations, all!

## Awards



Angela Curtis accepting the DHL eCommerce Award from Larry Maddox of DHL for Baltimore District.



Angela Curtis accepting the DHL Service Performance Award from Larry Maddox of DHL for the Linthicum IMF.



Tina Dickens accepting the 2016 Mail Innovation Award from Area Vice President Kristin Seaver and PMG Megan Brennan.



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