



Address Updating with Relocation Information!

More than 20,000 moves a day – that has an influence on the address quality!

General information

Approximately eight million people change their domicile in Germany every year. This fact leaves deep and immediate traces in every large address database. Many addresses of customers and prospects are no longer up-to-date! The consequences should not be underestimated. Changing addresses involves great financial expense and effort for your staff members. Moreover, it is very time-consuming and despite all measures taken, bears with it a high risk of cases that are not recorded.

To provide an optimal remedy, the Deutsche Post Adress GmbH & Co. KG provides an important service: relocation addresses for which mail-forwarding applications were made to the Deutsche Post AG. Thus, you can compare your addresses against current relocation information, replace old addresses with new ones and in this way keep your address database up-to-date.

Use the relocation database of Deutsche Post Adress GmbH & Co. KG "in-house"!

Deutsche Post Adress GmbH & Co. KG offers a number of different options for using the relocation file. For companies that do not wish to give out their address data externally, the Deutsche Post Adress GmbH & Co. KG enables the use of the relocation file as a subscription.

With this option, you can use the information to run regular "in-house" checks of your address databases (maintenance) and/or to update all addresses (own files and external lists) prior to a direct advertising campaign.

Solution

With *relocation*, Uniserv provides you with a software solution that has been especially developed for the processing of relocation addresses.

relocation has all of the functions that take into consideration the specific requirements for the comparison against the relocation file, for data protection, and the balancing of accounts with Deutsche Post Adress GmbH & Co. KG.

Advantages at a glance!

In connection with the use of relocation addresses, companies with large databases have above all two typical demands on a DP solution:

- Changes in the address data for mailings due to the relocation addresses registered in a certain time frame.
- Database updates in longer, periodical intervals (month, quarter, year).

The advantages of this procedure are:

- ✓ Minimization of cost and effort within the scope of address maintenance
- ✓ Deliverability of the mail sent and prevention of time loss
- ✓ Cost savings for undeliverable mail
- ✓ Prevention of multiple mailings to the old and new address
- ✓ Reduction of the costs, time and effort for the return processing of undeliverable mail
- ✓ Cut on research costs for post office and registration office inquiries

Program functions

- Special coding of the relocation file
- Additional compare functions
- Creation of the accounting protocol for Deutsche Post Adress GmbH & Co. KG
- Diverse separate match functions

Product variants and features

relocation is available in the following program variants within the scope of direct marketing and data cleansing applications:

- As stand-alone tool for sequential processing (product line *BATCH.line*) for mainframe systems with the operating systems z/OS (formerly MVS, OS/390), VSE and BS2000.
- As integrated solution with Windows supported user interface (product line *INTEGRATED.systems*).
- As additional feature *relocation* for the integrated application with *mailBatch*, making possible an even more specific comparison of the addresses in one work sequence.



Additional Information