

## National Change of Address Service



### Does your mail move with your customers?

Customer and prospect databases are a company's lifeblood, and with over 3 million, or around 17% of Australians changing address each year, the challenge is keeping track of them.

QAS works along side First Direct Solutions to bring you the most up-to-date and accurate Change of Address data. This will enable your business to stay in contact or re-establish contact with your most important asset, your customers.

Accurate Change of Address data enables you to:

- Significantly reduce your return to sender mail
- Maximise your marketing and direct mail opportunities
- Improve customer retention
- Accurately track an individual to a new address
- Assist in protection against fraud
- Increase customer satisfaction

### National Change of Address

National Change of Address Service (NCOAS) is a bureau service using the latest matching technology from QAS. Once provided with your address database our Professional Services team can conduct a full clean and match of all your addresses. This service will not only refer you to the new address of the mover, but will also match the identity of that mover to the address. With the QAS Professional Services Team managing the project it means that it is both a hassle free and behind the scenes process for your organisation that is completed in minimal time. QAS can ensure your address database is more accurate than ever before as the NCOAS data is monthly.

***“60% of companies state the key barrier to maintaining customer data accuracy is perceived to be lack of time and internal resources.”***

*How well do you know your customers,  
July 2005, Dynamic Markets.*

## Business benefits

### Accurate tracking of an individual at an address

Being able to track movement at an address is a bonus, however, being able to take it one step further and track an individual through a change of address has significant advantages. This enables you to pin point exactly which occupant at that address has moved and ensure that they are the target individual at the household.

### Reduction in return to sender mail

Having the correct contact at the correct address means that you can dramatically reduce your return to sender mail. With 17% of the population moving house every year the cost of return to sender mail is significant to your bottom line. Not only this, customers repeatedly receiving incorrectly addressed mail or not receiving their mail at all are likely to develop a negative perception of your organisation. Don't lose track of your best customer by mailing the wrong address. Using NCOAS will allow you to save on return to sender costs and maximise your marketing and direct mail opportunities.

### Protection against fraud

NCOAS assists in reducing customer fraud which in turn decreases the chance of revenue being lost. This is achieved by matching the submitted address against the identity, reducing the chance of a fraudulent application for credit being accepted. So the NCOAS concept is to simply take the verification and validation tools and compare the data against master data files from First Direct Solutions.



### Improved customer retention

Customer retention is an issue for all business types and can be a source of major revenue by investing in existing customers as opposed to obtaining new ones. The National Change of Address Service enables you to improve your marketing and direct mail efforts, improve data quality, reduce your return to

sender mail and improve customer perception. By strengthening your efficiencies and processes the customer attrition rate will be reduced and current customer lifespan with an organisation is likely to increase.

### Improving data quality

Our Professional Services Team will not only provide you with the new addresses for your recently moved customers, but they can also clean your database for you to improve your overall data quality. Your data decays on a daily basis so keeping it as up to date and accurate as possible is essential to ensuring that dirty data does not contribute to lost revenue. The service includes updating incorrect postcodes, adding missing address elements, correcting spelling errors and sorting verified addresses into a consistent format.

***Of the 3 million individuals that move on average each year, more than 80% use Australia Post's Mail Redirection service.***

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