

## Use of CASS Certified™ Software within Call Center Operations

Where a mailer uses CASS Certified software product in a call center operation to validate customer address information, the mailer can make full use of the ZIP+4/DPV/LACSLink data. When the address is submitted for standardization and delivery point validation it can be checked using DPV to determine the accuracy of the primary and secondary address values. All informational return codes and match footnotes can be interrogated and used to interact with the customer to improve the address quality.

If the primary address does not DPV confirm, the input address can be standardized and a 5-digit ZIP Code assigned to the address but it may not be updated with the ZIP+4 Code prior to being recorded in the mailer address file.

Any address obtaining a ZIP+4 Code assignment using an interactive process to capture and match the address is not eligible for inclusion in the PS Form 3553 statistics and does not qualify for postal automation rates. The address must be subsequently validated using a batch process with CASS Certified software to qualify for automation rates.