

# Understanding How the Change-of-Address Process Works

**National Postal Forum  
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# QUALITY ADDRESSING PROFESSIONAL CERTIFICATE

***This session  
qualifies as one of  
the five Addressing  
sessions in addition  
to the May 2, 2011  
General Session  
needed for the***

***Quality Address  
Professional  
Certificate!***



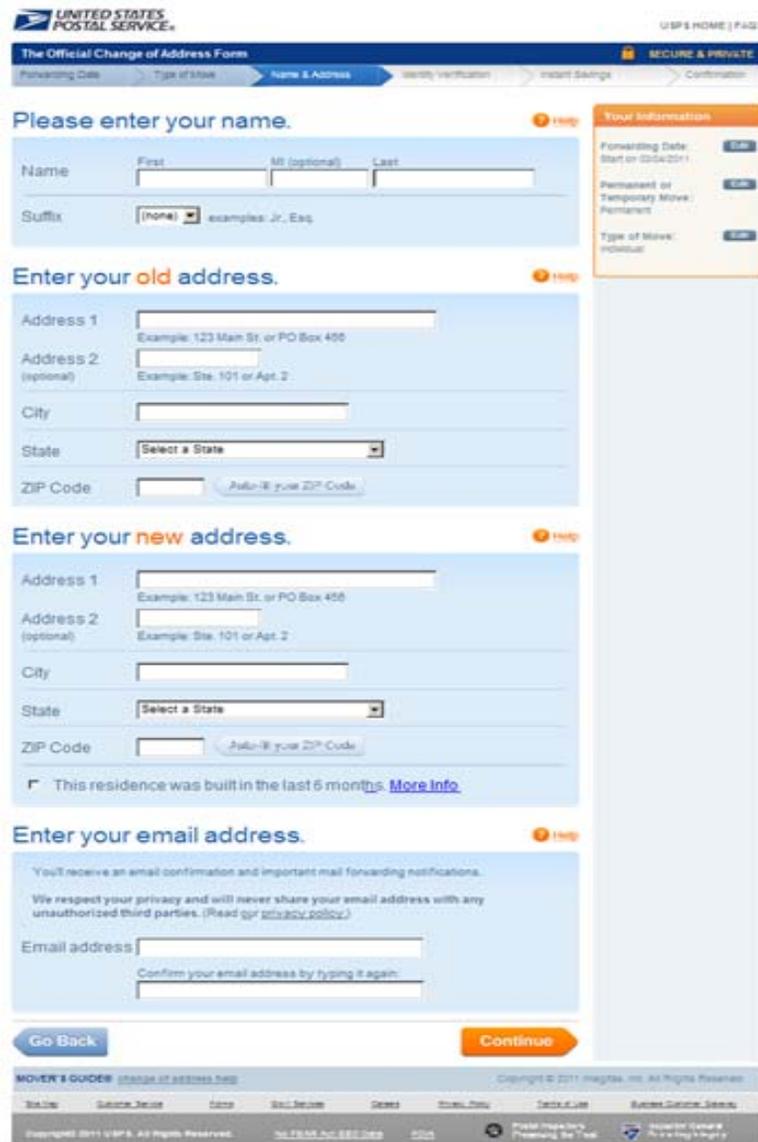
## Hardcopy- PS Form 3575

- PS Form 3575 *Official Mail Forwarding Change Of Address Order* completed by moving customer and sent to USPS® for processing
- Change of Address (COA) form scanned by Postal Automated Redirection System (PARS)
- Address information standardized during PARS scanning
- Change of address information inserted into Postal Address Database (PAD) to be used during mail forwarding process
- COA form image and customer data are sent daily to National Customer Support Center (NCSC)

OFFICIAL MAIL FORWARDING CHANGE OF ADDRESS ORDER		OFFICIAL USE ONLY	
Please PRINT items 1-10 in blue or black ink. Your signature is required in item 9.			
1a. Change of Address for: (Read Attached Instructions)		2. Is This Move	
Individual (#5)    Entire Family (#5)    Business (#5)		Temporary?    Yes, Fill in	
3. Start Date: MM DD YY		4. If TEMPORARY move, print date to discontinue forwarding: MM DD YY	
5a. Print LAST Name		Zone/Route ID No.	
5b. FIRST Name and MI		Date Entered on Form 3502 M M D D Y Y	
6. Print Business Name		Expiration Date M M D D Y Y	
7a. OLD Mailing Address		Clerk/Carter Endorsement	
PRINT OLD MAILING ADDRESS BELOW: HOUSE/BUILDING NUMBER AND STREET NAME (INCLUDE ST., AVE., CT., ETC.)			
7a. OLD APT or Suite		7b. For Puerto Rico Only: If address is in PR, print urbanization name, if appropriate.	
7c. OLD CITY		7d. State	
		7e. ZIP	
PRINT NEW MAILING ADDRESS BELOW: HOUSE/BUILDING NUMBER AND STREET NAME (INCLUDE ST., AVE., CT., ETC.)			
8a. NEW Mailing Address		8b. For Puerto Rico Only: If address is in PR, print urbanization name, if appropriate.	
8a. NEW APT/Site or PMB			
8c. NEW CITY		8d. State	
		8e. ZIP	
9. Print and Sign Name (see conditions on reverse)		10. Date Signed: MM DD YY	
Print: _____			
Sign: _____			
PS FORM 3575 July 2002    See <a href="http://www.movingguide.com">http://www.movingguide.com</a> for more information.			
			0 0 1 3

www.moversguide.com

- Internet Change of Address (ICOA)
- Requires customer to present credit card to validate identity
- Address validation occurs while customer is online
  - Allows customer to enter correction when address not matched
- Change of address data transmitted to NCSC for entry into PAD



The screenshot shows the USPS online change of address form. The form is titled "The Official Change of Address Form" and is part of a multi-step process. The current step is "Name & Address". The form includes sections for entering the user's name, old address, new address, and email address. A sidebar on the right contains "Your Information" with fields for Forwarding Date, Permanent or Temporary Move, and Type of Move. The form also includes a "Go Back" button and a "Continue" button. The footer contains the "MOVER'S GUIDE" logo and various links and copyright information.

## Other Means of Entering Change of Address

- Telephone Change of Address
  - Change of address submitted by customer calling 1-800-ASK-USPS (1-800-275-8777)
  - Requires use of credit card to verify identity
  
- PS Form 3575Z
  - Similar to PS Form 3575 but submitted by Postal personnel on behalf of customers who have:
    - Moved, Left No Forwarding Address (MLNA)
    - P.O. Box Closed, No Forwarding Order (BCNO)
  - Entered after 10-day waiting period once it is determined that customer not retrieving mail at address



## Change of Address Product Builds

- COA data accepted into PAD transmitted back to NCSC for inclusion into change of address systems
- Nightly processing includes
  - Combining and removing duplicates
  - Standardization
  - Address Element Correction (AEC)
  - eUARS (electronic Unresolved Address Resolution System)
  - Chaining multiple moves

A to B }  
B to C } A to C

- Results in two separate databases
  - Internal USPS® file (PARS) which is used for mail forwarding & ACS™ fulfillment
  - External data product (NCOALink®)

# Chaining

Links subsequent moves

- Strict Name Matching
- Same Move Type
- Performed Weekly

## Chaining Example

#1

TOM LONG

Address A

Family Move MED: 09/01/2008

Address ~~B~~ C

#2

THOMAS A LONG

Address B

Family Move MED: 01/15/2009

Address C

## Chaining (Boomerangs)

Moving customer moves back to old address

- Relaxed Name Matching
- Record is removed from NCOA<sup>Link</sup>®
- DNI (Do Not Intercept) Flagged in PARS
  - forwarding requires carrier confirmation

## Chaining (Boomerangs) Example

#1

MARTIN SHORE

Address A

Family Move MED: 09/01/2008

Address B

#2

JAMES SMITH

Address B

Family Move MED: 01/15/2009

Address A

#1

Deleted from NCOA<sup>Link</sup>®

DNI set in PARS

## Chaining (Bulletproofing)

Inserting Records to prevent double processing

- Strict Name Matching
- Different Move Types
- Performed Weekly

## Chaining (Bulletproofing) Example

#1

EMILY SHORE  
Address A

Family Move MED: 09/01/2008  
Address B

#2

MARTIN SHORE  
Address B

Individual Move MED: 01/15/2009  
Address C

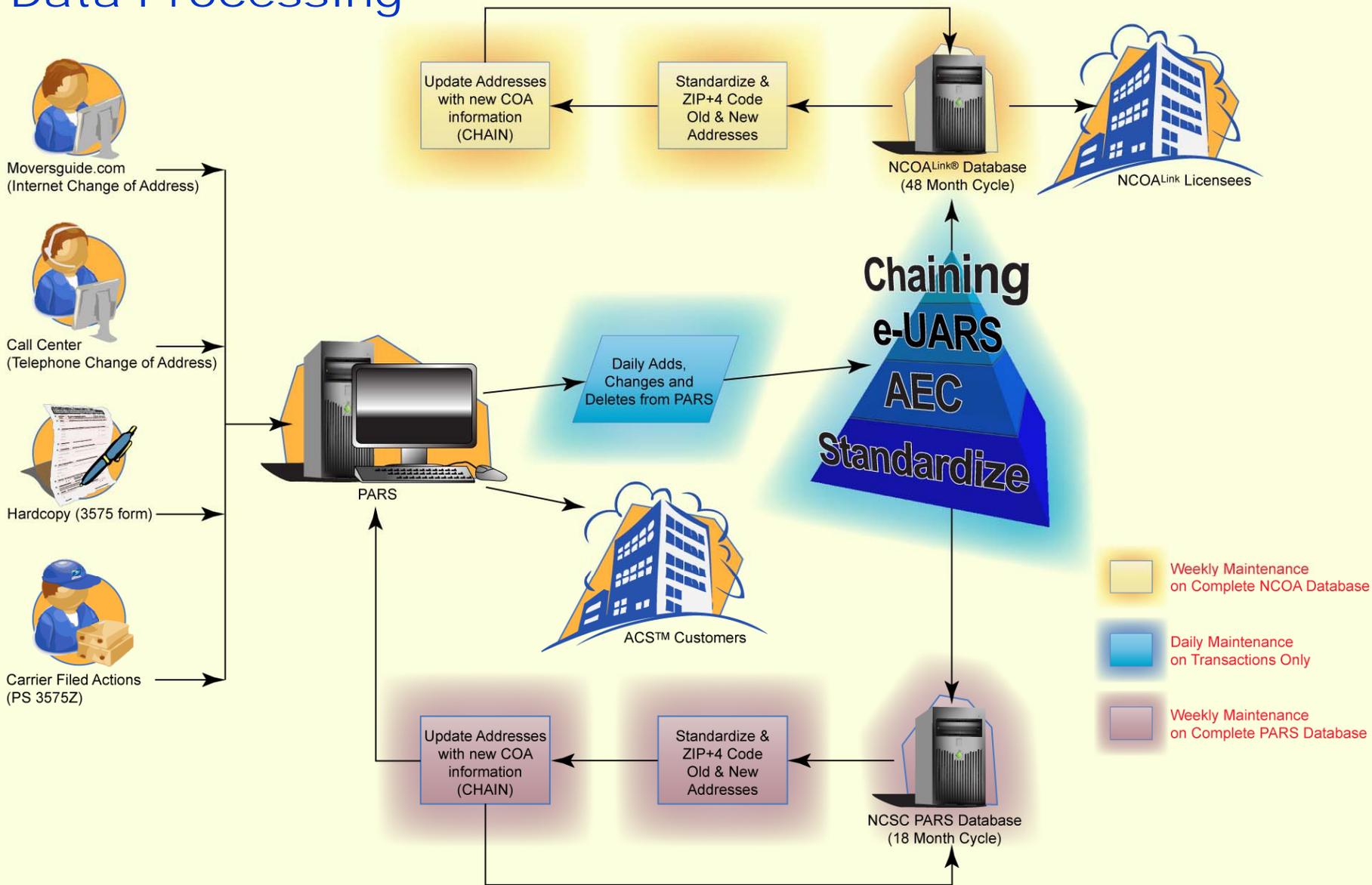
Add a new record:

#3

MARTIN SHORE  
Address A

Individual Move MED: 09/01/2008  
Address C

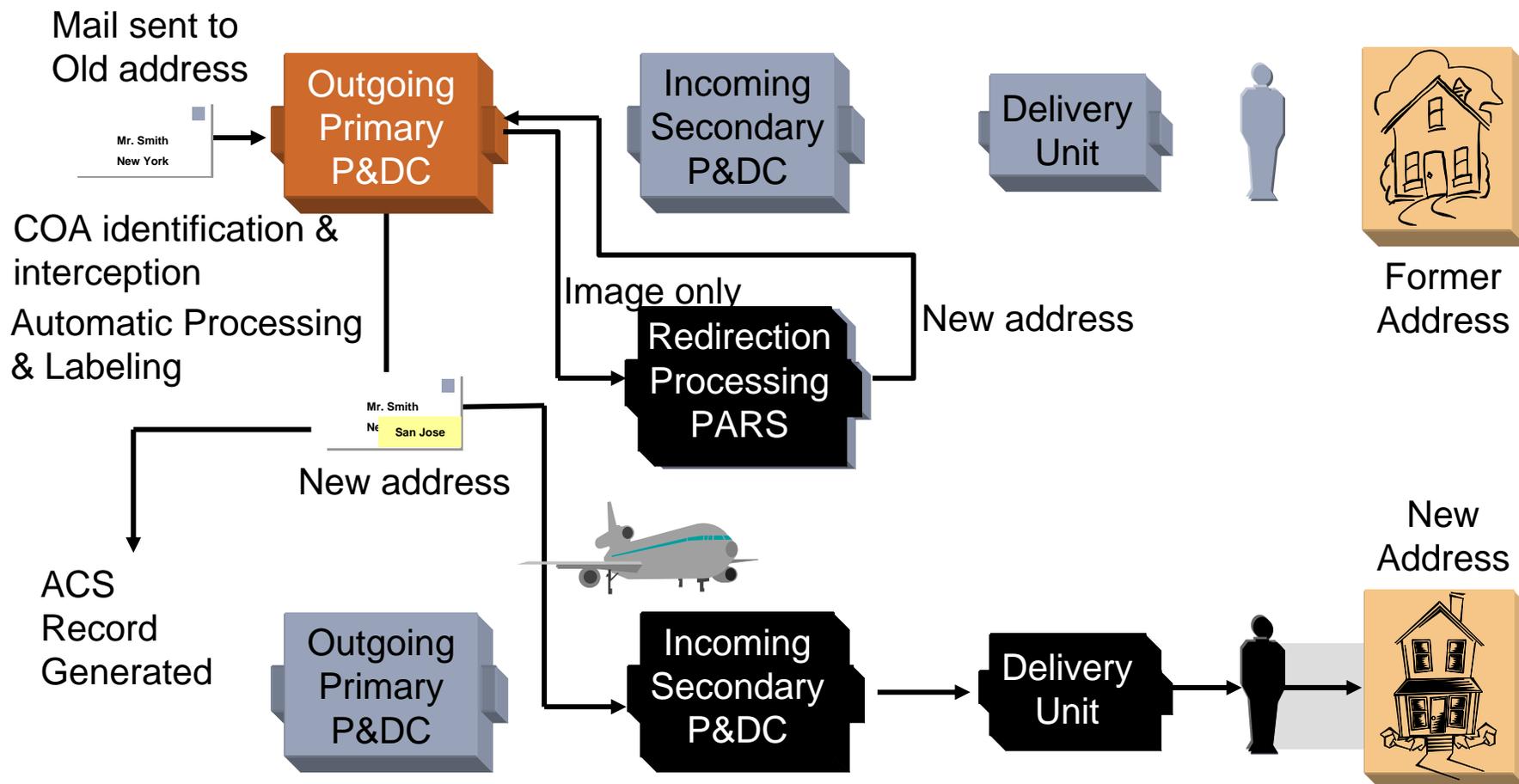
# Data Processing



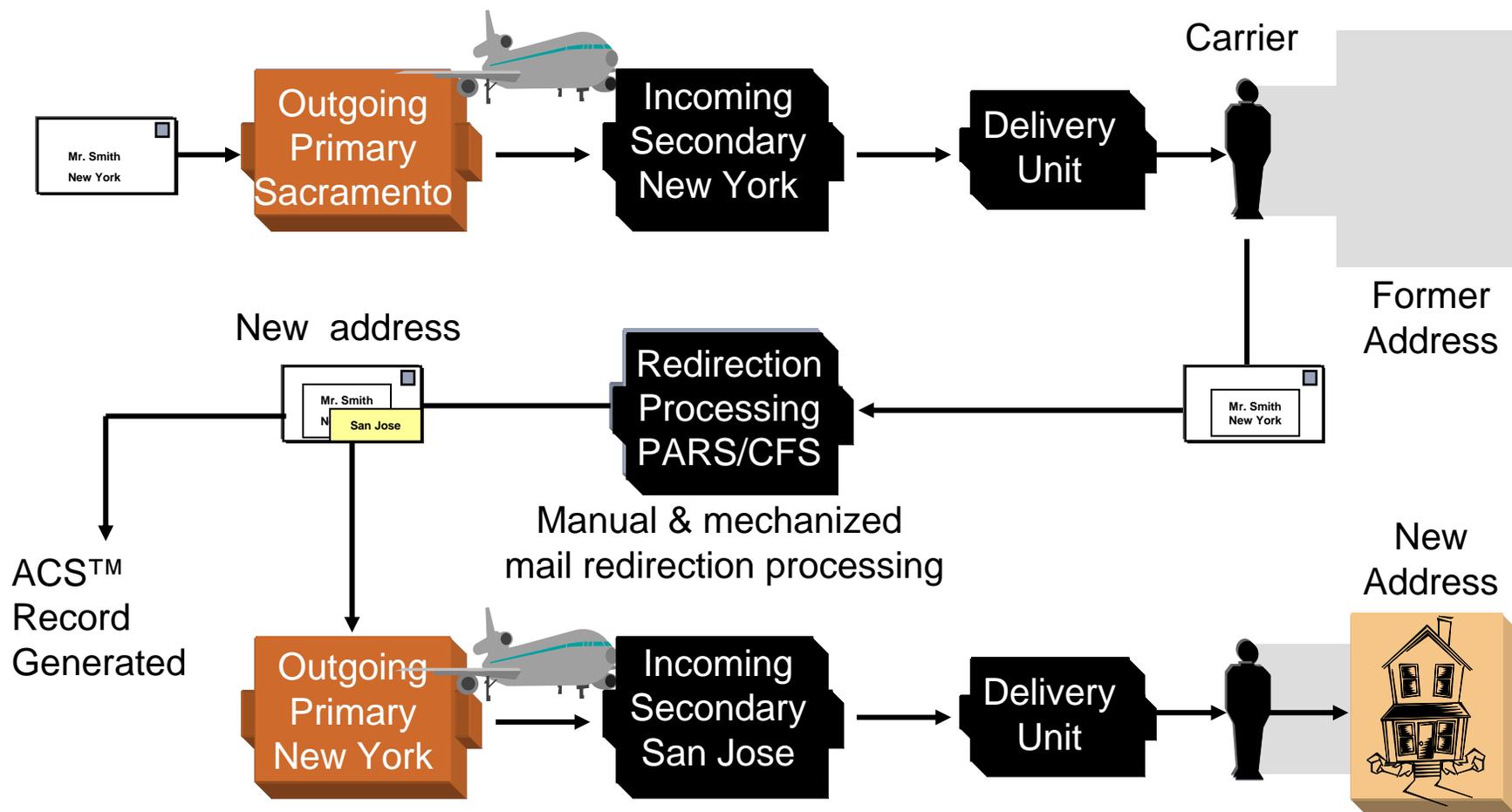
## Postal Automated Redirection System

- PARS is a USPS® internal system to identify “Undeliverable as Addressed” letter mail at the first machine handling and redirect it *automatically* to the current, correct destination or other disposition
- PARS used to generate ACS™ records for participating mailers for letter mail

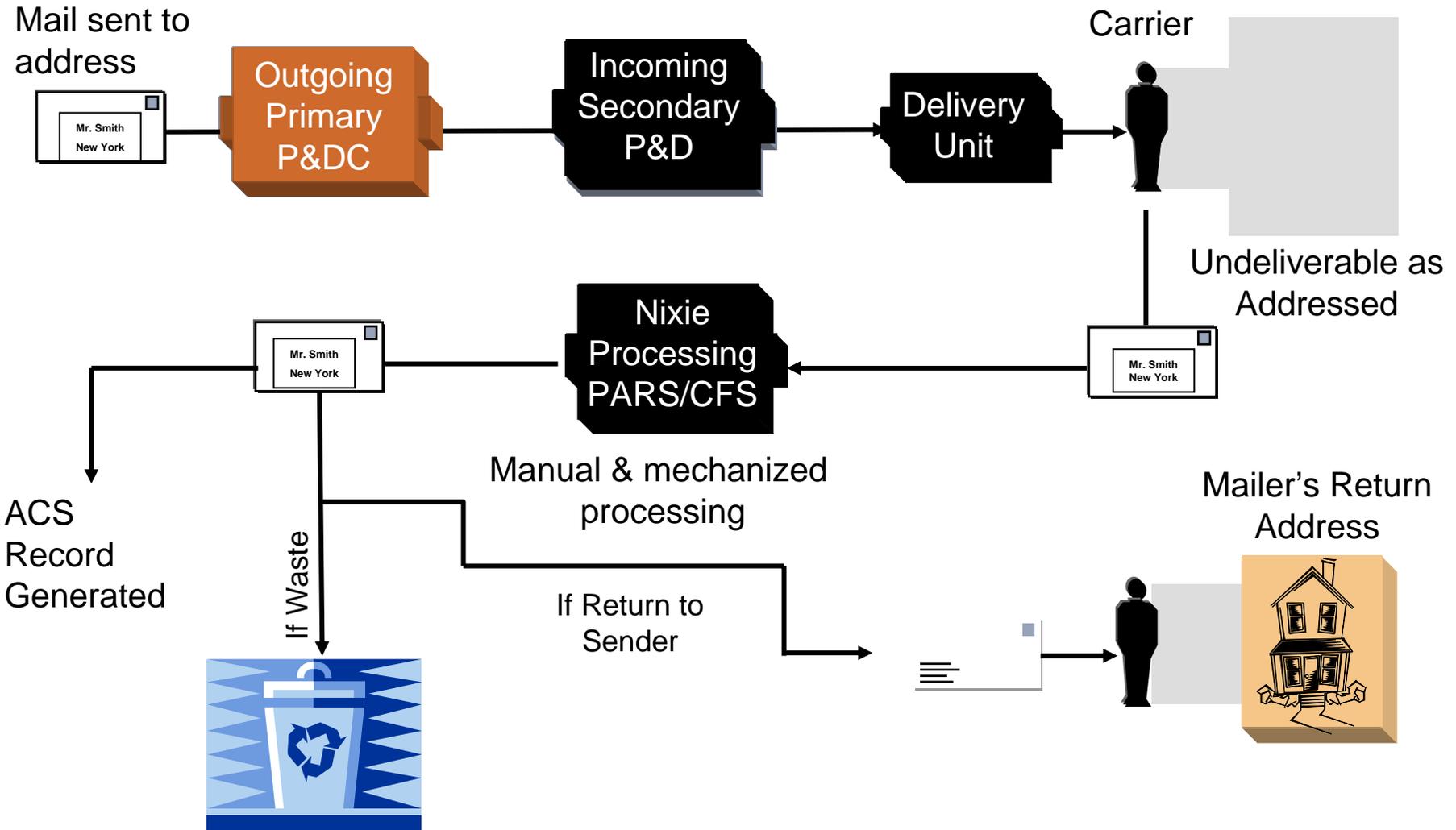
# COA Interception Process with PARS



# COA Processing with PARS & CFS (Non-Intercept)



# Nixie Processing with PARS & CFS (ACS™)



## ACS™ Service

- Post-mailing service provided by the USPS®
- Internal PARS database used
- Participants include an identification code on the mailpieces
  - Traditional (printed participant code as shown left)
  - OneCode™ or Full Service (IMb™ as shown on right)

#BWNFXZT  
#P123456789 2572X 7 #  
JOHN E SMITH  
916 N 5TH ST APT 3  
SPRINGFIELD IL 62702-5288



JOHN E SMITH  
916 N 5TH ST APT 3  
SPRINGFIELD IL 62702-5288

## NCOALink® Service

- Pre-mailing Move Update method
- Data delivery from USPS® to certified licensees
- Stored in a secure format using Secure Hash Algorithm
- Three types of certified licensees:
  - Full Service Provider  
*(48 months, updated weekly)*
  - Limited Service Provider  
*(18 months, updated weekly)*
  - End User Mailer  
*(18 months, updated monthly)*



## ACS™ - NCOALink® Product Differences

- PARS/ACS
  - 18 months of data
  - Permanent and Temporary COAs
  - Court Order Protected Individuals (COPI)
  - Records requiring carrier decision (Do Not Intercept - DNI)
  - ZIP + 4® coded and uncoded records
- NCOALink
  - 18 or 48 months
  - Permanent COAs only
  - Excludes:
    - COPI records
    - Records flagged as DNI
    - Old addresses that don't ZIP + 4 Code
  - New addresses that don't ZIP + 4/DPV® Code included but new address is not returned



## Business Name Matching

- NCOA<sup>Link</sup>®
  - Business Table
    - Lookup all businesses for address
    - Fuzzy Matching Logic determines if business names match
- PARS/ACS<sup>TM</sup>
  - COA record agrees each word on the mailpiece excluding:
    - business skip words
      - (inc, corporation, ...)
    - general skip words
      - (and, or, the, ...)
    - stand-alone single characters



## Individual and Family Match (NCOALink® only)

- Original Input
- Normalize First Name
- Nickname
- Normalize Last Name
- First Name Initial
- Swap First/Middle Name
- Last Name Only
- First Name – Hyphenated Middle/Last
- Hyphenated Middle/Last
- Cindy Mary Table
- Name Prefix and Suffix



## Rules Table (NCOA<sup>Link</sup>® only)

- Secure Hash Algorithm requires an EXACT match
- Rules Table facilitates name matching with slight variations of name

	Beg	Mid	End	Count1	Count2	Before	After
<b>Example 1</b>	Y	N	N	3	2	<b>MAC</b>	<b>MC</b>
<b>Example 2</b>	Y	Y	Y	2	2	<b>UO</b>	<b>OU</b>
<b>Example 3</b>	Y	Y	Y	2	1	<b>LL</b>	<b>L</b>
<b>Example 4</b>	Y	Y	Y	2	1	<b>NN</b>	<b>N</b>

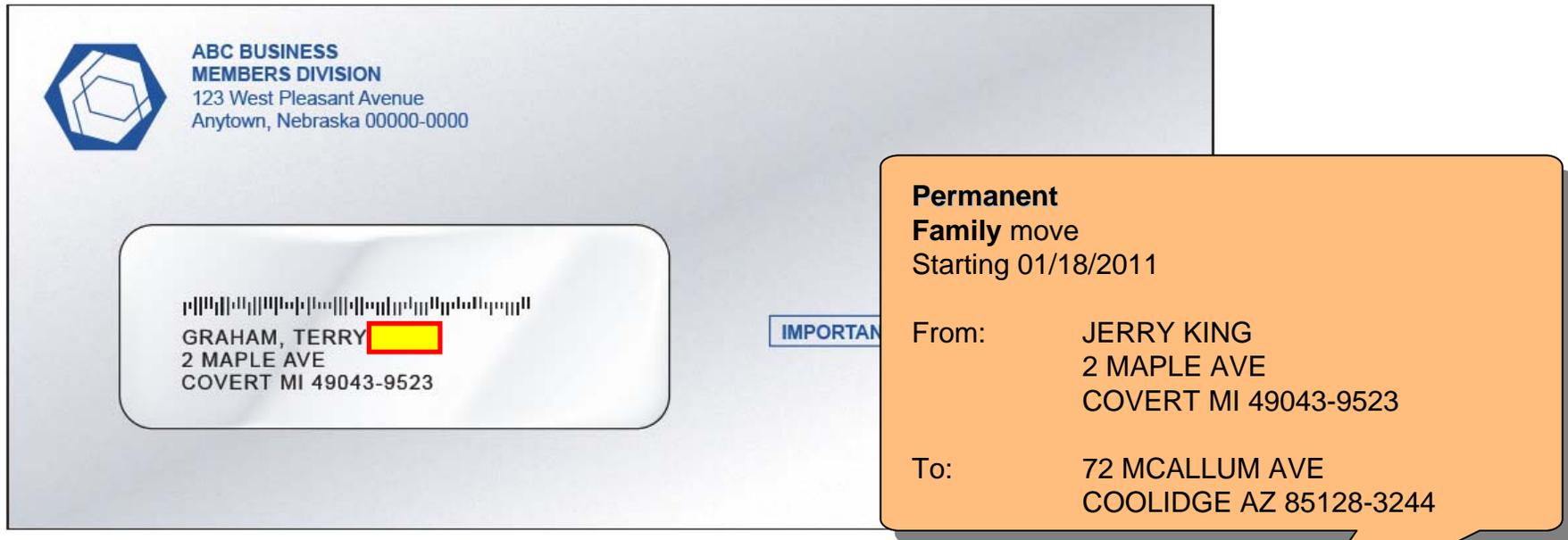
<b>Pass</b>	<b>Name string</b>	<b>Rule Applied</b>	<b>Name string after rule applied</b>
1	MacConville	Example 1	McConville
2	McConville	Example 3	McConvile
3	McConville	None	

## Name Prefix (gender) and Suffix (generation)

- *Gender* must agree on Individual Matches
  - Mrs. Cindy Smith = Cindy Smith
  - Mr. Cindy Smith NOT = Cindy Smith
  - Mrs. John Smith NOT = John Smith
  - Mr. John Smith = John Smith
  - Mrs. Darvarin Smith = Darvarin Smith
  - Mr. Darvarin Smith = Darvarin Smith
- *Generation* must agree on Individual Matches
  - Generational name suffixes
    - (II, III, IV, JR, and SR)
  - Suffixes must match if present
    - SR equals blank



## Match Results



 **ABC BUSINESS  
MEMBERS DIVISION**  
123 West Pleasant Avenue  
Anytown, Nebraska 00000-0000

  
GRAHAM, TERRY   
2 MAPLE AVE  
COVERT MI 49043-9523

**IMPORTANT**

**Permanent  
Family move**  
Starting 01/18/2011

**From:** JERRY KING  
2 MAPLE AVE  
COVERT MI 49043-9523

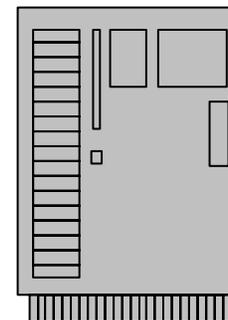
**To:** 72 MCALLUM AVE  
COOLIDGE AZ 85128-3244

### **NCOA<sup>Link</sup>® Returns:**

00 – No Match

### **PARS/ACS™ Returns:**

72 MCALLUM AVE  
COOLIDGE AZ 85128-3244



# Match Results



**ABC BUSINESS MEMBERS DIVISION**  
123 West Pleasant Avenue  
Anytown, Nebraska 00000-0000

*Owens*

JULIE A GREENE  
123 MAIN ST  
ASHEBORO NC 27205-7833

**IMPORTANT DOCUMENT**

**Permanent Individual move**  
Effective 03/17/2010

From: JULIE OWENS  
123 MAIN ST  
ASHEBORO NC 27205-7833

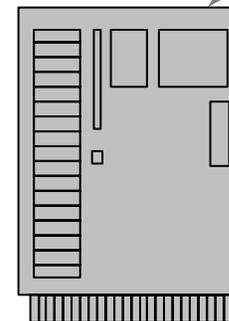
To: 5290 WOODBRIDGE RD  
RAMSEUR NC 27316-8228

## **NCOALink® Returns:**

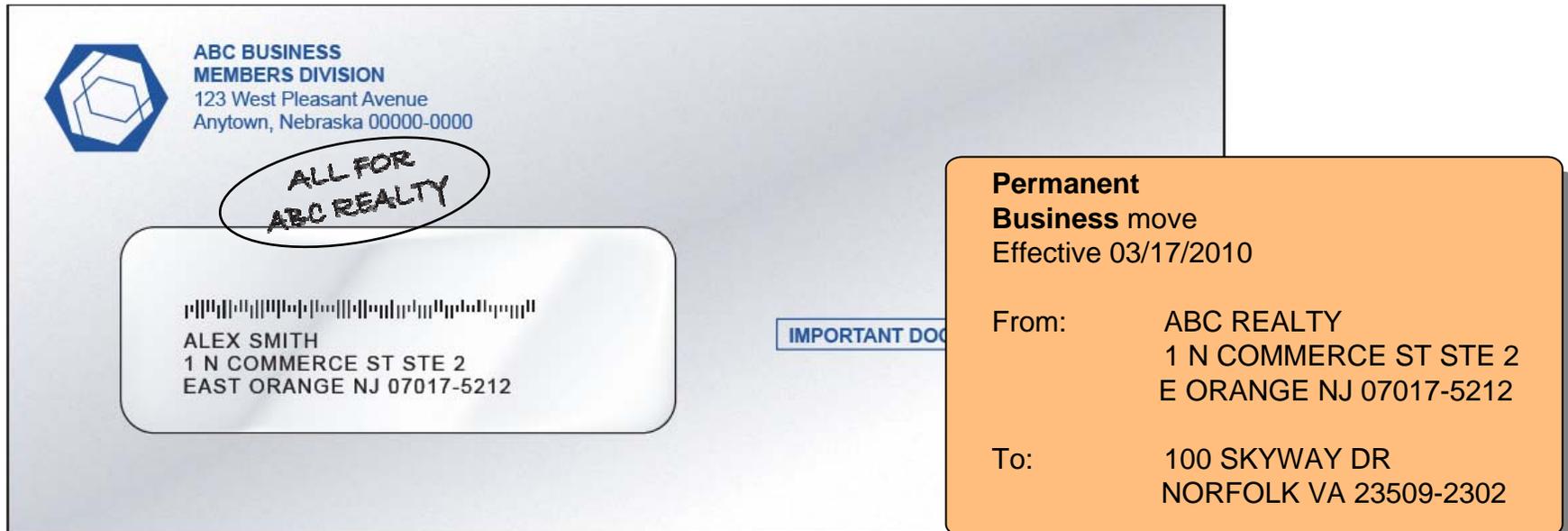
00 – No Match

## **PARS/ACS™ Returns:**

5290 WOODBRIDGE RD  
RAMSEUR NC 27316-8228



## Match Results



The diagram shows a mail envelope with a callout box. The envelope contains the following information:

-  **ABC BUSINESS MEMBERS DIVISION**  
123 West Pleasant Avenue  
Anytown, Nebraska 00000-0000
- ALL FOR ABC REALTY* (handwritten note in a circle)
- POSTNET barcode
- ALEX SMITH  
1 N COMMERCE ST STE 2  
EAST ORANGE NJ 07017-5212
- IMPORTANT DOCUMENT (stamp)

The callout box (orange) displays the following match results:

**Permanent Business move**  
Effective 03/17/2010

From: ABC REALTY  
1 N COMMERCE ST STE 2  
E ORANGE NJ 07017-5212

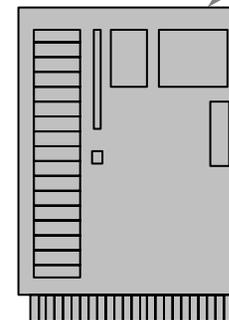
To: 100 SKYWAY DR  
NORFOLK VA 23509-2302

### **NCOA<sup>Link</sup>® Returns:**

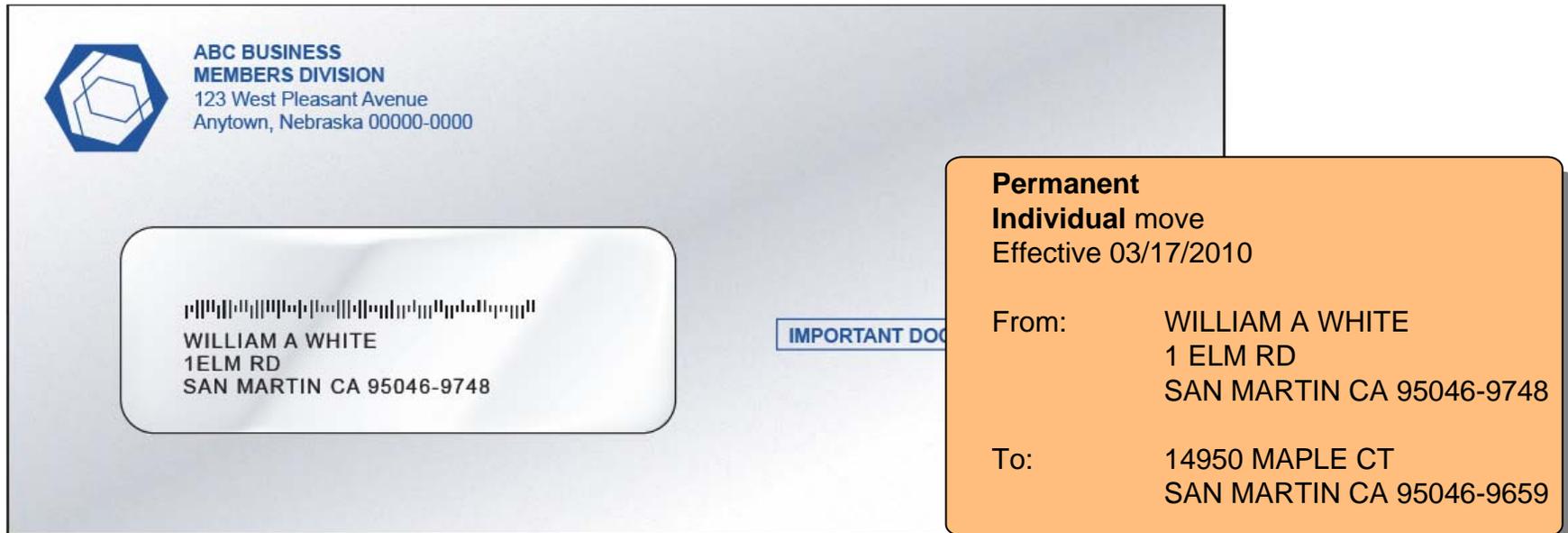
00 – No Match

### **PARS/ACS™ Returns:**

100 SKYWAY DR  
NORFOLK VA 23509-2302



# Match Results



The diagram shows a mail envelope with a callout box. The envelope has a logo for ABC BUSINESS MEMBERS DIVISION and a return address. A callout box, shaped like a speech bubble, points to the envelope and contains match results for a permanent individual move. Below the callout box is an illustration of a mail carrier's mail slot.

**ABC BUSINESS MEMBERS DIVISION**  
123 West Pleasant Avenue  
Anytown, Nebraska 00000-0000

WILLIAM A WHITE  
1ELM RD  
SAN MARTIN CA 95046-9748

**Permanent Individual move**  
Effective 03/17/2010

From: WILLIAM A WHITE  
1 ELM RD  
SAN MARTIN CA 95046-9748

To: 14950 MAPLE CT  
SAN MARTIN CA 95046-9659

## **NCOA<sup>Link</sup>® Returns:**

14950 MAPLE CT  
SAN MARTIN CA 95046-9569

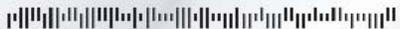
## **PARS/ACS™ Returns:**

No Information – Carrier Hand-off

## Match Results



 **ABC BUSINESS  
MEMBERS DIVISION**  
123 West Pleasant Avenue  
Anytown, Nebraska 00000-0000



**AFFORDABLE SOLUTIONS**  
95 REMINGTON AVE  
CAMPBELL CA 95008-3423

**IMPORTANT DOCUMENT**

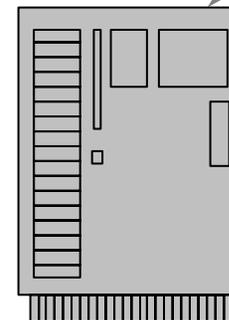
**Permanent  
Business move**  
Effective **06/17/2009**

From: **AFFORDABLE SOLUTIONS**  
95 REMINGTON AVE  
CAMPBELL CA 95008-3423

To:

**NCOA<sup>Link</sup>® Returns:**  
95 REMINGTON AVE  
CAMPBELL CA 95008-3423

**PARS/ACS™ Returns:**  
No Information





## Summary

- Variations in how NCOA<sup>Link</sup>® and ACS<sup>TM</sup> respond for same name and address input determined by:
  - Data contents in product
    - Move Type, Move Effective Date, etc.
  - Matching logic used
  - Carrier engagement
  
- Best practice for identifying change of address combines use of NCOA<sup>Link</sup> and ACS

## Knowledge Validation

1. All COA products provide the exact same results when a match is made.

***False***

2. Temporary COA orders are in all COA products.

***False***

3. Internal COA databases, i.e., PARS and CFS, have only 18 months of COA information.

***True***

## Speaker Schedule

### **Sunday**

### **Monday**

### **Tuesday**

#### **The War On UAA Mail – News From The UAA Front**

Dr. John Leininger / Charles Hunt – Level: New Advanced **Period 10, 8:00 am – 9:00 am**

#### **Keeping Track Of Your Customer – Full Service ACS**

Angela Lawson / Valarie Yates – Level: Advanced **Period 11, 10:00 am – 11:00 am**

Thank You