

Database Management for Executive Board Members

PCC Workshop-In-A-Box

June 2015

Overview

- ❑ Database Administrator
- ❑ Benefits of Purchasing a Mailing List
- ❑ Best Practice Template
- ❑ Important Information to Include in the Database
- ❑ U.S. Postal Service (USPS) permit list & Customer Connect
- ❑ Value of National Change of Address (NCOA)
- ❑ Summary



Database Administrator

A Postal Customer Council® (PCC) Database Administrator is a person who helps in planning, organizing and executing the database of the PCC® membership - this person can be an industry or USPS employee. It is recommended that every PCC regardless of the size should have a database administrator. The administrator is also responsible for the clean-up after each mailing and other program events.



Recommended Requirements for the selection of the Database Administrator:

- ❑ Computer knowledge in Excel.
- ❑ Please note that the non postal database administrator must sign a non-disclosure form

Benefit of Purchasing a Mailing List

It's an easy and convenient way to help a PCC® with database management...

Why your PCC would benefit:

- ❑ Reach new businesses for your program.
- ❑ Segment your lists by [Standard Industrial Classification (SIC) code, number of employees, headquarters locations, etc.] based on each PCC program or message
- ❑ Identify new PCC sponsorship opportunities



Best Practice Template

- [Greater Dallas Best Practice Summary](#) (see attachment)
- [Greater Dallas PCC Excel File Example](#) (see attachment)

List of important information that should be included in your PCC® membership database:

- Member name
- Industry name
- Mailing address
- E-mail address
- SIC Code
- Event(s) attended
- Membership fees (if applicable)
- Sponsorship contact
- Any other information that is relevant to your PCC

USPS permit lists are not permitted – including Customer Connect®.

Customer Connect

Customer Connect® is a joint partnership between the Association of Letter Carriers and the USPS. The program encourages carriers to encourage their business by identifying opportunities and obtaining leads. Carriers may participate in the program and are encouraged to submit at least two (2) leads per month.



Value of National Change of Address

- ❑ NCOALink[®] Product – will validate customers most recent address/changes - Not needed if you select a vendor to conduct mailings on your behalf.

Other Important Information

- ❑ CASS[™] (CODING ACCURACY SUPPORT SYSTEM) - The CASS certification process is designed in cooperation with the mailing industry to improve the accuracy of postal codes, i.e., 5-digit ZIP Code[™], ZIP + 4[®], delivery point code (DPCs), and carrier route codes that appear on mail pieces.
- ❑ DPV[®] (DELIVERY POINT VALIDATION) - The DPV Product identifies whether a ZIP + 4 coded address is currently represented in the USPS[®] delivery file as a known address record. The DPV Product allows users to confirm known USPS addresses as well as identify potential addressing issues that may hinder delivery.

Source of Information:

RIBBS: <https://ribbs.usps.gov/>

Understanding Coding Accuracy Support System (CASS)

The CASS™ system improves the accuracy of carrier route, 5-digit ZIP Code™, ZIP + 4® , and delivery point codes that appear on mailpieces. CASS is offered to all mailers, service bureaus, and software vendors who want to evaluate their address-matching software and improve the quality of their ZIP + 4, Carrier Route Information System (CRIS), and 5- digit coding accuracy. This process is graded by the United States Postal Service®, National Customer Support Center (NCSC), and the results returned to mailers in order to provide useful diagnostics for correcting deficiencies.

Source of Information:

RIBBS: <https://ribbs.usps.gov/>

Understanding Coding Accuracy Support System (CASS)

CASS™ enables the Postal Service™ to evaluate the accuracy of address matching software programs in the following areas: (1) 5-digit coding, (2) ZIP + 4/ delivery point (DP) coding, (3) carrier route coding, (4) DPV®, (5) Delivery Sequence File 2 (DSF2®), (6) Locatable Address Conversion System (LACSLink®), (7) Enhanced Line-of-Travel (eLOT®), and (8) Residential Delivery Indicator (RDI™) products. CASS allows vendors/mailers the opportunity to test their address-matching software packages and, after achieving a certain percentage of compliance, to be certified by the Postal Service. CASS does not measure the accuracy of ZIP + 4® delivery point, 5-digit ZIP Code™, or carrier route codes in a mailer's existing files. CASS enables mailers to measure and diagnose internally written, commercially-available, address-matching software packages. The effectiveness of service bureaus' matching software can also be measured.

Source of Information:

RIBBS: <https://ribbs.usps.gov/>

Summary

Your PCC® Database is a useful tool for membership growth. Keeping the data clean, adding new businesses to your mailings and tracking membership participation is the job of your PCC Executive Board.

- ❖ All PCCs must make sure that mailing and other lists are managed and used strictly in accordance with Publication 286.



Resource List

The following persons can be reached for additional assistance with your PCC® database needs:

- **Greater Dallas PCC**
 - Allen Aven – Industry Co-Chair (971) 881-2424
- **Houston PCC**
 - Steve Fowler, Industry Co-Chair (832) 732-7654
- **Tampa Bay Suncoast PCC**
 - Madeleine Ahrens – CRC (813) 877-0866



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- ❑ Greater Dallas PCC
- ❑ Houston PCC
- ❑ Tampa Bay Suncoast PCC
- ❑ PCC Advisory Committee – Membership Subcommittee



Questions

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THANK YOU