

ADDRESSING MOVES TO THE TOP OF THE AGENDA

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**TRIANGLE WORLD MAIL & EXPRESS
EUROPE**

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1. Why the address? Why is it moving to the top of the agenda? I submit, that neither posts nor mailers pay enough attention to the address, address databases, or hygiene, or especially, the problems caused thereby-especially undeliverable as addressed mail (UAA). Unfortunately, the very availability of address data and address systems is an issue, one of major significance. We'll get to that in a moment.



2. In some respects, we need to look at the address differently, as here. I've rebranded the Address like the Canadian cereal Shreddies. All I've done is turn it 45 degrees and give it a colored background, and we see it differently. We can also see that we can accurately call other identifiers addresses, such as my postal code alone, which locates my very home, my mobile number, sort of a portable address, and the IP address of my new website www.globaladdress.org. And a business or other entity needing to keep records involving human beings, might use any or all of these in its files to link data and keep it in order.

Top of the Agenda, because

- E-substitution
- Environmental concerns
- E-commerce
- Globalization – economic and human rights

ROI

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3. For current purposes, why should the address be at the top of the agenda?

Because of

E-substitution - letters and catalogues and magazines are all suffering from this problem, depriving consumers and posts both of physical communication – sometimes ill-advisedly. For example, a recent study in the USA on membership marketing found that organizations with 5000 or more members overwhelmingly find success at member recruiting with mail promotions. The best answer to the substitution promoters is the ROI argument, and UAA reduces ROI

Environmental concerns – there is so much myth and emotion around trees and the use of paper and the carbon footprint. We're all familiar with these. With a hamburger having something like 10 times the carbon footprint of a letter- delivered- one wonders why mail is under such scrutiny. Again, UAA contributes to that problem.

E-commerce and the Internet – Here there is a positive influence because, remarkably, e-commerce makes the address more valuable, and broadens its use. I'll tell you why

Finally, Globalization, which includes a concern for human rights, which I'll touch on, and despite the recession, despite 30% pay raises for labour in China, the process continues apace. In economics, our global interdependency, the spread of jobs world-wide out of the industrialized world, think call centers in India, all of this makes communication in ALL media more common and the address more important, and at the end of the day all of these reasons point to one thing

Return on investment (ROI) and profitability. To preserve mail, and to save postal systems, the address must be taken into account, and the UAA issue must be faced head-on.

The key to citizenship and the economy

Address proof card issued by Post office | Smart cards are issued by postal department on payment of Rs. 250 | It happens in INDIA - Mozilla Firefox

http://www.ithappeninindia.com/address-proof-card-issued-by-post-office-smart-cards-are-issued-1

May 20th, 2010 | Author: specs

Address proof card issued by Post office | Smart cards are issued by postal department on payment of Rs. 250

GOVERNMENT OF INDIA
DEPARTMENT OF POSTS
OFFICE OF THE ADDITIONAL
POST OFFICER (GENERAL) (POSTAL SERVICES)
HYDRABAD

Proof of Address Card

Name: KARTIK NARAYAN
Address: [REDACTED]

Address proof is necessary for every one to [open a bank account](#), to take SIM card and for many other purposes. We many people facing difficulties because of lack of proper address proof. For these people, Indian Postal Department is issu address proofs. Keeping in view the difficulty of the people who get frequent transfers or who shift their house frequer Andhra Pradesh State Postal Department is approving these address proofs. This system has proved to be a successful

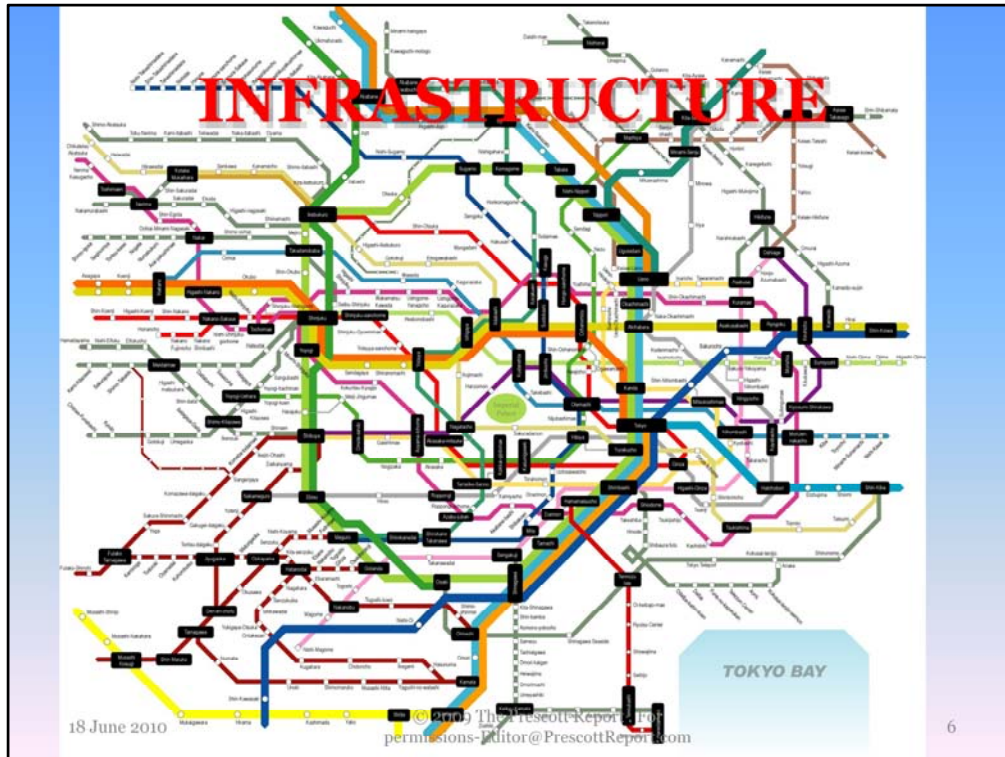
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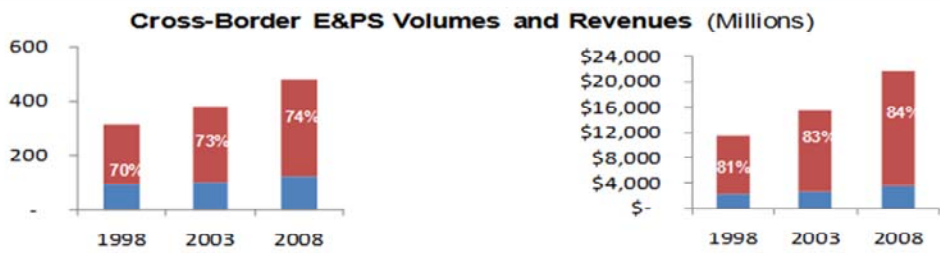
4. Consider what an address is, and what it is needed for. Addresses are: an essential tool for economic and social development, which we take for granted. In India, without an address, you won't be recognized as an individual, citizen, or customer. You can't get a mobile phone, open a bank account, buy a commuting bus pass, send your child to school. In India, the Post Office now will issue you a "proof of address" card so you can participate in modern life.

And addresses are used by emergency services, for planning where to put schools and hospitals, credit checking. Companies use them for fraud prevention, when I use my credit card to buy gasoline the pump asks me for my postal code, verifying that it is indeed my who is using the card, since a thief is unlikely to know the billing address for the card.



6. Address systems are a key national economic transportation and communications infrastructure, like a water or road or electric system, or Tokyo's subway. . These are all network systems, and addresses are both locations on the network and instructions to postal systems. Without them, there is chaos. Address systems are a critical component of national and international communication and trade – even more so with ecommerce growth.

E-commerce drives growth



- USPS international – 2002 40% of revenues to 2009 72% of revenues
- US small parcels exports up 300% (12 to 38 Million) 2008 to 2009.
- UK - IMRG and PostCode Anywhere – 1.1 billion parcels delivered
- Postal shopping portals launched: Netherlands Antilles, Singapore, Hong Kong, Korea, Canada Post, Netherlands, Saudi Arabia

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7. With ecommerce, and globalization, we are seeing a deluge of parcels. Expensive and inexpensive items ordered from websites and carried world-wide by the posts. Most of the new traffic is internal to countries, of course, but there is an increasingly large amount of traffic between countries. In Europe, Schengen has had an impact and the IPC E-Parcel Group has profited from it, and the Kahala Group has enjoyed growth in other markets.

According to the recent study of the global letters and parcels markets done for the UPU by Adrenaline cross-border express and parcel carriage worldwide has gone up by more than 50% in both volume and value since 1998.

Consistent with that, earlier this year at Triangle's conference in Miami, Pranab Shah, head of International at USPS stated:

"In 2002, 50% of the international revenue was single piece letters, 10% bulk letters, and 40% parcels and express. Last year, revenues came predominantly from parcels and express – 72%! Single piece letters have plunged to 18%, and bulk letters remains constant at 10%."

From 2008 to 2009, small packet volumes of DVD's and CD's and similar volumes have exploded from 48 to 56 million on the import side and from 12 to 38 million export!

In the UK research by PostCode Anywhere and Interactive Media Retailers Group found The UK online e-commerce market produced sales of goods and services valued at £50bn in 2009 which we estimate results in over 1.1 billion parcels and packets for delivery to UK and overseas consumers.

Undeliverable As Addressed

- Melissa Data undeliverable letter is \$3; lost customers \$35
- International Magazine Services – 5% to 20% returns
- USPS – return is 51 cents, burn is 5 cents. \$1.8 billion problem
- Intermec – delivery company £ 3.40
- PostCode Anywhere – all in € 25.5
- IMRG – cross-border from the UK £150 million



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8. So even if the consumer now has an email address, he still needs a postal address to receive a parcel, and those consumers to be in the developing world need addresses also. And as businesses we care and should care for all those good reasons-human rights, development, environments. And the posts and the businesses need to care for a bedrock reason.

Economics. A bad address resulting in an undeliverable piece of mail or a parcel UAA is wasted money, and expensive or impossible to correct;

The US data company Melissa Data estimates that the cost of a returned or undeliverable marketing letter is more than \$3: say a bulk rate of 35 cents to mail it, \$1.50 for the paper/envelope/printing/allocated design cost, and \$1.15 to manage the returned piece.

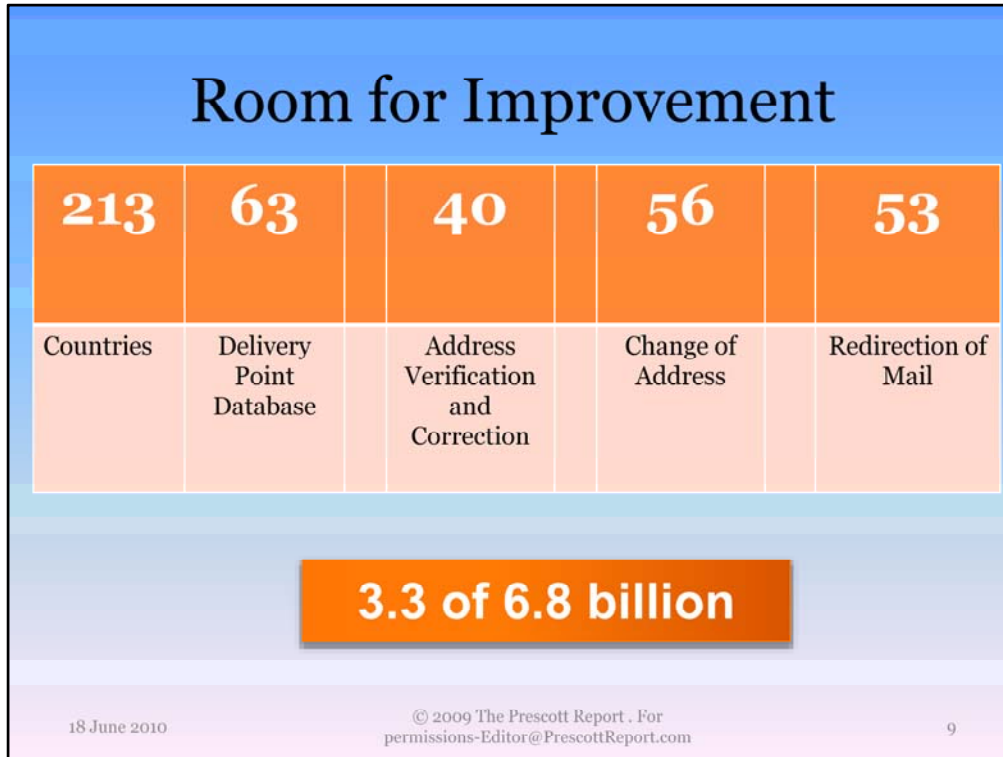
In a 25,000 piece mailing, of which 10% go undelivered, that's \$7,500 in wasted money. . What about the sale that is lost or the customer service effort that fails? And 10% is not unlikely in the US since 15% of our population changes address every year, and so a database could deteriorate at 1.25% a month – 8 months = 10%.

What about magazines? Speaking at the UPU's Global Addressing Summit, Marco Provazi of International Magazine Service, which provides direct entry magazine and newspaper services for publishers throughout Europe, estimates that 5% of all magazines are returned to him, and 20% returns in some countries is not unusual. Why subscribe if you don't get the magazine? Why not just read it online?

And in the parcel business it is even more expensive. At the Global Addressing Summit, the company Intermec estimated that just the cost of misdirection and redelivery of a parcel cost the delivery company £3.40. In the UK, Postcode Anywhere estimates the cost of missing postcodes alone costs mailers £147 million/year and that the cost of an incorrect address to a merchant, in refunds, redirection, replacement, stockage, and redelivery is €25.5 each.

This was recently confirmed by IMRG in its "Valuing Home Delivery Review" study in which it found that the cost to merchants, delivery agents and consumers per year in the UK amounts to somewhere between £790 and £1 billion per year. Andrew Starkey of IMRG speaking at the Summit estimated the loss to UK business for international parcel delivery failures/delays at about £150 million per year.

So the Internet doesn't makes a postal address irrelevant. In fact, globalization makes the problem worse...



9...because untold hundreds of millions of consumers and citizens don't have addresses. This shows the results of a survey by the UPU's Direct Mail Advisory Board of the world's posts in 2007. Out of 213 countries only 63 have delivery point databases, 40 address verification and correction capability, 56 change of address systems and 53 will redirect mail. Data expert Graham Rhind of the Netherlands calculates that some 5% of the world's population lives in countries without address systems, or 350,000,000.

In my own view, to have an identifiable address usable for governmental and economic purposes, you need a delivery point database and systematized address allocation system which permits storage of addresses in a computerized database. Only 63 countries have such systems, or about 3.3 billion of the world's 6.8 billion. In short, over half of the world's population live pretty much without a residential address and are not effectively reachable by businesses for marketing purposes.

And So...

- Consultative Committee GAS – www.prescottreport.com.
- Euradin conference
- United Nations and the UPU – “Addressing the World-An Address for Everyone”
- GADA – www.globaladdress.org

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10. So what's going on in this subject area

a. the Consultative Committee of the Universal Postal Union and the Direct Mail Advisory Board have been discussing these issues since 2007. We started with UAA mail and data and are expanding out from there. Our most recent effort was the Global Addressing Summit at the UPU and you can find the 15 excellent presentations from that conference at my website.

b. . Euradin (Euradin Address Infrastructure) conference, a much more technical level, but important and Europe-wide promoting European address harmonization of definitions, registration and access.

c. . It's so important that both the UPU and the UN have committed large resources to the subject: Address For Everyone will hold the first of three conferences on the subject in November of this year in Berne. This project has substantial UN agency support from all development agencies and interestingly the International Telecommunications Union – after all, a telephone or mobile phone number, like an e-mail or ip address, is an address.

GADA Agenda

- UAA causes and solutions
- COA systems – best practices, structures
- Cross-border access to data
- Pricing of postal data
- Performance standards
- Property rights
- Electronic addresses
- Bar-coding technologies and developments
- Lat/long role

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11. So going forward: what's the agenda, and where are we going? These are the issues which my new association, the Global Address Data Association will be focusing on for the benefit of postal users and postal systems.

Undeliverable as addressed mail (UAA)- causes and solutions

COA systems – best practices, structures

Cross-border access to data

Pricing

Performance standards

Property rights

Electronic addresses

Barcoding technologies and developments

Lat/long role

The Consultative Committee Vision

- Every address
- Every delivery point
- Every change of address
- Worldwide
- All the time
- By anyone



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12. Lastly, the business vision that the business community active at the UPU has articulated is this one. In fact, if you don't know this, the UPU has in its PostCode database, most of those first two assets. Once there are address systems, change of address systems are critical for data hygiene for everyone, business and government. For example, 15% of US population changes address every year, which means typical address database degenerates at about 1.25% per month. In fact, 70% of the UAA in the US is due to consumers failing to tell the USPS that one has moved. This is even a more complex problem here in Europe where people often move across borders, and access to COA systems across borders is nearly impossible.

In fact being able to catch those changes can be the difference between profit and loss on a mailing and whether the mailer even uses mail again, and so we return to where we began – it's all a question of economics. If a seller can use the post profitably, he will. If he can not, he'll use another communications medium.



Yes, addresses are everyone's job, and it's a never-ending job. Address hygiene, keeping one's files accurate, with proper address forms, is a thankless never-ending task. We'll hear about some tools to do that and especially why it is so important.

For mailers and businesses, it is all about return on investment

For consumers, it is economic accuracy and reaching friends

For the Posts, it means continued use of the mail and keeping customers

For society and government, it is keeping citizens engaged, served, connected, and creating a wealthier and healthier society.

So it's never "only an address".

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