Solutions for Undeliverable as Addressed (UAA) Mail: NCOA, ACS, Endorsements and More

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Solutions for Undeliverable Mail: NCOA, ACS, Endorsements and More

This discussion will review the various options mailers have for cleaning up Undeliverable-As-Addressed mail (UAA) and ultimately save on postage and printing costs. We will review the pre- and post-address cleansing methods including:

- CASS
- NCOA
- Default Mail Handling for First Class and Marketing Mail
- Standard Ancillary Service Endorsements (ASEs)
- ACS
- & More (including best practices and use cases –and what is Move Update?)

What is Undeliverable As Addressed (UAA) Mail?

UAA mail is any mailpiece that cannot be delivered to the name and/or address combination printed on the piece. Either the mail must be forwarded, returned to sender, or properly treated as waste depending on the class of mail and services requested.

UAA mail wastes time and money for the USPS and the mailer!

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3.4 Billion

Volume of undeliverable mail the USPS is forced to shred each year.

Physical Mail creates a deep impact for both the business and consumer.

Bad addresses force the USPS to throw away far too much – destroying that chance.

UAA Statistics:
https://postalpro.usps.com/address-quality-solutions/undeliverable-addressed-uaa-mail

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Understanding the Value of Action:
Calculate The Scale Of Your Wasted Spend

$4,000
The **wasted spend*** when only **1%** of every million pieces mailed is undeliverable

X

3-6%
The **average %** of **undeliverable** mail

=

$12-24K
What **is** currently **being wasted** for every 1 million pieces you mail

*Based upon an average $0.40 Total Delivered Cost of a Mail Piece

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"**CASS**" - Coding Accuracy Support System. CASS certification is offered to all mailers, service bureaus, and software vendors by the USPS to evaluate the quality of their address-matching software and improve the accuracy of the ZIP+4, carrier route and 5-digit coding.

The CASS process ONLY deals with the address elements in the list which are **Delivery Address, Address 2 (if applicable), City, State, ZIP.**

Example Input Address

201 East Progress Drive
West Bend, WI 53090

Example Output Address

201 E Progress Dr
West Bend WI 53095-5257

If three of the four address elements validate against the USPS database, the information can properly be updated.

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What else does the CASS process do?

CASS assigns the Delivery Point Code (DPC) to the routing ZIP segment of the IMb. The DPC is the last two digits of the 11-digit routing code. The DPC is NOT printed on the actual mailpiece.

A common phrase is "Delivery Point Validated" (DPV). A fully DPV'd primary address qualifies for Full Service and creates the opportunity for the mailer to enjoy the benefits of Full-Service Intelligent Mail*.

CODE	DESCRIPTION
Y	Address DPV confirmed to Primary and Secondary address if provided
D	Address DPV confirmed to Primary but Secondary number was missing
S	Address DPV confirmed to Primary but Secondary number could not be confirmed
N	Address not in database (Undeliverable)
M	Multiple deliverable address points

(*I.E., PAYS LESS $$)

Pre-Mail Data Hygiene
DPV Example

Look Up a ZIP Code™

ZIP Code™ by Address / ZIP Code™ by City and State / Cities by ZIP Code™ / FAQs >

ZIP Code™ by Address

You entered:

INTELISENT
597 NORTH MOUNTAIN ROAD
NEWINGTON CT

Disclaimer: USPS® cannot guarantee that the address shown here is the actual location of the business. Please verify the address before sending your mail. If more than one address matches the information provided, try narrowing your search by entering a street address and, if applicable, a unit number. **Edit and search again.**

INTELISENT
597 N MOUNTAIN RD
NEWINGTON CT **06111-1418**

CARRIER ROUTE	COUNTY	DELIVERY POINT CODE
C015	HARTFORD	97

CHECK DIGIT	COMMERCIAL MAIL RECEIVING AGENCY	LAC™
1	N	-

eLOT™	eLOT ASCENDING/DESCENDING INDICATOR	RECORD TYPE CODE
0099	A	S

PMB DESIGNATOR	PMB NUMBER	DEFAULT FLAG
-	-	-

EWS FLAG	DPV CONFIRMATION INDICATOR	
-	Y	

Pre-Mail Data Hygiene

After a file is processed through CASS, it is common to run that same list through the National Change of Address (NCOA) database.

NCOA - is a set of data maintained by the USPS that includes permanent change-of-address records. It is common, but not required, that when an individual, family, or business moves in the US to file a Change of Address notification with the USPS. The NCOA process will append data to the provided list to allow the mailer to send the mailpiece to the most current name and address combination on record.

Pre-Mail Data Hygiene

PCOA – is "Proprietary Change of Address" – this is a service offered by multiple address software vendors. They may have COA's that the USPS does not have. The USPS can only retrieve up to four years of COAs. Third parties can keep the data much longer and have COAs the USPS never received.

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Pre-Mail Data Hygiene

Move Update

The USPS Move Update standard is a means of reducing the number of mailpieces in a mailing that require forwarding or return by the periodic matching of a mailer's address records with change-of-address orders received and maintained by the Postal Service™. Mailers who claim First-Class Mail® presorted or automation prices, USPS Marketing Mail™ prices, and Parcel Select Lightweight® prices must demonstrate that they have updated their mailing list within 95 days before the mailing date. Additionally, Move Update compliance is required in most cases to claim Automation postage rates.

There are multiple Move Update methods with NCOA and ACS being the primary. Detailed information regarding Move Update can be located at: Move Update | PostalPro (usps.com)

How is UAA is treated?

Default handling for UAA mail varies by class.

	FIRST CLASS	MARKETING MAIL	PERIODICAL
COA	< 180 Days - Forward – no notification > 180 Days – Manual Return to Sender (RTS)	Destroy – no notification	Forward for 60 days – no notification
NIXIE	Manually RTS	Destroy – no notification	Return to Sender – possible $$ Risk

What's a "NIXIE"?

The term "Nixie" is used differently in NCOA vs. ACS.

NCOA Nixie = In NCOA, "nixie" codes are used to describe why an address couldn't make an exact match to the address provided. The code doesn't necessarily mean the address is not deliverable. It could be it was missing an apartment number or something similar.

ACS Nixie = In ACS, "nixie" refers to the reason it was not deliverable. There could be an address that receives a nixie in NCOA but gets delivered and there is no ACS nixie. The reverse can also happen. The address could be perfect in NCOA but has a nixie returned in ACS.
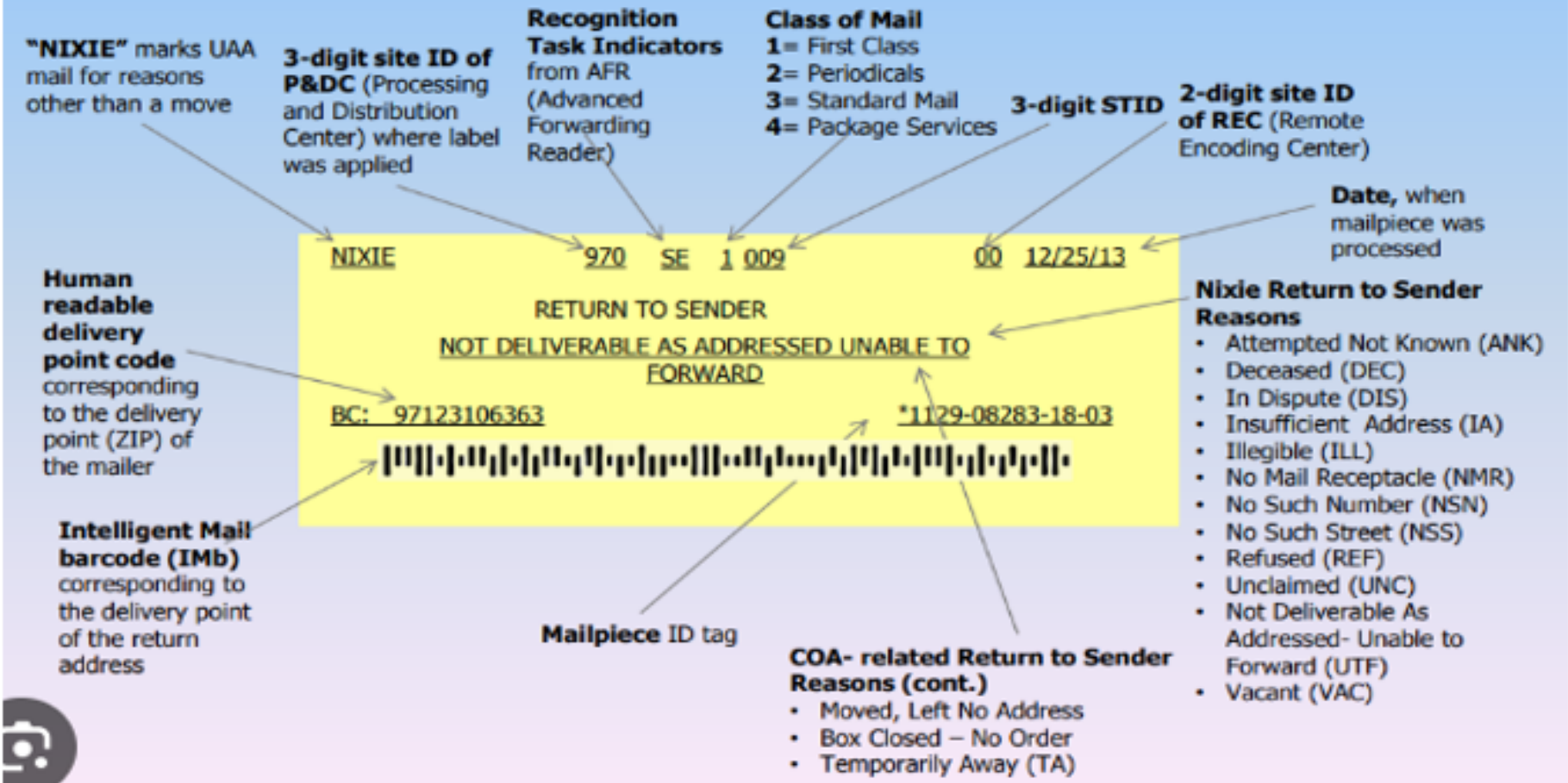
What if I don't want the UAA default?

There are three "buckets" of treatment that are triggered by the USPS when a mailing is presented:

- Do nothing – The "default" will occur per the earlier slide

- Use an Ancillary Service Endorsement ONLY on the mailpiece**

- Enroll in the USPS Address Correction Service (ACS)

** **IMPORTANT NOTE: Using ASE ONLY negates the ability to mail as Full Service. Pieces MUST be presented as Basic Intelligent mail.**

Ever wonder what the codes on that yellow sticker mean?

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NIXIE Label (found on letters, flats & parcels)

"NIXIE" marks UAA mail for reasons other than a move

3-digit site ID of P&DC (Processing and Distribution Center) where label was applied

Recognition Task Indicators from AFR (Advanced Forwarding Reader)

Class of Mail
1 = First Class
2 = Periodicals
3 = Standard Mail
4 = Package Services

3-digit STID

2-digit site ID of REC (Remote Encoding Center)

Date, when mailpiece was processed

```
NIXIE            970  SE  1 009              00  12/25/13

         RETURN TO SENDER
    NOT DELIVERABLE AS ADDRESSED UNABLE TO
                FORWARD

BC:  97123106363                    *1129-08283-18-03
```

Human readable delivery point code corresponding to the delivery point (ZIP) of the mailer

Intelligent Mail barcode (IMb) corresponding to the delivery point of the return address

Mailpiece ID tag

COA- related Return to Sender Reasons (cont.)
- Moved, Left No Address
- Box Closed – No Order
- Temporarily Away (TA)

Nixie Return to Sender Reasons
- Attempted Not Known (ANK)
- Deceased (DEC)
- In Dispute (DIS)
- Insufficient Address (IA)
- Illegible (ILL)
- No Mail Receptacle (NMR)
- No Such Number (NSN)
- No Such Street (NSS)
- Refused (REF)
- Unclaimed (UNC)
- Not Deliverable As Addressed- Unable to Forward (UTF)
- Vacant (VAC)

What if we use an Ancillary Service Endorsement (ASE) Only?

The use of an ASE without any electronic ACS option will result in a complex series of options by the USPS based on the class of mail **AND** add potential cost.

This is NOT a best practice solution. Use of the appropriate ASE is a best practice when combined with electronic ACS.

** IMPORTANT NOTE: Using ASE ONLY negates the ability to mail as Full Service. Pieces MUST be presented as Basic Intelligent mail.

Proper Placement of ASE Information


```
JAMES WARRICK
RUSS GALLERY LTD                                                    Presorted
4016 MAIN ST           ADDRESS SERVICE REQUESTED³                   First-Class Mail
FORT WORTH TX 76133-5559                                            U.S. Postage Paid
                                                                   Fort Worth TX
ADDRESS SERVICE REQUESTED¹                                          Permit No.1

                                          ADDRESS SERVICE REQUESTED⁴


                    ADDRESS SERVICE REQUESTED²

                    JOHN DOE
                    10 ELM ST
                    ANYTOWN WA  98765-4321
```

The endorsement must be placed in one of these four positions:

below the return address.

above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline, or optional endorsement line).

3. Directly to the left of the postage area and below or to the left of any price marking.

4. Directly below the postage area and below any price marking.

How do the STIDs Work?

The STID is the second element of an IMb. The USPS has a chart of STIDs that tells the USPS processing equipment four important details:

- Class of Mail
- Full Service or Basic/NonAuto
- Is Informed Visibility (IV)** tracking included
- What type, if any, ACS service is included

** IV is the current term for the service previously referred to as IMb Tracing

NEED MORE?

Sample STID Chart

File Location:
https://postalpro.usps.com/service-type-identifiers/stidtable

First-Class Mail®

Address Correction Option		Basic or Nonautomation		Full-Service	
		Without IV® MTR*	With IV® MTR*	Without IV® MTR*	with IV® MTR*
No Address Corrections – No Printed Endorsements		300	310	260	270
Manual Corrections **		700	040		
OneCode ACS®	Address Service Requested Opt 1	230	220		
	Address Service Requested Opt 2	080	140		
	Change Service Requested Opt 1 ♻	504	502		
	Change Service Requested Opt 2 ♻	082	240		
	Return Service Requested Opt 2	341	340		
	Temp-Return Service Requested Opt 2	345	344		
Full-Service ACS™	Address Service Requested Opt 1			320	314
	Address Service Requested Opt 2			081	141
	Change Service Requested Opt 1 ♻			516	514
	Change Service Requested Opt 2 ♻			083	241
	Return Service Requested Opt 2			343	342
	Temp-Return Service Requested Opt 2			232	222
	Address Service Requested Opt 1**	501	500	505	503
	Address Service Requested Opt 2**	507	506	509	508

What is Electronic ACS?

ACS is a free* service by the USPS that allows a mailer to retrieve COA and Nixie information electronically by registering their MID(s). There are many ACS options. The ACS service option is determined by the Service Type Identifier (STID) in the Intelligent Mail Barcode (IMb) and the appropriate ASE if required. ACS allows the electronic updating of mailing lists to mitigate the costly manual processing of UAA.

Marketing Mail requires the use of an ASE when participating in ACS. First Class mail does not require the use of an ASE, but it is highly suggested as a best practice, when participating in ACS. "Electronic Service Requested" is a best practice for both FC and MM when using electronic ACS.

*Free if mailing as Full-Service and using the appropriate STID and ASE

ACS is SCARY – How do I know what STID to use so I don't, or my client doesn't, get charged?

Don't over think it. 90⁺% of mailings are covered by less than a handful of STIDs

Option	Description	COA Handling	Nixie Handling	Note
CSR1	Change Service Requested - Option 1	Piece Destroyed**. ACS data Sent.	Piece Destroyed**. ACS data Sent.	No Charge for Full-Service FC & MM*
CSR2	Change Service Requested - Option 2	Piece Forwarded. ACS data Sent.	Piece Destroyed**. ACS data Sent.	No Charge for Full-Service FC* - Cost for MM

	Full-Service w/ IV Tracking	Full-Service w/o IV Tracking	Basic/Non-Auto w/ IV Tracking	Basic/Non-Auto w/o IV Tracking
CSR1 FC	514	516	502	504
CSR1 MM	243	093	242	092
CSR2 FC	241	083	240	082
CSR2 MM ($)	231	567	586	513

*Residual Pieces which are part of a Full-Service Mailing will also not incur an ACS charge as long as the correct STIDs are used.

**This is USPS "Green & Secure" destruction. Additional registration is needed for USPS "Secure Destruction" for FC Mail.

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What Does ACS Cost?

Most Full-Service pieces are fulfilled via ACS at no charge. Other charges MAY apply. ACS decisions involve a discussion regarding class of mail and desired disposition of the mailpiece by the Mail Owner.

How do I Start?

It is an option to self-enroll in ACS directly with the USPS. It is customary to engage the services of a Trusted Industry Partner / Vendor to receive the information for ACS via very easy delegation form and turn the raw ACS data into usable reports, information and data extracts.

ACS Resources:

https://postalpro.usps.com/address-quality/ACS

Additional Resource Materials

Mailing Systems Management Association (MSMA): https://msmanational.org/
    Educational and resource membership organization hosting the Mailcom Conference

National Postal Forum (NPF): www.npf.org
    USPS / Industry Conference focusing on education and training tracks

Postal Explorer: https://pe.usps.com/
    Includes the Domestic Mail Manual, Quick Service Guides, Tools, Notice 123 (USPS Price List),
    Upcoming Price Change Documentation

PostalPro: USPS | PostalPro
    Variety of resources on many USPS related topics

Postal Customer Councils (PCCs): Postal Customer Council® (PCC) | PostalPro (usps.com)
    Local and national meetings and events

Mailers' Technical Advisory Committee (MTAC):
    Mailers' Technical Advisory Committee (MTAC) | PostalPro (usps.com)

Various other industry associations and professional conferences are also available

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