



# BULK LIST PROCESSING

Maintaining clean data ensures your print projects get into the mail stream quickly, increases deliverability and reduces costs. To maximize your delivery expenditures, Hess Print Solutions has initiated complimentary data hygiene procedures for all bulk lists (more than 20 addresses) that ship via package services such as UPS (preferred provider), FedEx or USPS.

We use three powerful software programs to cleanse your list, optimize deliverability of your project and significantly reduce your number of undeliverable packages.

- 1. Coding Accuracy Support System (CASS)** software corrects, standardizes, and matches street addresses in your list. If the system identifies any missing information, such as a ZIP code or city, omitted data is automatically added to guarantee a complete address. CASS performs delivery point validation checks to verify whether or not each address is indeed a deliverable address. Findings are compared against the USPS Locatable Address Conversion System to update addresses that have been renamed or renumbered. Standardizing and correcting addresses this way minimizes undeliverable charges and returns from UPS/FedEx.

### Example of a CASS-corrected address:

The input of:

1 MICROWSOFT  
REDMUND WA

Produces the output of:

MICROSOFT  
1 MICROSOFT WAY  
REDMOND WA 98052-8300

Here the street and city name misspellings have been corrected; street suffix, ZIP code and ZIP + 4 add on have been added; and in this case the address was determined to be the location of a business.

- 2. National Change of Address (NCOA)** software updates old addresses using information provided to the USPS by consumers who complete a "Change of Address" form and submit it to the Post Office when moving. Processing bulk lists through the NCOA minimizes package forwards to new addresses and reduces additional shipping charges from UPS or FedEx.



**HESS PRINT SOLUTIONS**

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- 3. Residential Deliver Indicator (RDI)** software matches your databases against the USPS database for businesses and residence. This allows packages to be certified as residential, so that home delivery charges are properly accessed before the package is shipped. Hess is an authorized and approved non-exclusive RDI licensee of the United States Postal Service.

These simple and effective processes ensure we use the cleanest, most current lists for your print shipments. When data cleansing is finished, we provide you with four separate files:

1. Cleaned Domestic Addresses – Ready to ship
2. Cleaned Domestic PO Box Address – Will ship via USPS Priority Mail
  - a. *Unless otherwise indicated*
3. Foreign Addresses – Client choice for on shipping and method
  - a. *Manual foreign address look-ups and cleaning is available for a charge of \$2.50 per address with a \$150 minimum\** \*Without guarantee of deliverability
4. Invalid Addresses – returned to customer
  - a. *If you would like us to ship to an addresses that has been deemed “invalid” by any of the data processes, HPS can accommodate your request for an additional charge of \$12.50 per package\**  
*\*This fee covers our likely return handling fees and there is no guarantee of deliverability*

Once your shipment is complete, we also provide you with a return database including tracking information so you can integrate your new data hygiene into your customer database and continue getting the most from your marketing program dollars.

Questions? Contact your Hess Print Solutions representative.



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