



# Customer Orientation without a Compass

Correct addresses – best route to the customer

## New significance of addresses

In the light of steadily increasing competition, successful customer management has become a major challenge for almost every business organisation today. Multi-channel marketing and new media are changing the nature of communication with the customer as well as his expectations. As the differentiation between products continues to narrow, an improved service level will often be the only way to gain a competitive edge. To do so, customer relationship processes and business operations need to be adapted to these new requirements; the decisive issue being to communicate with the customer individually and to address him personally. Addresses become the key to this success and the determining factor for the *Customer Lifetime Value*.

There are many different ways for addresses to reach a company, e.g. by phone, mail, e-mail or via the Internet. As addresses are transmitted or entered, they are frequently stored without prior verification due largely to a lack of machinery or processes to continuously monitor the quality of the addresses collected.

## Simple and efficient solution

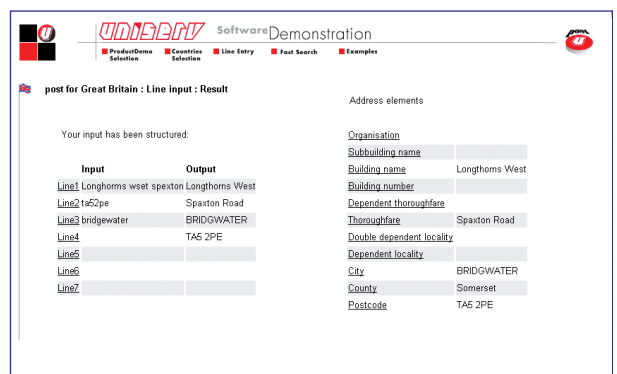
With the Uniserv module *post*, it is easy to smooth the way to the customer. *post* reliably checks, corrects and updates all postally relevant address elements in a highly fault-tolerant manner. Potential difficulties such as misheard words, miss-keys, reading or spelling errors are automatically corrected by the system in an interactive fashion. This module can easily be integrated into your system environment and it is available for all current platforms. Running as a background process, it is a valuable and efficient assistant, regardless of the foreground application.

For a non-recurring or initial processing of large address files in batch mode, *post* is also available as sequential solution.

## Application Fields

*post* is an absolute necessity for companies with significant customer databases or frequent customer contacts, for example within call centres or proactive departments such as sales and customer care. With *post*, user errors can be avoided right from the point where addresses are entered. Even customer addresses entered via the Internet in e-commerce applications can be instantly checked and validated! As sequential tool, it can be used for batch data cleansing tasks and continuous address maintenance. *post* is particularly well-suited for preparing bulk mailings for Marketing and Advertising.

Amongst other benefits, using *post* will enable you to avoid delayed, misdirected, returned and/or duplicated mail. This in turn will result in higher levels of reliability, a better image as well as savings in time and cost, thus setting up the foundations for truly customer-oriented and personalised activities in one-to-one marketing.



*post* makes your interaction customer-oriented. Try out the *post* demo client under [www.uniserv.com/demo](http://www.uniserv.com/demo).

## Key Features

- *post* is available for both interactive applications and sequential mass processing tasks.
- *post* is an expert system that achieves maximal hit rates using intelligent search and analysis methods. This distinguishes *post* from look-up software, which works without sophisticated technology and verification mechanisms.
- The software has high integration capability and ensures maximum protection of investment.
- *post* supports all current platforms and provides a wide selection of client interfaces.
- Due to its intelligent development concept, *post* is application-neutral and can be used in virtually any line of business or industry sector. *post* is web capable and can be used in an international context.
- The international orientation offers a large number of country-specific expert systems, which are constantly being extended. Visit our demo site at [www.uniserv.com/demo](http://www.uniserv.com/demo) for an overview of all the currently available expert systems. In addition to this, we offer *postWorld*, a postal validation software which can be used internationally at a more general level. This is the ideal supplement to the country roll-out in the expert systems.
- Uniserv has had its programs (with the exception of the US version) certified by the national post offices in all countries in which the postal authorities offer this.
- In all country versions, the postcode, place name and street name are checked against continuously researched reference databases and corrected if necessary. Especially for Germany, there is also an exact check of the house number, which determines whether the specified house number exists in a specified street.
- In principle, the software works on the basis of street directories covering entire areas – even when these directories are not provided by the relevant national post offices.
- A regular table update service oriented on the most frequent delivery cycles of the relevant post references ensures a maximum knowledge base up-to-dateness. Prior to delivery, all addresses in the update tables are matched. Completely generated tables are delivered.
- With the quality and currency of the addresses validated by *post*, they can serve as basis for customerspecific geomarketing applications using the Uniserv module *geocoding*. And with *ecoSort*, customers can also fully benefit from bulk mail postage reductions.

## Technical aspects

A fully developed fuzzy logic as well as proven analysis methods ensures a high hit rate along with optimal performance. These make sure you will find precisely the addresses you are searching for.

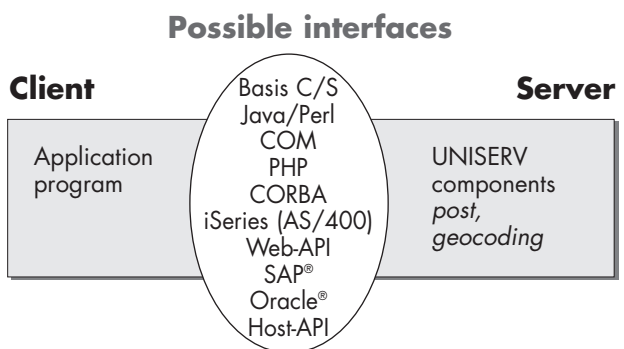
Invisible for the user, the interactive Uniserv module is run in the background. *post* can be fully integrated into any existing and customary application processes. Users can keep working with the same screens as before. They now simply use an invisible but essential functionality ensuring that only correct addresses are entered into their system databases.

## Open architecture

The open technology allows *post* to be easily integrated in any current IT platform. *post* supports all major Unix derivatives, Microsoft Windows, Mainframe systems as well as iSeries (AS/400).

The communication between an Oracle application and the *post* server is handled by a specially developed gateway. Uniserv has also programmed a special interface for the integration of *post* into SAP applications.

## A wide variety of Uniserv interfaces ensure a seamless integration into existing applications.



## Additional Information