Address management
An overview of Swiss Post's address services

With customer addresses, donor indexes and member lists that are always up to date, you can be sure that your consignments reach the correct recipient. This saves on unnecessary returns and avoids additional expenditure. Or would you like to pinpoint your potential for growth and need a solid basis for this? Swiss Post's services support you with your address management needs.

swiss safety center
✚ ISO 27001 ✓
certified system

The Address Competence Center is certified with the ISO 27001 standard and thus provides the highest-possible data and information protection for address management.

Switzerland is on the move. People move house, open up new businesses or travel abroad every day. You need a partner who knows every letter box and every P.O. Box to keep you up to date at all times.

Swiss Post's address and geodata are unrivalled in Switzerland in terms of quality and quantity. To express this in figures: around 12,000 delivery staff collect the latest information every day; up to 450,000 households in Switzerland and the Princi-

pality of Liechtenstein provide us with their relocation information exclusively every year; and around 2,200 municipalities collaborate solely with Swiss Post to ascertain street names and house numbers.

Despite this, we do not sell addresses. The data we collect is simply used as a basis for a comparison with your existing addresses or as a solid foundation for your geomarketing.

Swiss Post's services are divided into three areas

Address assessment	Address updating	Address data acquisition
Evaluation and completion of addresses	Updating, validation and maintenance of addresses	Address and geodata for logistics and geoinformation purposes

First, get an overview of your address database status. Swiss Post checks your addresses with a **free address analysis.** This analysis will reveal how many addresses need to be updated or cleaned. Based on the potential for improvement, we provide you with a quotation for obtaining the corrected addresses.

Address assessment

You want to include only correct addresses in CRM and be sure that your consignments reach the correct recipient.

Address assistant
Companies or organizations can check the validity of individual addresses themselves for free using Swiss Post's web service. The interface can be built into call center modules, POS systems etc. to prevent incorrect addresses from being used in CRM. Your employees can be supported with an autofill function when entering new addresses.

Address verification
By using a comparison, the validity of individual or business addresses is verified and – where necessary – corrections and standardizations are returned.

Address quality verification
This web service supports the identification of individuals via their addresses, indicating potential address manipulations and verifying whether postal items can be delivered to the addresses. It also helps to identify attempts at fraud when an address is entered. The service can be built into all electronic verification modules which assist with the granting of credit and with fraud prevention.

Address updating

You want to use correct and up-to-date addresses for your postal deliveries to avoid costly returns and tedious research. Or reactivate contacts who may have been considered lost. You decide yourself which Swiss Post address maintenance services you would like to use.

– **Address maintenance online**
  This online service allows you to update address databases with 1 to 300,000 Swiss addresses around the clock. Incorrectly spelled data is also recognized and corrected in this process. On request, Swiss Post can also store the address database for you to access at any time.

– **Address maintenance via web service**
  This service can be used to update large address databases in CRM fully automatically via an integrated interface on a daily basis. This means that letter and parcel consignments are always addressed correctly, and arrive safely and on time.

– **Address maintenance by expert**
  Our specialists clean, update and verify your addresses – manually and as required.

Shipment-optimized address update
By using various online services (e.g. PostCard Creator web application and WebStamp) and software solutions from Swiss Post (e.g. Bulk Mailing Manager), on request we will optimize your addresses directly in the mailing process. This helps you increase the success of your mailing.

Address enquiry
Sometimes personalized addresses can get lost. Our multi-level, partially automated search service helps your enquiry both in Switzerland (including in information sources within Swiss Post and with resident registration services) and abroad.

Notification of move
The notification of move service provides you with immediate access to movers' addresses to update your address file. After creating an electronic change of address, customers who are moving can click on your logo and inform you directly, as the contractual partner, about their move. By doing so, movers give their consent to the forwarding of their new address. Swiss Post then delivers movers' addresses to you on a daily basis. If you already use address maintenance via web service, you can receive notifications of move via the same channel.

Movers' returns
Have you already digitized your letter returns using Letter ID? Upon request, we will also supply you with the new address with your returns data.

Address data acquisition

Would you like to optimize your processes in logistics and marketing & sales and make better decisions based on geodata? We can help you to do so. We provide you with the following up-to-date reference data regularly:

Address and geodata
– **Street directory with sorting data**
 Swiss Post's free street directory includes the address information of all buildings served by the postal system in Switzerland and the Principality of Liechtenstein – including sorting data.

– **Street directory with geographical coordinates including altitude information**
 In addition to address details (including sorting data), this data file includes geographical longitude and latitude as well as altitude information that Swiss Post has gathered and constantly updates for all buildings served by the postal system in Switzerland and the Principality of Liechtenstein. This can be used as a basis for your company-wide use of geographical information systems (GIS) or as the basis for spatial analyses. We can also deliver additional postal data to you on request, such as information on how many households there are at a given address.

– **Street directory with municipality numbers**
 Besides address details (including sorting data), "Street directory with municipality numbers" includes a link to the building with a municipality number in Switzerland or in the Principality of Liechtenstein that has been assigned by the Swiss Federal Statistical Office and is regularly updated.

Individual address solutions

Our experts are happy to help you personally with specific issues, such as selecting, assigning, analysing, synchronizing, structuring and assessing address data. They can also develop a tailored solution for you.

Information and advice

Our specialists are happy to offer you advice. Call us on: +41 58 386 67 67.

You can also find details on the individual services at www.swisspost.ch/address-maintenance