

# 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.




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 in the know 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 13,000 delivery staff collect the latest information every day; up to

450,000 households let us know their relocation information exclusively every year; and 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 maintenance	 Address solutions
Evaluation and completion of addresses	Updating, validation and maintenance of addresses	Individual solutions as well as address and geodata

First, get an overview of your address database status. Swiss Post checks your addresses using a **free address analysis system**. 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 your CRM and be sure that your consignments reach the correct recipient.

#### Free address verification

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.

#### Professional address verification

This web service checks whether individual addresses are valid and up to date using intelligent, error-tolerant data collation and match probability responses. This

not only allows correct addresses to be confirmed, it also allows manipulated letter boxes or invalid addresses to be detected in order to prevent fraud. The interface can be built into any CRM or verification module and connected to every web shop.

#### Shipment-based address verification with Letter ID

Thanks to "Shipment-based address verification with Letter ID", the deliverability of addresses is checked before consignments are sent. Incorrectly spelled data is also recognized and corrected in this process. If desired, you can also obtain movers' addresses in exchange for a fee. This option keeps your address databases up to date, reduces the number of undeliverable items and thereby saves you costs.

## Address maintenance

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

- **Address maintenance online:**  
This online service allows you to update address databases with 1 to 300,000 Swiss addresses as and when required. 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 customer:**  
This is a special service for banks, insurance companies and other service providers with address databases containing over 100,000 addresses and with special data protection requirements. The addresses remain at your business premises at all times; you maintain the information regularly with the software developed and provided by Swiss Post and with the reference data obtained as part of the subscription.
- **Address maintenance by expert:**  
Our specialists clean, update and verify your addresses – manually and as required.

### Address enquiry

Sometimes personalized addresses can get lost. Our multi-level, partially automated search service helps your enquiry both in Switzerland and abroad.

### Notification of move

The notification of move service provides you with immediate access to movers' addresses to update your mailing list. After creating an electronic change of address, customers who are moving can click your logo to give their consent to the forwarding of their new address. Swiss Post then delivers movers' addresses to you on a daily basis.

## Address solutions

You want a solution for your address data that is tailored to your requirements, or you are looking for address data files with all current street names and geocoordinates.

### 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.

### Individual geodata analysis

By combining corporate data with population, market and real estate information in our geographical information system (GIS), we provide individual support to companies wanting to analyse their market and market penetration, plan their location and create a marketing and media strategy.

### 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, 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).
- **Street directory with municipality numbers:**  
Besides address details, "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.

## 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 in the respective product factsheet and at [www.swisspost.ch/address-maintenance](http://www.swisspost.ch/address-maintenance).

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