Australia Post

National Change of Address Service Overview

Data & AI Partnerships

Improving Your Data Quality
## Update Your Database, So You Can Optimise Your Important Communication Channel

The **National Change of Address Service** allows you to match your database (name & address) against Australia Post's Movers Database and determine whether any customers have moved on and have not updated their address with you.

The data in the Movers Database is derived from our Mail Redirection service, **which captures over 84% of the 1.14 million Australians that move permanently each year**.

The process matches your customer database against movers data dating back 7 years.
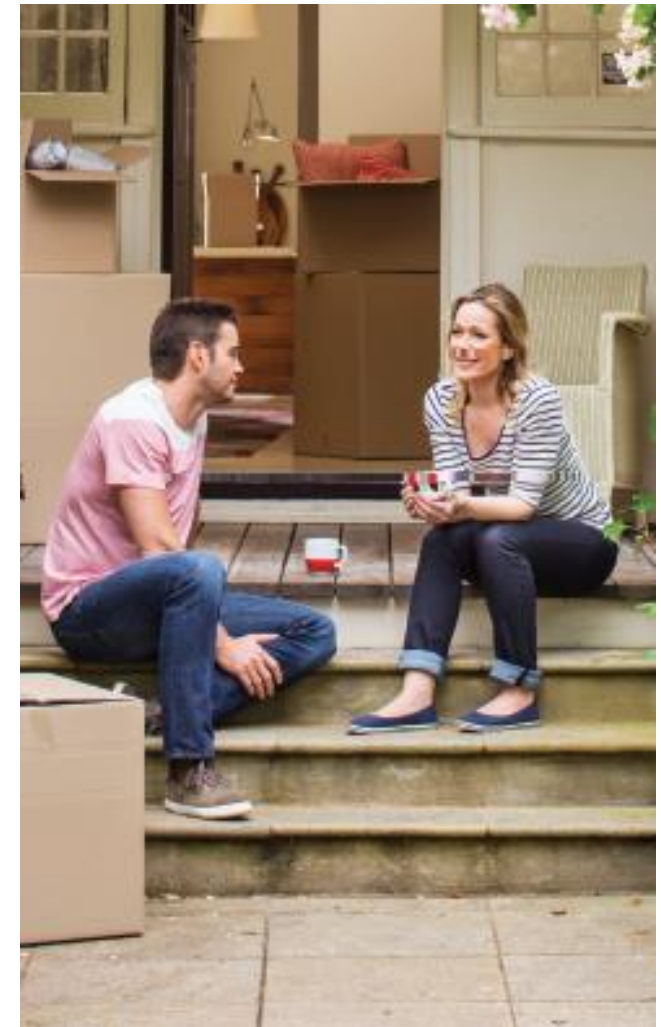
Why Your Organisation Needs This Service
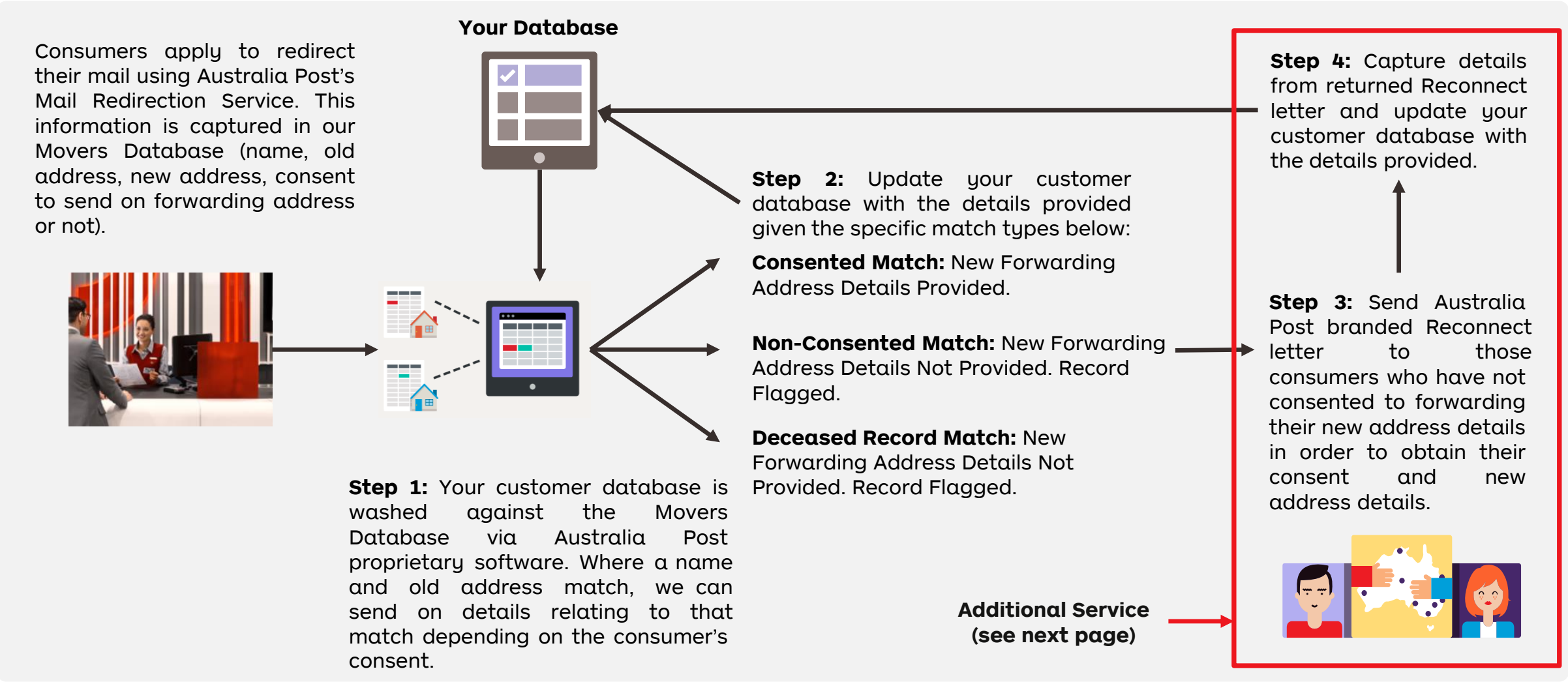An Affordable, Fast and Efficient Way To Keep Your Database Updated

If your organisation has the correct mailing address it will:

1. assist in mitigating the risk of customer churn through the **reduction of return to sender and dead mail rates**;

2. **lower the management of redundant data** in your CRM (cost of de-duping, consolidation etc.); and

3. **decrease the administrative cost** of engaging lost customers.

How It Works
Keep Your Database Clean in a Few Easy Steps

Consumers apply to redirect their mail using Australia Post's Mail Redirection Service. This information is captured in our Movers Database (name, old address, new address, consent to send on forwarding address or not).

Your Database

Step 1: Your customer database is washed against the Movers Database via Australia Post proprietary software. Where a name and old address match, we can send on details relating to that match depending on the consumer's consent.

Step 2: Update your customer database with the details provided given the specific match types below:

Consented Match: New Forwarding Address Details Provided.

Non-Consented Match: New Forwarding Address Details Not Provided. Record Flagged.

Deceased Record Match: New Forwarding Address Details Not Provided. Record Flagged.

Step 3: Send Australia Post branded Reconnect letter to those consumers who have not consented to forwarding their new address details in order to obtain their consent and new address details.

Step 4: Capture details from returned Reconnect letter and update your customer database with the details provided.

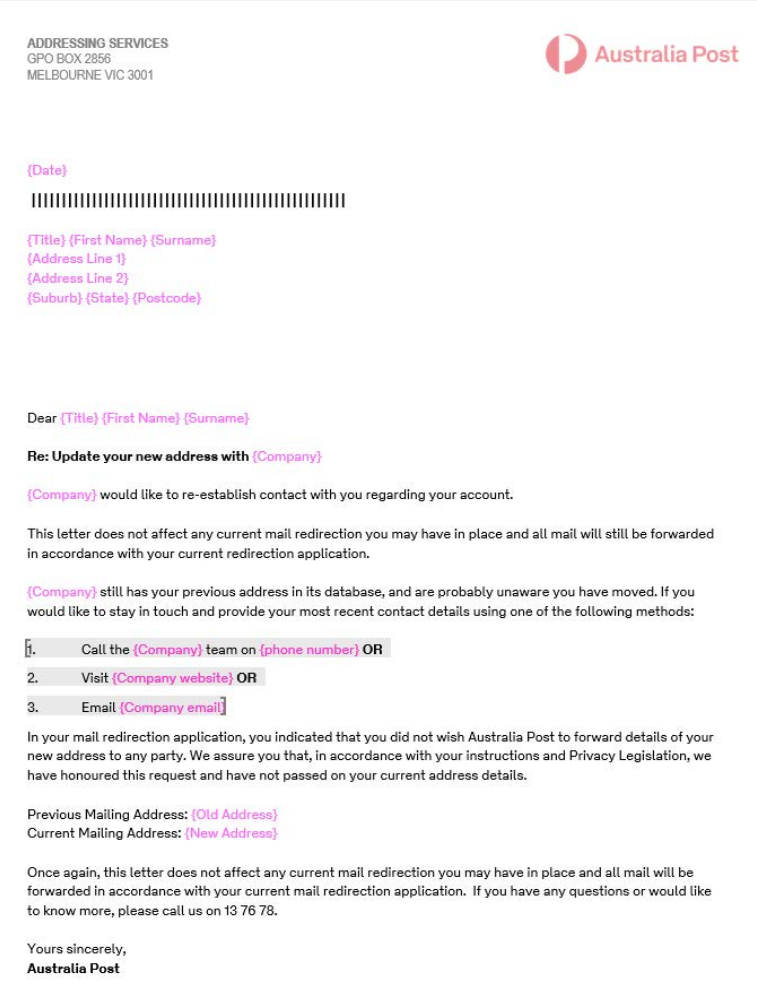**Additional Service (see next page)**

ReConnect Service
An Additional Service To Further Optimise Your Important Communication Channel

Australia Post's **Reconnect Service** is an extension to the National Change of Address service and provides a way of reaching those customers that have not given consent to send on their forwarding details when they completed their Mail Redirection.

It involves sending a separate letter after the database wash has been completed.

It is sent by Australia Post and gives your customers the option to pass on their new forwarding address (and other details such as email and mobile phone number) to your organisation if they choose to do so.

ADDRESSING SERVICES
GPO BOX 2856
MELBOURNE VIC 3001

Australia Post

{Date}

{Title} {First Name} {Surname}
{Address Line 1}
{Address Line 2}
{Suburb} {State} {Postcode}

Dear {Title} {First Name} {Surname}

Re: Update your new address with {Company}

{Company} would like to re-establish contact with you regarding your account.

This letter does not affect any current mail redirection you may have in place and all mail will still be forwarded in accordance with your current redirection application.

{Company} still has your previous address in its database, and are probably unaware you have moved. If you would like to stay in touch and provide your most recent contact details using one of the following methods:

1.   Call the {Company} team on {phone number} **OR**
2.   Visit {Company website} **OR**
3.   Email {Company email}

In your mail redirection application, you indicated that you did not wish Australia Post to forward details of your new address to any party. We assure you that, in accordance with your instructions and Privacy Legislation, we have honoured this request and have not passed on your current address details.

Previous Mailing Address: {Old Address}
Current Mailing Address: {New Address}

Once again, this letter does not affect any current mail redirection you may have in place and all mail will be forwarded in accordance with your current mail redirection application. If you have any questions or would like to know more, please call us on 13 76 78.

Yours sincerely,
Australia Post

Contact

For any further information and more about how Data & AI Partnerships can assist your business please contact:

E: apdata.help@auspost.com.au