Overview:

Database Management was created and designed to help each local PCC with maintaining the data on the membership

Highlights:

1. Roles of the Database Administrator
2. Best Practice
3. USPS permit list

Database Administrator

A Postal Customer Council® (PCC) Database Administrator is a person who helps in planning, organizing and executing the database of the PCC® membership - this person can be an industry or USPS employee. It is recommended that every PCC regardless of the size should have a database administrator. The administrator is also responsible for the clean-up after each mailing and other program events.

Recommended Requirements for the selection of the Database Administrator:

- ❏ Computer knowledge in Excel.
- ❏ Please note that the non postal database administrator must sign a non-disclosure form

Highlights…

1. Database Administrator duties
2. Computer Knowledge
3. Non-Disclosure Agreement

Highlights…

1. Benefit of Purchasing a Mailing List
2. Why your PCC would Benefit from the list

Best Practice Template

- Greater Dallas Best Practice Summary (see attachment)

- Greater Dallas PCC Excel File Example (see attachment)

Highlights…

1. Greater Dallas Best Practice
2. Excel File Example

Highlights…

1. Important information to include in the membership database
2. List of important information to include

Highlights…

1. USPS permit is not permitted
2. Nor is Customer Connect

Value of National Change of Address

- NCOALink ® Product – will validate customers most recent address/changes - Not needed if you select a vendor to conduct mailings on your behalf.

Other Important Information

- CASS™ (CODING ACCURACY SUPPORT SYSTEM) - The CASS certification process is designed in cooperation with the mailing industry to improve the accuracy of postal codes, i.e., 5-digit ZIP Code™, ZIP + 4®, delivery point code (DPCs), and carrier route codes that appear on mail pieces.

- DPV® (DELIVERY POINT VALIDATION) - The DPV Product identifies whether a ZIP + 4 coded address is currently represented in the USPS® delivery file as a known address record. The DPV Product allows users to confirm known USPS addresses as well as identify potential addressing issues that may hinder delivery.

Source of Information:
RIBBS: https://ribbs.usps.gov/

Highlights…

1. The Value of National Change of Address (NCOA)
2. Other Important Information Coding Accuracy Support System (CASS)
3. Delivery Point Validation (DPV)

Highlights…

1. Understanding Coding Accuracy Support System

Understanding Coding Accuracy Support System (CASS)

CASS™ enables the Postal Service™ to evaluate the accuracy of address matching software programs in the following areas: (1) 5-digit coding, (2) ZIP + 4/ delivery point (DP) coding, (3) carrier route coding, (4) DPV®, (5) Delivery Sequence File 2 (DSF2®), (6) Locatable Address Conversion System (LACSLink®), (7) Enhanced Line-of-Travel (eLOT®), and (8) Residential Delivery Indicator (RDI™) products. CASS allows vendors/mailers the opportunity to test their address-matching software packages and, after achieving a certain percentage of compliance, to be certified by the Postal Service. CASS does not measure the accuracy of ZIP + 4® delivery point, 5-digit ZIP Code™, or carrier route codes in a mailer's existing files. CASS enables mailers to measure and diagnose internally written, commercially-available, address-matching software packages. The effectiveness of service bureaus' matching software can also be measured.

Source of Information:
RIBBS: https://ribbs.usps.gov/

Highlights…

1. Evaluate accuracy of address matching
2. CASS measures

Highlights…

1. Summarize - PCC Database is a strong tool for membership growth
2. Keeping the database clean
3. PCC Executive Board responsibility for the database

Highlights…

1. Resource list – Dallas PCC
2. Resource list – Houston PCC
3. Resource list – Tampa Bay Suncoast PCC

Highlights…

1. A Special Thank You PCCAC
2. Dallas PCC , Houston PCC & Tampa Bay Suncoast PCC

Thank you!

Now I would like to open it up for questions.