

# Maintaining addresses

Communicate in a focused manner with addresses that are always up-to-date

Correct, up-to-date addresses are the key to maintaining relationships with your stakeholders. Keep customer addresses, patron directories and member lists permanently up-to-date. We support you with solutions for address maintenance tailored specifically to your needs.



Up-to-date addresses are the key to maintaining relationships.

The address is a central part of communication and part of the identity of private individuals and companies. It is crucial for the accessibility of your stakeholders. Address data gets old quickly. Every day, thousands of people move, emigrate or change their name after marriage or divorce. Even company addresses can change.

Faulty or invalid addresses cause costs, hinder the flow of communication, and negatively affect the business in the commercial sector:

- Undeliverable items cost an average of 6 francs to process as returns.
- In the case of a lack of address maintenance, a loss of around 40 percent of the contacts is expected over a period of five years
- Neglecting the address file damages the image and leads to sales losses

## Swiss Post as a qualified partner for effective address management

As a national logistics organization with a uniquely dense network, Swiss Post boasts the best possible conditions to professionally support you in your address management. Swiss Post knows every mailbox and P.O. Box in Switzerland and the Principality of Liechtenstein. It collects mailing lists on a daily basis and guarantees high quality and reliable quantification.

Your advantages with cleanly maintained addresses: Your mail reaches your destination without detours, and the number of undeliverable shipments is reduced enormously. Furthermore you save on expenses and extra work.

**Important information:** Swiss Post strictly adheres to the legal requirements of data protection and processes only opt-in data. It does not sell, rent or lease any addresses.

## Address maintenance based on solid foundations at Swiss Post

- Around 13 million addresses of individuals and businesses throughout Switzerland
- Complete coverage of approximately 1.95 million buildings served by the postal system in Switzerland and in the Principality of Liechtenstein
- Exclusive movers' files of up to 420,000 households per year
- Around 38,000 death notices per year
- Swiss Post's mailing lists are verified daily by around 12,000 delivery staff

## Free analysis of your address database

A review of your address database according to quantitative criteria reveals the potential for optimization. This first rough analysis shows you where an appropriate solution for address maintenance must start. You receive valuable basic information, but make no commitment.

After performing the analysis, you will know the number of:

- correct, usable addresses, for a safe delivery. In addition, you know if Swiss Post has precise information about the address of the person or the household or whether it is a company address.
- addresses to be updated due to notifications of move.
- The number of invalid addresses sorted by reason for invalidity: new address unknown, relocated abroad, deceased or company no longer in business.
- non-correctable addresses that do not allow for proper postal delivery due to spelling errors, foreign addresses, missing address elements, etc.
- duplicates, i.e. the number of multiple entries of the same or similar addresses.



**Variants of solutions for customized address maintenance**

The services of Swiss Post for institutionalized address maintenance can be used in different ways. Your specific requirements are key, as well as the personnel and technical conditions in your company or organization.

Regardless of which option you choose, you will always receive all available relocation information for private individuals and businesses from throughout Switzerland, as well as for relocations to or from the Principality of Liechtenstein.

The choice is yours:

Your requirements	The solution	The benefits for you
You want to clean up individual addresses or entire mailing lists easily and inexpensively.	<b>Address maintenance online</b>	<ul style="list-style-type: none"> <li>– Available around the clock</li> <li>– Processing capacity of up to 300,000 addresses per upload</li> <li>– Results available immediately</li> <li>– Simple handling</li> <li>– Manage your addresses free of charge</li> </ul>
You want to relieve yourself of the burden of updating addresses by automatically comparing addresses in your address database.	<b>Address maintenance via web service</b>	<ul style="list-style-type: none"> <li>– Fully automated address maintenance</li> <li>– Data always up-to-date</li> <li>– No capacity limits</li> <li>– CRM connection possible</li> </ul>
You want to entrust address maintenance to a reliable partner.	<b>Address maintenance by expert</b>	<ul style="list-style-type: none"> <li>– Professional handling</li> <li>– Individual, competent advice</li> <li>– High flexibility</li> </ul>

**Notification of move: the useful addition to address maintenance**

“Notification of move” is an electronic service offered by Swiss Post. If you move, you can easily and quickly send your new address to the relevant companies. In this way, the companies are informed on a daily basis when their customers move.

“Notification of move” is a quick and easy way to complement the other address maintenance services. The notifications are not charged twice.

**The added value for you as a partner:**

- Correct movers’ addresses received every day
- A considerable reduction in returns thanks to up-to-date addresses
- New dialogue marketing options thanks to offers tailored to movers
- A highly visible presence with your logo on a highly frequented Swiss Post platform
- High customer retention since movers consciously choose your company
- A simple method for your customers to declare a change of address

**Prices**

**Address maintenance services**

Service	Price
Analysis of address database and individual address maintenance offer	Free of charge
Matching and confirming correct addresses	Free of charge
Matching and postal address corrections	Free of charge
Delivery of new addresses following an official relocation	CHF 1.50 per hit
“Deceased / company no longer in business”, “International relocation hit” or “New address unknown” status information	CHF 0.25 per address
Identification of unrecognized addresses/buildings	Free of charge
Identification and reporting of duplicates	CHF 0.25 per duplicate

All prices excl. VAT; valid for “Address maintenance online”, “Address maintenance via web service” and “Address maintenance by expert”

Depending on the chosen solution, the following basic costs are added:

Hard costs	Price
Address maintenance online	Free of charge
Address maintenance via web service	Setting up the web interface: one-off activation fee of CHF 1,420
Address maintenance by expert	Flat rate of CHF 300 to CHF 500 per order

All prices excl. VAT

**Notification of move**

Price per notification of move: free of charge or CHF 1.50 (excluding VAT).

The exact conditions can be found at: [www.swisspost.ch/notification-of-move](http://www.swisspost.ch/notification-of-move).

**Information and advice**

Contact us for a free analysis of your address database. We check the addresses and create a quantity structure as the basis for an offer. Free of charge and with no obligation.

**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.

The current GTC which constitute an integral part of the “Postal Services” and “Address Maintenance” contracts can be found at [www.swisspost.ch/gtc](http://www.swisspost.ch/gtc). In particular cases, Swiss Post can provide customers with a physical version of the GTC on request.

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