



# SendRight™

Address Accuracy Programme

*New Zealand Post*

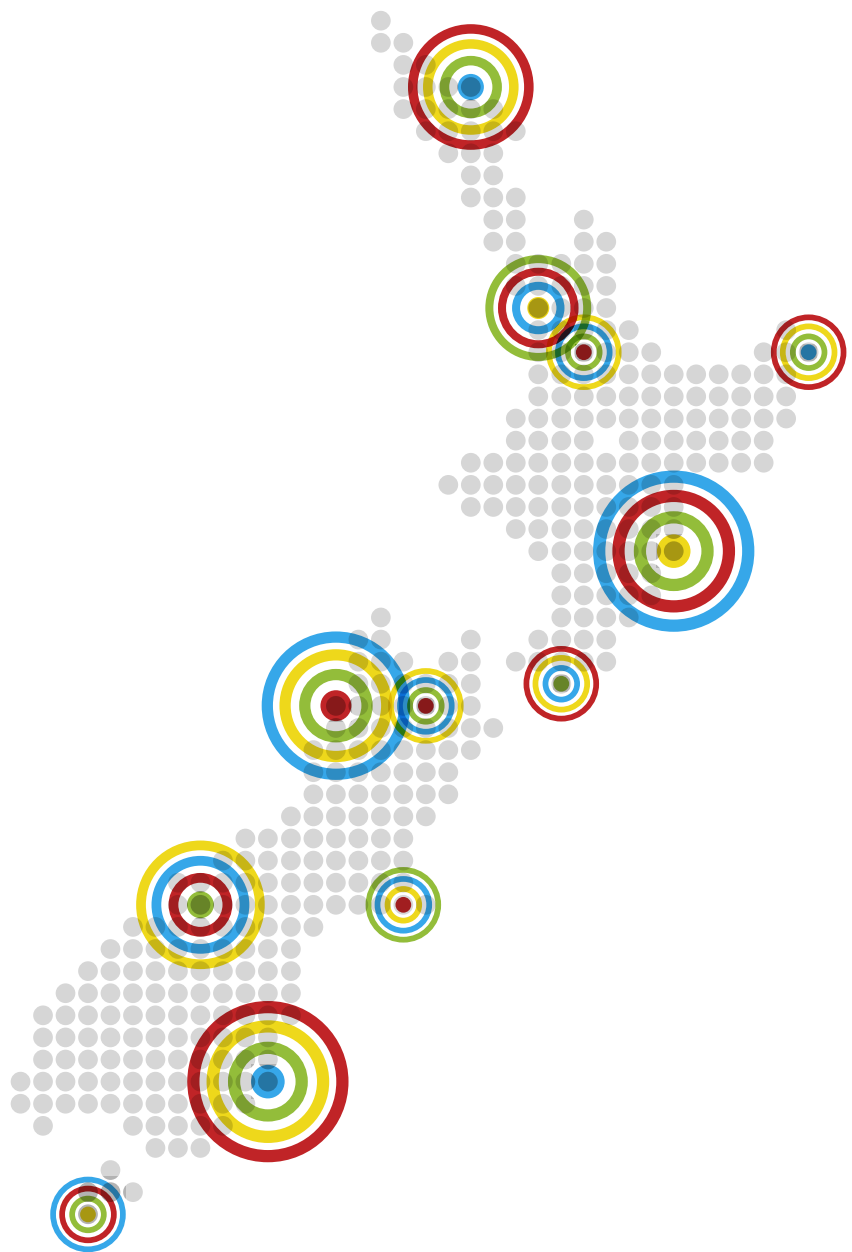


SendRight™ is an address accuracy programme designed to encourage and assist mailers to accurately address mail.

If your business has an address database, SendRight™ is for you. It allows you to check the accuracy of your database against New Zealand Post's address file and qualify for bulk mail discounts.

Read on to find out what SendRight™ means for you.

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# Maintaining a world class postal service.

The changes New Zealand Post are making to postcodes, address standards and bulk mail product requirements are all about maintaining a world-class postal service. SendRight™ will enable bulk mail customers to improve the accuracy of their addresses and the performance of their mail. It will also help improve customer service through more efficient, streamlined and accurate data management.



# What is an accurate address?

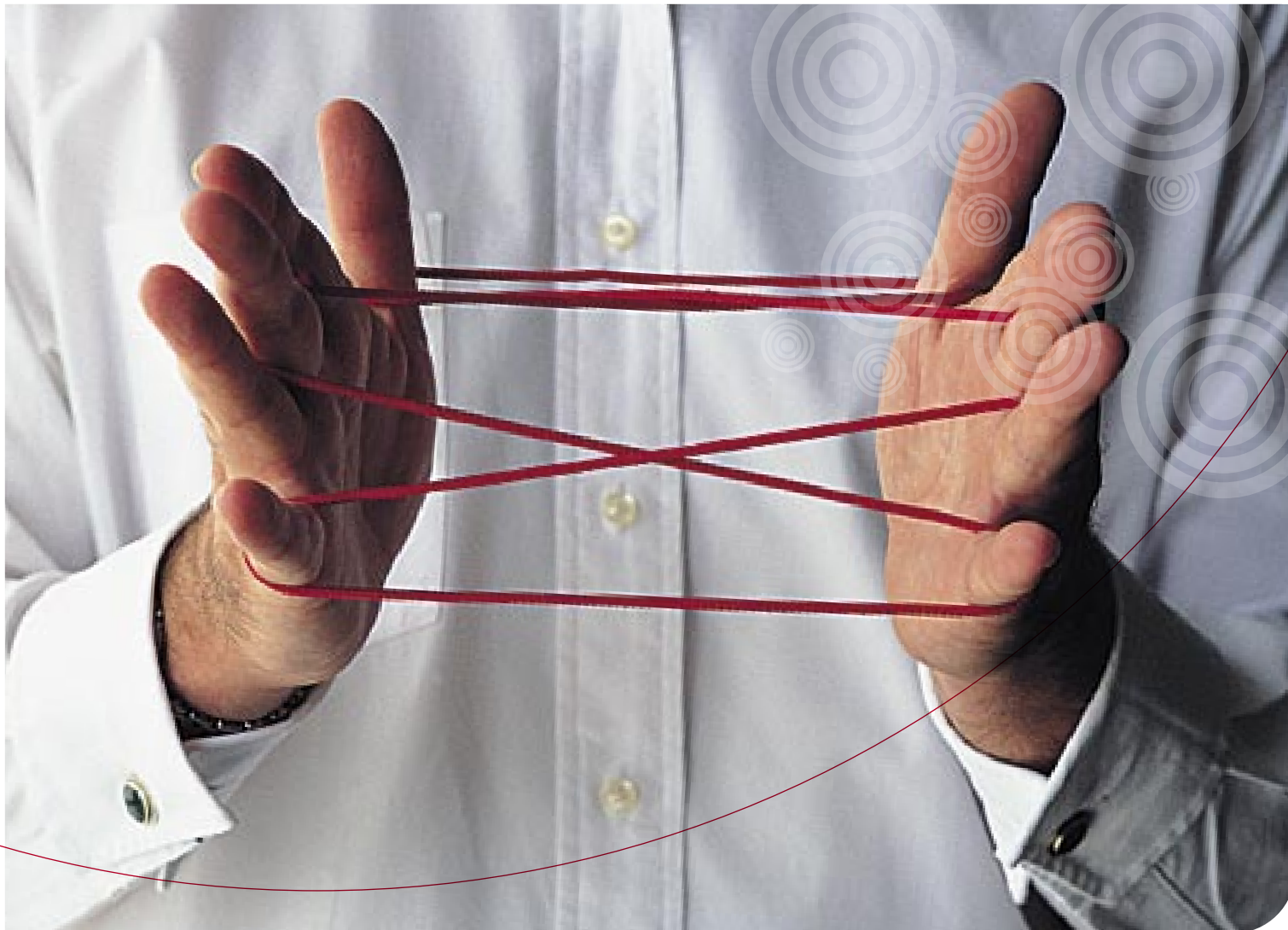
An address describes the location of a residence or business, or the destination where a recipient receives mail. An address is made up of various components. An accurate address is one where all required components are present, and each component matches New Zealand Post's address database.



## Who participates in SendRight™?

Mailers who wish to qualify for discounted rates offered for certain bulk mail products, must meet the requirements of the SendRight™ programme.

Software providers who manufacture address validation software and mail service providers who offer bulk mail preparation services also participate in the SendRight™ programme.



## Who manages SendRight™?

The address accuracy team within New Zealand Post is responsible for developing and implementing SendRight™. The same team manage the Postal Address File (PAF). If you'd like to find out more about SendRight™, please visit the website ([www.nzpost.co.nz/sendright](http://www.nzpost.co.nz/sendright)) or contact your New Zealand Post account manager.



# What is the Postal Address File?

The Postal Address File (PAF) is New Zealand Post's definitive file of New Zealand postal addresses within our delivery network. It includes around 1.8 million delivery addresses. It is an electronic file of data which can be licensed directly from New Zealand Post.

For more information on the PAF and how to purchase it please visit the website ([www.nzpost.co.nz/sendright](http://www.nzpost.co.nz/sendright)).



# What is the Statement of Accuracy?

The Statement of Accuracy (SOA) is the percentage of addresses in a mailing list or database which are valid matches against the PAF.

From 1 July 2008 an SOA is required for bulk mail. At that time, an SOA of 85% must be achieved. The portion of mail pieces with inaccurate addresses below the 85% threshold will be charged at the full standard mail rate. For example; a mailing with an SOA of 80% will be charged full standard mail rate for 5% of mail pieces.

The SOA requirement for bulk mail will be progressively increased to 95% accuracy over time.



# How do I obtain a Statement of Accuracy?

An electronic Statement of Accuracy (SOA) certificate reports the address accuracy of a mailing list or database. An SOA is produced by SendRight™ certified software that compares an address database or mailing list to the Postal Address File [PAF]. Only software certified by New Zealand Post can produce a valid SOA.

## An SOA can be obtained in one of the following ways:

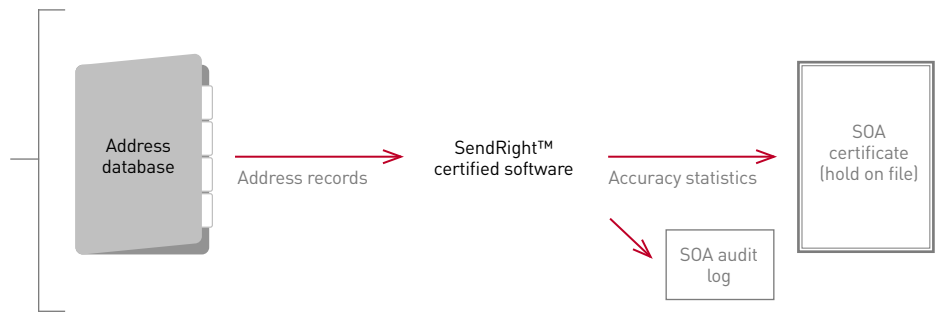
| Option                                 | Considerations   |
|--|--|
| Use a SendRight™ certified SOA-issuer  | For customers who do not purchase or develop software, a list of SendRight™ SOA-issuers is available at <a href="http://www.nzpost.co.nz/sendright">www.nzpost.co.nz/sendright</a> . |
| Purchase SendRight™ certified software | <a href="http://www.nzpost.co.nz/sendright">www.nzpost.co.nz/sendright</a> provides a list of SendRight™ certified software providers.   |
| Develop software in-house              | For more detail contact us using <a href="mailto:sendright@nzpost.co.nz">sendright@nzpost.co.nz</a>  |

## How often do I need to get an SOA?

**Mandatory:** Generate SOA on all active mailing address records in your database once per year.

**Optional:** Generate SOA on exported mailing address records for each lodgement.

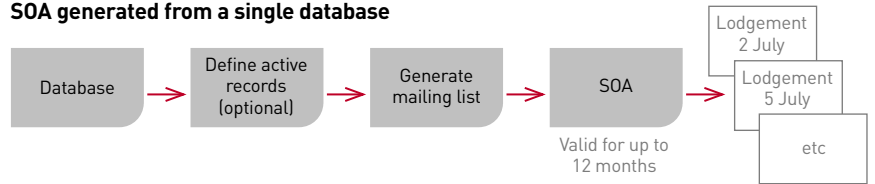
**Recommended:** Generate SOA on all active mailing address records in the database once per month.



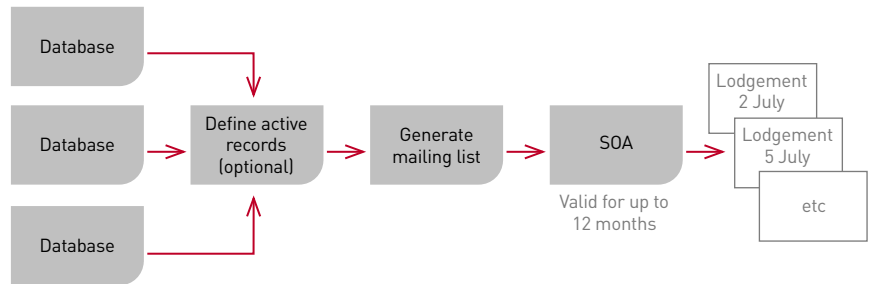
## How do I generate the SOA?

An SOA must be generated for each mailer's database or, in the event a mailing is based on merged databases, on the mail list derived from those merged databases. The SOA is then valid for a year on all lodgements made from those source records.

### SOA generated from a single database



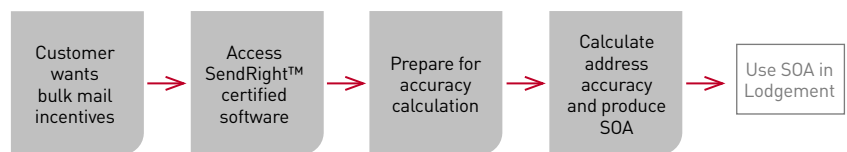
### SOA generated from multiple databases



## Which addresses do I use?

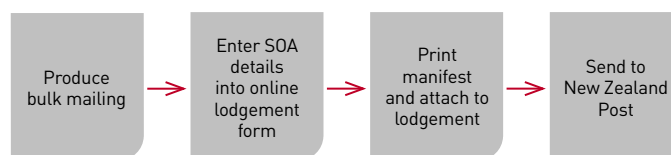
Source records against which the SOA is generated must be all active addresses in the database or mailing list. New Zealand Post defines **active** addresses as any address record that will be included in a New Zealand Post bulk mail lodgement within the 12-month validity period of the SOA. Customers have the option of filtering out any inactive addresses or lapsed source records.

Over the 12 month lifetime of an SOA, it's expected that the actual address accuracy will gradually change as records are added and deleted in the database or mailing list. If this "churn" exceeds 5% within the validity period of the SOA, we recommend generating a new SOA.



### The main changes an SOA brings to the lodgement process are:

- The mailer supplies details of a valid SOA at lodgement time
- If discrepancies are found, New Zealand Post reserves the right to uprate the lodgement.





## What does SendRight™ certified mean?

The SendRight™ programme includes a software certification process which allows address validation software to be tested against published accuracy and quality standards. Any software developer or organisation can apply to have their software certified by New Zealand Post. SendRight™ certified means the software is officially approved to issue SOA's to mailers.



# What resources are available to help me improve my addressing?

New Zealand Post intends to communicate extensively with mailing customers and mail industry groups as SendRight™ is implemented. Material currently available includes the SendRight™ Software Certification Handbook. This includes the rules used to determine if an address is accurate. If you would like a copy of this please contact us using [sendright@nzpost.co.nz](mailto:sendright@nzpost.co.nz). Our address data in the form of the Postal Address File (PAF) is also available for licensing and is accompanied with a user guide explaining the structure and data.

For more information on purchasing the PAF please visit the website ([www.nzpost.co.nz/sendright](http://www.nzpost.co.nz/sendright)).



## What happens if I don't meet the standard?

If a bulk mailing doesn't meet the required standard of accuracy then the customer pays full rate on the portion that falls below the standard. For example if the standard of accuracy required is 85% but the customer's database is only 80% accurate then the customer pays full rate on 5% of the mailing.

If the mailing meets or exceeds the standard of accuracy and other relevant NZ Post mail presentation requirements the customer will receive a discount for the whole mailing.



## Contact us

For further information, please email us using [sendright@nzpost.co.nz](mailto:sendright@nzpost.co.nz)  
or call our Customer Service Centre on **0800 501 701**

[www.nzpost.co.nz/sendright](http://www.nzpost.co.nz/sendright)