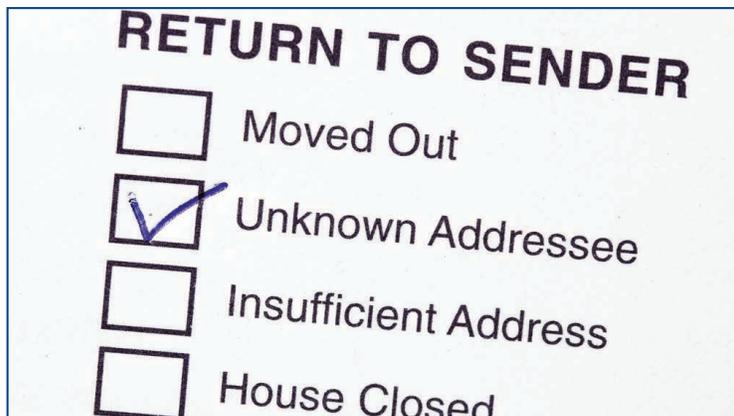


# Cost Savings: Address Cleansing



Y&L modified our client's legacy and web systems to seamlessly integrate USPS's verification services to validate an address at the time of entry. This ensured that the address was entered correctly in the first place.

Y&L also performed a mass correction of existing addresses stored in our client's databases.

## INDUSTRY BACKGROUND

Despite the desire to go paperless, Federal, State and regulatory requirements often mandate mailing paper correspondence in certain industries. The P&C Insurance industry is one such industry.

Unlike the validation of phone numbers or email addresses, physical address validation is a protracted process, making it difficult to ascertain correctness.

## BUSINESS PROBLEM

Apart from regulatory requirements for paper-based communications, a significant number of our client's customers preferred paper.

Our client was challenged with receiving a significant amount of returned mail due to incorrect mailing addresses within their database. This caused compliance issues and significant customer dissatisfaction resulting in policy lapse and subsequent cancellation due to non-payment.

## Y&L SOLUTION

Y&L assisted our client in evaluating various address verification web service providers. The USPS address service emerged as the most appropriate fit.

## BENEFITS

Through this effort, Y&L was able to correct over 50,000 customer addresses. This provided an annual postage savings of \$100,000 as well as hundreds of thousands in retained business.

This solution will continue to provide savings to our client in perpetuity by preventing misdirected mailings in the future.

## ABOUT Y&L

Y&L's philosophy is information technology can transform businesses. We believe technology is a tool companies can use to do their business faster and more economically.

In short, technology, if designed and implemented correctly is a business accelerator, as well as competitive differentiator.

At Y&L, we blend business expertise, domain knowledge and technical prowess to deliver optimal solutions; so businesses can become more efficient, nimble, and competitive.

We have been transforming government agencies and commercial businesses worldwide since 1999.

## CASE STUDY

**Vertical:**  
Insurance,  
Financial  
Services

**Solution:**  
Automating  
Address  
Verification

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