

National Change of Address (NCOA)

NCOA Updating

➤ **Online Portal Service**

Upload a file containing names and addresses directly to the Datawash portal website. We process the file automatically and produce statistical reports and a quotation. Pick and choose which results you want to download, and a zip file of the outputs will be available for download on the web portal.

[Lodge a file](#) now to get a free "no obligation" report sent to your registered email address.



Output is produced ready for your mailing house, and in separate formats for easy integration into your database system. Custom output formats are available upon request.

What is NCOA?

The matching of people on a client's mailing list to the name and address information stored by Australia Post when a mail redirection is lodged. Individuals who give consent to Australia Post to release their new address will be included in the output if matched with the client's mailing list

➤ **Australia Post's NCOA ReConnect Service (Non Consents)**

Australia Post can contact people that have lodged a mail redirection form but have not given consent for the release of any new address information (NCOA non consent). Letters are sent on behalf of a client by Australia Post requesting that the client be informed of their new address details.

Address Cleansing

Address Cleansing / Address updating

Datawash can clean up addresses that cannot be validated to attain a DPID (Delivery Point Identifier used in the barcode) in order to qualify for mailing discounts. Also, Datawash can update various parts of an address that change from time to time (Suburb boundaries, postcodes, etc)

These invalid addresses can contain spelling errors in the street or suburb information, missing or incorrect details. Where DPID allocation fails to return a DPID, Datawash uses automatic software to clean up erroneous information from the address and lift the quality of the address so that a DPID can be attained with high level of confidence.

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Problems within an address that can be cleaned:

- Misspelled or changed street names
- Misspelled, changed or adjacent suburbs
- Incorrect postcodes
- Excess punctuation
- Accidental special characters
- Repeated or misplaced components

Address cleansing outputs:

- Single or combined address components
- DPID
- Barcode
- Type of errors found in each address

Left Address Verification



Using Australia Post's Invalid Address File, we can confirm people who have moved address.

They have moved from their original residential address but have not given Australia Post consent to reveal their new address and Datawash has no knowledge of their new address details.

Similar to the NCOA process, we match both the full name and address and flag the records to indicate that they no longer live at that address.

Append telephone numbers

Telephone number append

Find the phone numbers for customer records!

Customers who receive a new or change their telephone number can be identified. With a high level of certainty Datawash will append the new or changed number when clients provide the name, DPID address and/or existing telephone number. Datawash can present new and changed numbers with various symbols, spacing, brackets, hyphens etc. to match a client's database formatting



Different formats that can be produced:

- Local telephone number and prefix
- Mobile telephone number
- Address
- Surname and initials

Duplicate Detection

Datawash uses sophisticated matching systems to identify the same person (or business trading name) at the same address. When name and address data is stored in a variety of lists, Datawash can examine all the lists to find names and addresses that are in more than one list.

This provides great value in matching:

- marketing/promotion lists with current accounts lists
- competition entries with existing customer details
- newly acquired data with current name and address lists



Similarly, Datawash duplicate detection will find recurring matches of names and addresses within a single list. This provides value by:

- eliminating duplicates and merging account details
- isolating people at the same address, to examine household mail duplication

English language names used to identify people are allowed flexibility that would normally be acceptable – for example ‘Bob’ is the shortened form of ‘Robert’. Similarly, Australian addresses are normalised according to AMAS addressing standards for a greater degree of matching accuracy and precision

Other factors can be added into the process such as date of birth, gender, telephone numbers and client-defined fields. For less granularity, matching can be performed at the address level only to identify individuals who use the same address.

Duplicate Name/Address records can be presented in any form, i.e. Duplicates separated, merged, or flagged.

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