



## CASE STUDY

# Global Package Delivery Company

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### CUSTOMER PROFILE

- Provider of transportation, e-commerce, and business services
- A global leader that delivers millions of packages per day

### THE SPECTRUM ADVANTAGE

- Enterprise scalability
- Modular architecture
- Centralized configuration
- One-click publishing
- Common rules repository

### Executive Summary

A leading global package delivery firm recognized that accurate addresses are paramount to the success of their business and the satisfaction of their customers. The further into the process a bad address proceeds, the more it costs to correct the problem. Missed delivery commitments have an exponentially negative effect on customer satisfaction, direct billing charge-backs, and long term volume and revenue. Yet, among their operating divisions, the methods of address validation and geocoding were inconsistent, at best.

By implementing the Pitney Bowes Software Spectrum™ Technology Platform, the company standardized their front-end address validation for use in their operating divisions. The ability to incorporate location intelligence into their everyday processes made it easy to increase their competitive edge, while bolstering their customer's overall experience.

### Business Challenge

In an effort to increase their market share while improving their delivery processes, a leading global package delivery company needed to implement a consistent, enterprise-wide address validation and geocoding solution. Specific challenges included:

- Clients across 220 countries, each with its own address standards and postal rules
- Ongoing changes in address information
- Even minor errors, such as a transposed house number or a misspelled street name, could result in additional miles, extra fuel costs, delivery delays, and frustrated customers

After considering in-house efforts, the company turned to Pitney Bowes Software for their address data quality expertise and location intelligence solutions.

## Solution

The Spectrum Technology Platform provides a foundation for enterprise customer data quality, and allows each and every customer touch-point to update, link, and consolidate customer information across the enterprise.

- Spectrum provides a web-based platform enabling the company to access standardized address and geocoding services. This standardization is a key component in delivering the right package to the right address on time, while saving the company time and resources and boosting customer satisfaction.
- The Universal Addressing Module is a sophisticated Java-based application that provides address validation, correction, and standardization. The Universal Addressing Module also enables the company to offer special pre-shipment address validation to priority customers to optimize on-time deliverability and enhance the overall customer experience.
- The Enterprise Geocoding Module returns specific geographical coordinates to help in assessing risk, determine service eligibility, calculate distance, and sequence delivery routes. The Enterprise Geocoding Module provides geocoding solutions that are a mission-critical element in the company's proprietary routing and optimization delivery systems.

## Results and Benefits

- **The hard-cost savings and operational efficiencies afforded by the Spectrum-based address validation and geocoding processes have had a beneficial impact of hundreds of thousands of dollars a day.**
- **By incorporating location intelligence into their everyday processes, the company improved their competitive edge.**
- **Online address validation service provided an even better customer experience for its large clients.**

## CASE STUDY

### TECHNOLOGY USED

- Spectrum Technology Platform for data quality
- Universal Addressing Module
- Enterprise Geocoding Module

*“ Pitney Bowes Software continues to receive recognition for its strength in global name and address standardization and validation, matching-related capabilities (including linking and deduplication) and geocoding. ”*

Gartner, Magic Quadrant for Data Quality Tools, July 28, 2011

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