FAST-TRACK Q&A – A LOOK INTO NCOALINK PROCESSING SERVICES

LISTS THAT MOVE

Fast-Track Listmail is an independent, family-owned and operated business, based in Mount Horeb, Wisconsin.

The company compiles, cross-matches, data-processes and markets both general and specialized direct marketing lists. They also provide a range of list hygiene services such as CASS and NCOA^{Link}® processing, merge/purge, list appending and more.

FAST - TRACK
L I S T M A I L

Involved in mailing list preparation and marketing since the early 1980s, they originally began their involvement with providing move update services in 2000, developing their own interface to use as a USPS licensee of the former FastForward system, which was later replaced by NCOA^{Link}.

In 2009, instead of renewing their own USPS limited service provider license, they instead evaluated a number of different vendors of NCOA^{Link} services, eventually selecting SmartSoft's AccuMail Move Toolkit with unlimited annual usage.

Arnold Harris, the co-owner of Fast-Track Listmail, spoke with SmartSoft to explain the strategy behind his decision:

Why did your company purchase an NCOALink toolkit?

We have always written our own software programs, typically in Visual FoxPro (VFP), with use of auxiliary file handling software such as Boxer Text Editor - to automate repetitive file handling operations. An NCOA^{Link} toolkit is all but mandatory for us for the purposes of accessing offsite NCOA^{Link} processing services with our own file preparation software programs.

Why did you pick the AccuMail toolkit in particular?

The AccuMail Move Toolkit was the NCOA^{Link} access package that best met our needs, in terms of its simplicity, ease of access, and completeness in its offering. It provides users access to all the functions related to uploading a file for remote-

site NCOA^{Link} processing, tracking the progress of the NCOA processing and then downloading the processed data back into the user system.

Who buys your NCOALink services – what types of customer?

A wide variety of customers buy our services. We supply mailing list Move Update services to customers who order those services as a stand-alone, and also to all customers who purchase our mailing list products. With no exception, all of our mailing lists are NCOA^{Link} processed the day they are supplied to our customers.

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What benefits do your customers get from NCOALink processing?

Firstly, NCOA^{Link} processing enables our customers to obtain appropriate and sometimes significant USPS automation mailing discounts.

Secondly, the processing greatly improves USPS deliverability of our customers' mailing lists.

Thirdly, NCOALink processing through the AccuMail Move Toolkit, with its incorporated CASS address standardization, makes it possible for us - on behalf of our customers - to achieve higher rates of success in multifile matching tasks, which comprise much of the core of our business operations.

Is there anything else you would like to add?

"Support has been great. They have never failed us when we needed them."

Having examined the alternatives, we think SmartSoft's AccuMail Move Toolkit product must be one of the best in the industry, irrespective of price. It is very easy to install and get up and running.

Plus, Support has been great. We have been able to call upon - and get - rapid response from SmartSoft's technical staff. Sometimes, their responses to our needs have been above and beyond what we reasonably could have expected. They have never failed us when we needed them.

ABOUT THE ACCUMAIL MOVE TOOLKIT

Seamlessly integrated within your existing applications, or accessed as a standalone tool, the AccuMail Move™ Toolkit helps to keep your address database current as your customers move, utilizing the very latest NCOALink® information from the USPS®.

It acts as a bridge between your own application and the NCOA^{Link} data, comparing the data in your list against the USPS NCOA^{Link} Database and updating the addresses of those contacts in your database that have changed address.

The NCOA^{Link} data resides on SmartSoft's secure servers, so there are no monthly updates or datasets to install, saving you time, money and resources. Instead, the toolkit connects via the internet to our servers using a secure and encrypted method of communication while your records are processed automatically.

Find Out More

To find out how SmartSoft can help your business:

Visit: **SmartSoftDQ.com**
Call: **888.227.7221**
Email: **contact@smartsoftusa.com**

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