

## MailRoom ToolKit Capture

### **Quick Address Entry and Instant Verification**

Speed data entry in a variety of applications, such as call centers, CRM systems, accounting packages and more with MailRoom ToolKit Capture. Save time and increase accuracy — enter full addresses with the fewest possible keystrokes. Innovations like visual field mapping and automatic signature activation make using the software with multiple applications fast and easy. And our powerful search technology returns drill-down results, if an immediate match is not found.

## Data Capture Improves Address Quality

Your organization relies upon correct address data. Whether the activity is order entry, customer support or billing, the efficient collection of accurate addresses is essential for the best results. The negative consequences of poorly collected addresses go well beyond delayed mail. Wasted materials, lost opportunities and reduced customer satisfaction plague organizations with poor address quality.

### Address Quality Ensures Deliverability

Improving address quality ensures the deliverability of your mail, makes your communications more effective and eliminates considerable waste. In short, it saves your organization money.

- ▶ Reduce waste — increase ROI on direct mail and communications
- ▶ Pay fewer address change fees — shippers can save up to \$10 per package
- ▶ Avoid lost or returned packages and mail — improve customer satisfaction

### Capture Delivers Address Quality

There are many ways invalid or incomplete addresses can infiltrate your database. Written forms may only have partial address information, callers may mispronounce streets or cities or information may be switched during data entry. Entering addresses through MailRoom ToolKit Capture ensures that only valid data get into your database.

As each address element is entered, MailRoom ToolKit Capture checks the USPS® address dataset and provides only valid address options. Address elements can be entered in any order. Once the correct address is located, Capture automatically inserts each element into its proper location.

### Uses for Capture

#### Customer Relationship Management

Works with major CRM systems including Salesforce.com, Act!, Microsoft Dynamics, SalesLogix and more

#### Call Centers

Save data entry time and reduce customer aggravation caused by repeating and re-spelling unusual organization and street names

#### Telesales

Reduce unnecessary delays during the crucial order entry stage

#### Delivery Companies

Verify addresses when scheduling pickups and deliveries

#### Retail Stores

Capture and verify addresses at point-of-sale to fuel customer loyalty campaigns

#### Insurance Agents

Instantly verify addresses during the application process to provide more accurate rate quotes

#### Appointment Scheduling

Group appointments by location to save time and improve customer service

## Features

Ideal for call centers and other data-entry oriented tasks. Save time and ensure that only accurate addresses enter your database.

### Quick address entry

Enter addresses with fewer keystrokes, such as a street address and ZIP Code™, or even just a partial street name — MailRoom ToolKit Capture requests more information if needed to narrow the results.

### Simply powerful search

Our single search field supports two methods for selecting an address:

- ▶ Traditional drill-down — enter a ZIP Code, then street and so on, to narrow the options
- ▶ Our innovative compound search — enter address elements separated by commas (e.g., street, city); results are generated as each element is typed

### Visual and manual field mapping

Let Capture identify your application's address fields automatically; then map the correct address element to each. Or manually specify the keystrokes needed to enter address data into a form or freeform address block.

### Application signatures

Capture stores field maps into signatures that are unique to each application. As you switch between applications Capture automatically activates the appropriate signature.

### Address verification

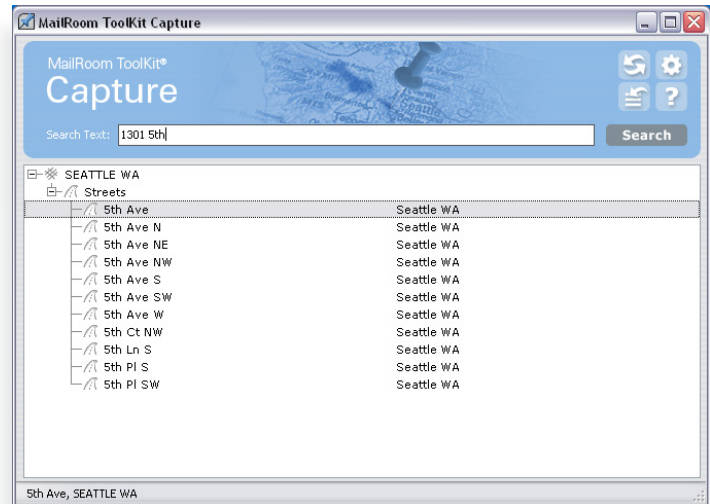
Confirm that addresses exist in the USPS address dataset to reduce returned mail and deter fraud. An optional dataset is available for addresses in the United Kingdom.

### Address correction

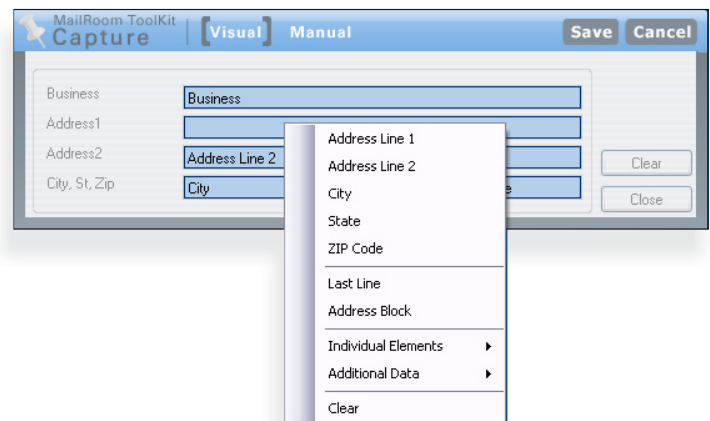
Meet USPS standards for spellings, abbreviations and necessary address elements.

## Benefits

- ▶ Save time — enter full addresses in fewer keystrokes
- ▶ Improve the overall quality of your database
- ▶ Improve customer service and satisfaction
- ▶ Save money — reduce returned or misdirected mail and packages



*Drill-down or enter address elements separated by commas; relevant results display instantly*



*In visual mapping mode, you select address element options from a dropdown list*

## Address Management Maintenance and Integrated Mail Sorting

MailRoom ToolKit Capture ensures that each address entered into your database is correct — when entered. To maintain address quality over time, use a batch address management solution like MailRoom ToolKit Office or Architect to correct and update the addresses of people and businesses already in your database, or as part of an automated process.

### MailRoom ToolKit Capture

Save time and keystrokes — enter just a street address and ZIP Code into the Capture quick-entry window to target a specific address. Or view addresses by ZIP Code to look up hard to spell cities and streets. Then hit “Enter” to auto-populate your data entry form.

### MailRoom ToolKit Office

Designed specifically for integration with Microsoft Office applications (Excel, Access and Word), MailRoom ToolKit Office delivers address correction and postal presorting through an integrated toolbar. Easy-to-use wizards streamline batch address correction and simplify volume mail preparation.

### MailRoom ToolKit Architect

Develop the address management solution that meets your unique needs. Clean and update addresses in any database. Validate addresses at point-of-entry on your website. Integrate address management into your custom application or document processing system to increase savings with address verification and postage discounts. Architect is built on .NET and COM for easy integration and maintenance.

### Compare Features

MailRoom ToolKit	Capture	Office	Architect
Floating window for quick address entry	✓		
Address management tools designed for Microsoft Office applications		✓	
Address management tools for integration with a database, website or application			✓
Client/Server architecture			✓
Support for rapid address entry	✓	✓	✓
Multi-user environment	✓		✓
CASS Certified™ for address correction		✓	✓
PAVE certified presorting		✓	✓
Generates USPS forms, documentation and barcoded labels		✓	✓
Support for international datasets	UK	Australia Canada UK	Australia Canada UK
Developer Center with sample code (VB, C, C++, C#, ASP and more)			✓
Geocode location data	optional		optional
Advanced presort support		optional	optional
Toll-free Technical Support	✓	per contract	per contract

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