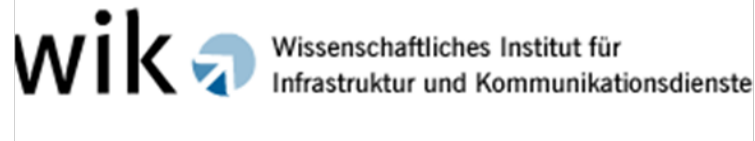


Presentation to

11th Königswinter Seminar



'Change of address: An online case study from Ireland'

Bob Hoffman
Director

NewAddress.ie Ltd

26th November 2008

16 slides / 20 minutes





Agenda



- Overview of NewAddress.ie
- How the service works
- Key features of the service
- New services
- *Questions & Answers*



Prelude



The address is the corner stone of the postal industry.

It would be ideal if the end user told all their mailers where and when they were moving.

Who would be the best organisation to host this service?

Obviously the post office.

Prelude



Does a redirection service do this?

No

Out of the 191 post offices, how many are offering this fundamental service to the public and the large mailers?

16

Overview



- A change of address service helps keep addresses' accurate and up to date
- A change of address service compliments a traditional redirection service, if the two services are combined
- Internationally 11% of people move home each year
- The Internet is here to stay!



Overview



- The NewAddress.ie service makes the change of address process easier for movers & more reliable for companies
- Ireland's only address change service, started in 2004
- Shareholders include Ireland's largest mailing company and Ireland's largest property website
- Commercial Partner to Escher Group
- Won best 'Business to Business Innovation' in 2007.



Escher Group



- Leading supplier of postal counter automation software
- Successfully delivering Riposte® solutions since 1989
- Integrated Postal, Retail and Financial Services
 - 150,000 licensed locations worldwide
 - Serving 327 million Consumers
 - More than 30M transactions daily
- Offering Web Applications
 - Multi Channel Mails for Postal customers
 - Working with newaddress.ie
 - Value-added services to Post Office and Consumers

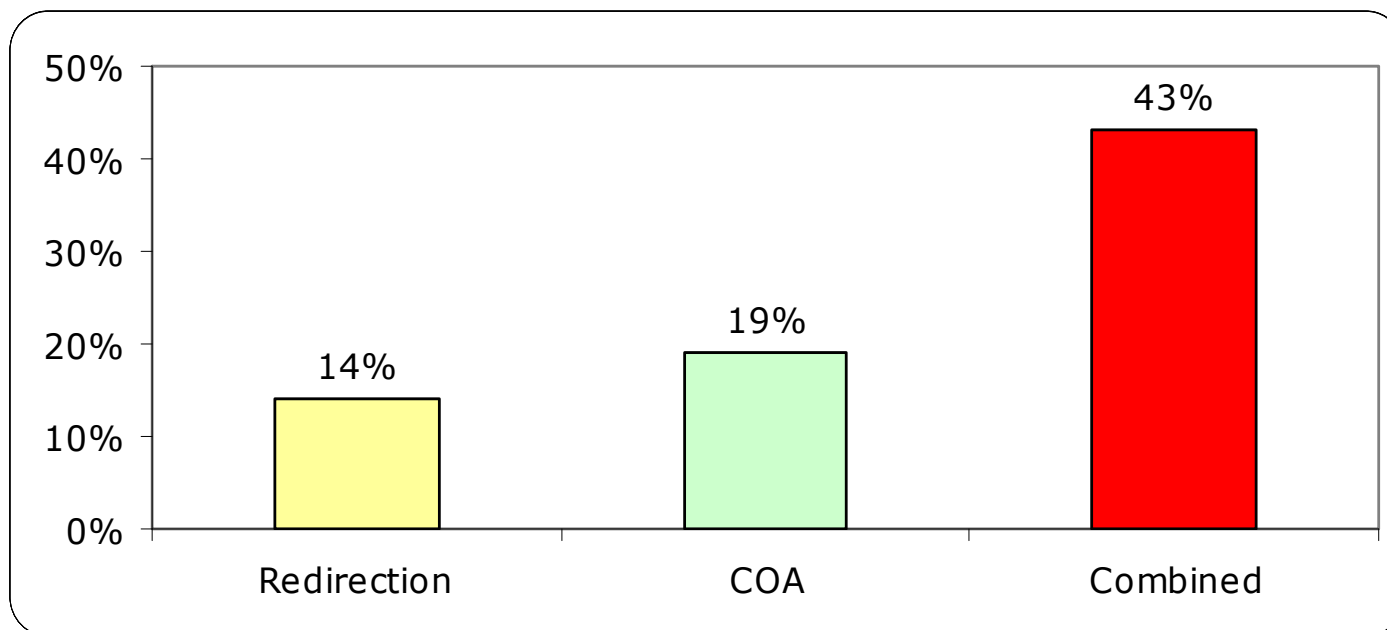


Impact on Redirection



Will a change of address service eat some of the revenue from an existing redirection service?

The opposite!




*Online Survey
May 2008
800 Respondents*



The Website






HOME
ABOUT US
UTILITIES
COMPANIES
HOW IT WORKS
CONTACT


MyHome.ie Marketing Partner

Ireland's Only Change of Address Service


Welcome to MyAddress.ie - the easy way to change address details with Ireland's leading companies. If you have moved or are moving, or need to change your family name, this service makes it easy for you in four step process. You can also notify the companies that someone has passed away. To begin, simply click on the icon for Services that you require.




Change Address




Bereavement Notification




Drivers licence




Family Name Marriage



Family Name Divorce



Change Mobile Number



Change E-mail Address

Login





user name:


password:


[GO](#)

[Register now](#)

Our Partners Include:

A  company

 Commercial Partner
ESCHER GROUP

Our Partners



- Over 100 household names inc. transport, motor tax, voters register, telecoms and banks.

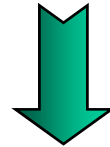


How the Service Works



1

Mover gives old & new address, contact details and selects organisations



2

Receives confirmation pack in the post, signs & returns



3

Access to these details available via extranet service



Accessing transactions



Folders:
> Inbox - COA
> Inbox - CON
> Held Items
>> Processed

Report
Logout

Transaction ID	Address	Date
176/255180	Castlekeep House Sherry Fitzgerald Kennedy Lowe:96 St Joseph's Roa	14/03/2008
176/253061	Cumisky Real Estate Alliance:5 Bremore Court,	14/03/2008
176/255184	Cumisky Real Estate Alliance:744 Bremore Castle	14/03/2008
176/237783	Fergal Downey	14/03/2008
176/255246	Terrie Dunne:Ochra Lodge	15/03/2008
176/255272	Karen Glennon	10/03/2008
176/254869	Sherry Fitzgerald Reilly:13 The Oaks	18/03/2008

Transaction viewing screen

Change of Address Notice

Your customer: Fergal Downey
(Born: 31/03/1970)
Mobile:
Email:

Is moving from:

Tenant
To:

Tenant
On: 14/03/2008

ESB Specific Information: **Action:** Moving
Account: 901149120

Old Address Meter Reading:
Read Date: 14/03/08
Closing Meter Reading: 77603

Responsibility Passed To: occupant
Name: lorraine rolland
Contact Number: 0879967130

New Address Meter Reading:
Read Date: 14/03/08
Opening Meter Reading: 27051

You were notified by: Gillian Downey
Phone:
Method: Online
Date: 15/11/2007
Released To ESB: 14/03/2008

Status: Accepted

Status of the transaction



- Add Note
- Accept
- Reject
- Hold

Operator options

Images
[Signature Page](#)

Scanned signature page

Transaction information

Logs

Event	Operator	Date	Comment
Accepted	catriona256	18/03/2008 12:33	Your new address has been recorded.

Logs / notes



Unique Features



- Feedback mechanism (unique)
- Charge for movers (increases security via credit card)
- Secure 128bit SSL website
- Verification of identity via post & credit card
- Email & text prompts
- Profitable marketing opportunities as a home move is the biggest spending event in our lives



New Services



In November 2008, we launched some new services:

- Bereavement Notification Service by next of kin
- Family Name Change for newlyweds
- Family Name Change for separated or divorced people
- Change of mobile phone number
- Change of email address



Summery



- Growing international trend for online COA services
- Add revenue to redirection service
- More accurate customer database for large corporate Customers
- Direct electronic link to corporate customers (upsell)
- Greatly helps the house mover at a major life event
- Reduces post offices costs for Returned Letter Bureau



Summery



- NewAddress has taken 5 years and €2m R&D to develop
- Worlds only change of address solution available immediately to postal operators as a turnkey solution
- Licence fees between €150k – €300k per country depending on population

Thank you for listening. Are there any questions?

Contact Information



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