

MailRoom ToolKit Capture

Quick Address Entry and Instant Verification

Speed data entry in a variety of applications, such as call centres, CRM systems, accounting packages and more with MailRoom ToolKit Capture. Save time — enter full addresses in 7 - 12 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 more results, in less time, than the competition.

Data Capture Improves Address Quality

Your organisation relies upon correct address data. Whether the activity is order entry, customer support or billing, the quick 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 organisations 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 organisation 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 towns, 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 searches the Royal Mail Postcode Address File (PAF) 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 Centres

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

Telesales

Reduce unnecessary delays during the crucial order entry stage

Courier Companies

Verify addresses before 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 centres 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 house number and Postcode, or even just a partial company 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 Postcode, then town, then street and so on, to narrow the options
- ▶ Our innovative compound search — enter address elements separated by commas (e.g., company name, town); 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 proper 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

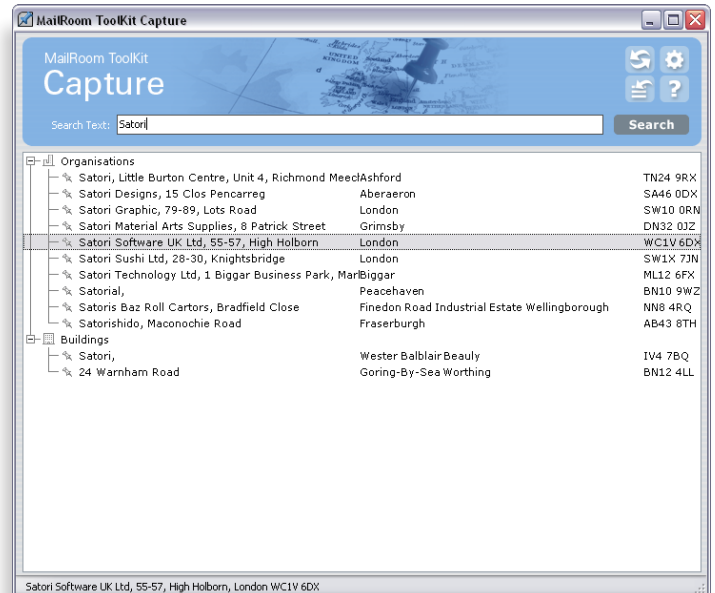
Confirm that addresses exist in the Royal Mail PAF to reduce returned mail and deter fraud. An optional dataset is available for addresses in the United States.

Address correction

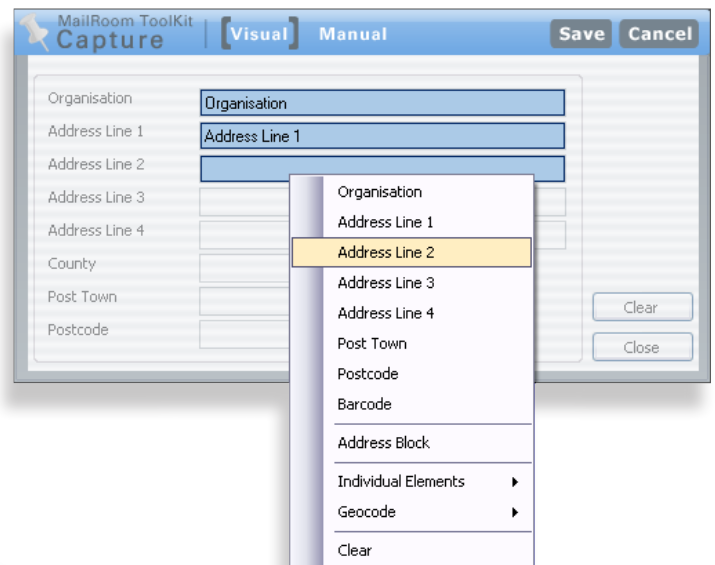
Meet Royal Mail standards for spellings, abbreviations and necessary address elements.

Benefits

- ▶ Save time — locate full addresses with 7 - 12 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, 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 house number and postcode into the Capture quick-entry window to target a specific address. Or view all of the addresses in a Postcode area to look up hard to spell post towns 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 mail sorting 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	✓	✓	✓
Royal Mail approved address validation	✓	✓	✓
Royal Mail certified mail sorting		✓	✓
Generates Royal Mail forms, documentation and bag labels		✓	✓
Support for international datasets	United States	Australia Canada United States	Australia Canada United States
Developer Centre with sample code (VB, C, C++, C#, ASP and more)			✓
Geocode location data	optional		optional
Walksort® support		optional	optional
Freephone Technical Support	✓	per contract	per contract

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