



Australia Post's Cyril Badu with Spotlight's Dave Griffiths.

Putting the **spotlight** on lost customers

Keeping track of customers who have moved and forgotten to pass on their details is one of the reasons Spotlight Stores has turned to Australia Post's National Change of Address service for help.

Spotlight is one of Australia's biggest chains of fabric, craft and home interiors superstores, with more than 100 stores in Australia, New Zealand and Singapore.

For years the company has been running a highly successful customer communication program, which includes 17 catalogues a year, newsletters and VIP club information. With more than three million individual customer records on its database, Spotlight is able to tailor the information in its catalogues and newsletters to a customer's local Spotlight store.

However, keeping such a large database up to date is a massive task, especially with the vast number of customers who move and forget to update their details, according to Spotlight Database Manager Dave Griffiths.

"We have a directly targeted newsletter which, if the address is incorrect, does not get to the customer and they miss out on being informed about any events and specials at their local store," he says.

It was the fact that customers were missing out on receiving information, coupled with the large amount of return-to-sender mail, that encouraged Spotlight to use Australia Post's National Change of Address (NCOA) Service.

"We really wanted to catch those customers who forget to notify us that they have changed their address," says Dave.

NCOA compares the names and addresses on Spotlight's customer database with the names and addresses on Australia Post's NCOA File. The NCOA File contains data collected through Australia Post's Mail Redirection Service, through which customers indicate whether they want Post to pass on new address details in line with current privacy legislation.

Using the NCOA Service, Spotlight expects to reduce its return-to-sender mail by 30 per cent. "As we work our way through the entire database we'd expect to reap the benefits of having a long-term solution to updating our database," says Dave.

The solution means that a Spotlight staff member no longer needs to manually check return-to-sender mail against address validation data.

"We're very happy with the NCOA Service and the ease of integration into our database," says Dave.

For more information visit www.spotlight.com.au

For more information on the National Change of Address Service phone 1300 363 242.

Key Points

- Spotlight is using Australia Post's National Change of Address Service to help ensure its three million customer records stay up to date.
- The National Change of Address Service compares the names on Australia Post's National Change of Address File with the names and addresses on Spotlight's database.
- Using the service has reduced return-to-sender mail.

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– Dave Griffiths, Spotlight.**