

## Caring and Sharing Exchange

**Company Name:**  
Caring and Sharing Exchange

**Industry:**  
Nonprofit

**Application:**  
Pitney Bowes Software  
Address Validation for NetSuite



“ It’s incredible, the Pitney Bowes Address Validation for NetSuite allows the Caring and Sharing Exchange to send the much needed assistance to the right addresses of those families in need. Eliminating duplicate addresses means that each individual and family in need is helped only once, which saves the Ottawa community over \$600,000 that can be reinvested back into the community. ”

— Cindy Smith, Executive Director, Caring and Sharing Exchange

### Executive Summary:

The Caring and Sharing Exchange is a local charity in Ottawa, Ontario that has been assisting low-income families and individuals since 1915. Every year, the Caring and Sharing Exchange works with various organizations, including social agencies, schools, health services, and faith-based communities, to provide back-to-school and Christmas assistance to families and individuals facing economic hardships. This assistance consists of providing backpacks full of school supplies during the back-to-school season and gift vouchers during the Christmas holiday.

The Caring and Sharing Exchange selected Pitney Bowes Address Validation for NetSuite to enable their staff and their partner agencies to validate client addresses in real-time.

### Business Challenge:

The Caring and Sharing Exchange relies heavily on their partner organizations to provide the name, address, and contact information of the clients in need and requiring assistance. These organizations typically use volunteers to enter this vital information. But, with no data standardization or validation in place within these organizations, name and address data was often incomplete, erroneous, and unformatted. This lack of standardization resulted in:

- duplicate records and requests
- vouchers mailed to the wrong address or returned by the post office as undeliverable
- loss of critical services provided to families in need because the assistance never arrived

The Caring and Sharing Exchange quickly learned that sorting through the returned packages to locate the correct addresses took valuable time and was taking them away from helping other families. Additionally, many partner agencies had duplicate requests for services. Without the Caring and Sharing Exchange’s coordination and standardization, organizations found themselves providing duplicate and, in some cases, even triplicate assistance. This oversight left many in-need families with no back-to-school or holiday assistance.

 To find out more, contact NetSuite at 1-877 NETSUITE or visit [www.netsuite.com](http://www.netsuite.com)

**Solution:**

The Caring and Sharing Exchange selected Pitney Bowes Address Validation for NetSuite to cleanse, standardize, and format their client addresses in real-time and at the point of data entry. Using this solution, the Caring and Sharing Exchange and their partners are now confident in the quality of their address data. By validating every client address at first contact, Pitney Bowes Address Validation for NetSuite ensures that the address is correct, standardized, and most importantly, deliverable. This is a welcome departure from the manual correction process, and eliminates the need for staff to sort through returned mail to identify and update client records. Duplicate records are also no longer a problem, as duplicate record identification has been simplified and automated through the solution's standardization and formatting process.

**Results:**

- Pitney Bowes Address Validation for NetSuite prevents partner organizations from entering incorrect and incomplete addresses.
- The Caring and Sharing Exchange saved the Ottawa community over \$600,000 through address validation.
- Families receive the assistance they need and duplicate requests are no longer an issue.
- The Caring and Sharing Exchange and partner agencies save time, money, and effort because the addresses are accurate and the mailings successfully reach the intended clients.

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