

## CEO PERSPECTIVES

# Effective Communications in the Global Marketplace

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**T**he world is getting smaller and we all know that e-commerce is a driving force behind this change. With globalization on the rise, how do we ensure delivery of all of those packages worldwide? Is a single, globalized address standard worldwide achievable? How far are we from that standard? What should it be based on? Is it traditionally formatted as in the Western World?

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Is it location based? A global address standard would certainly make check-out Web forms and call center address and delivery data easier to manage.

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*As President and Founder of Melissa Data, Ray Melissa is responsible for leading the firm's corporate global growth strategy and supervising its business and new product development, sales, and marketing efforts, and establishing partnerships around the world to effectively and successfully encompass global, cross-border commerce.*

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Regardless of the standard, as a global enterprise, it's vital for e-commerce websites to be able to properly format and verify as many addresses and delivery-relevant data points around the globe as possible. This is to enable accurate, efficient delivery of packages to the intended recipient at the right address... and in some areas of the world, at the right time. Yes, time. One major innovation in the delivery of mail and packages in parts of the world could be based on the ability to know the "where and when" of recipients to coordinate a timely delivery. And that could be accomplished through the power of mobile applications and location based services.

In an interconnected global marketplace, we strive for the ability to communicate effectively, and in a timely manner, no matter where in the world we are calling, emailing, or shipping. From call centers, to mobile ecommerce, to drone drop delivery - we have to be able to respond to our customers and partners with accurate, omnichannel intelligence - name, address, phone, and email - they have to be correct, current, and consistent throughout the organization.

And, yes, I said drones, but we will come back to that topic. Duplicate and incorrect contact data is an expensive lost cause and as the world gets smaller it is a global cause. The answer - sound global, enterprise contact data management... backed with affordable, flexible, and superior customer support.

As online systems continue to be the norm, correct address information becomes more challenging to support. The formatting, the specifics of the address, along with simply having the right address for the right person are all key to success.

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**Did you know there are 247 countries and territories in the world, but only 117 of them have a postal code system? And, there are approximately 175 different address formats. Then there are the countries with absolutely no addresses at all...**

But just because they don't have a formal delivery address and standardized postal system doesn't mean they can't get mail and parcels delivered.

Being a pioneer in the direct mail/marketing, data quality and data management spaces have afforded Melissa Data the opportunity to not only build technologies to address this challenge, but actually utilize these technologies to meet the growing demands of our customers worldwide.

Over the past 30 years, Melissa Data has partnered with organizations at the forefront of innovation with a multitude of global reference data sources available to provide our customers with the most viable, accurate, up-to-date information available. And that's not only postal address data (like USPS, Royal Mail, and Canada

Post), but business data, demographics, geographics, plus mortgage, property, and international data sets packed with valuable information our customers can use for targeted initiatives.

### Drone Drop Ship?

In this smaller world will delivery trucks be replaced by drones? It's already a reality for some big shippers. Drone Delivery is being scrutinized right now, but the concept could pick up thrust, and support as the technology evolves.

And of course, Melissa Data will have the perfect geo-location solution for successful drone drops.

Will you have the option to "drone drop ship" maybe? The only constant should be innovation and accurate - Contact, Response, and Delivery worldwide - that's part of the Melissa Data vision as we spread our wings, and our websites to encompass global, cross-border commerce at every communication, delivery and touch point.