Singapore POST

1. **Street name**
2. **Building name**
3. **Unit Number**
4. **Block or house number**

SINGPOST
POSTAL DATA

Reach your customers with SingPost Postal Data Subscription Service, which provides the latest postal information.

What is SingPost Postal Data?

SingPost's data service provides the most up-to-date address information to corporate subscribers. With the latest postal information, you can be assured of correctly addressing your mail, so that your communications will reach your customers reliably.

1. Postal data is updated quarterly. With a subscription to the data service, you will have the latest data at your fingertips.

2. The online portal allows you to access the complete set of address data at your convenience.

3. FTP is available to transfer the data automatically, saving you the hassle of downloading the information.

Uses of SingPost Postal Data

Maintaining an updated and easily accessible customer database is a strong competitive advantage in today's dynamic business environment. SingPost Postal Data streamlines data-collection and verification, which means less worries about errors in address information.

RECORDS UPDATE: Clean up your customer records.

ADDRESS VERIFICATION: When sending marketing materials such as mailers or newsletters, or other communications such as statements and invoices, you can be more confident in reaching your recipients with verified addresses.

LESS PRANK CALLS: Being able to verify addresses in real-time when taking phone bookings will enable you to immediately identify nuisance callers without delivering to incorrect or fictitious addresses.

STREAMLINE DATA COLLECTION: SingPost's platform supports data entry, allowing you to capture your customers' information fast and accurately during on-boarding.

DATABASE MAINTENANCE: The standardised address format allows you to maintain your customer database more easily.

E-FORM FILLING: Minimise error in data entry on web forms and facilitate customer's entry of address.

Use SingPost Postal Data Subscription Service to achieve higher business performance.

Benefits

Improve your address data's accuracy.

Save time and effort from manually cleaning up your database.

Reduce returned mail, undeliverable packages and delivery surcharges by being sure you have the correct addresses.

Enhance your ability to profile and geo-target your customers.

These benefits translate to **cost savings** for your business.

Marketers 1

Web Masters 4

CRM Managers 2

Who can *benefit* from SingPost Postal Data?

Data Analysts 5

Call Centres 3

Property Agents 6