



## Address correction for Poland

A new expert system for address validation in Poland offers comprehensive support in addressing. This ensures that errors and postal pitfalls are prevented, thereby enabling the successful implementation of dialog marketing in Poland with up-to-date addresses which are postally correct. The solution from Uniserv is suitable for companies which operate internationally and are already active in Poland or are planning to enter the Polish market. The country-specific postal peculiarities which have to be considered in addressing in Poland are also taken into account by the software. As a result, „post for Poland“ works consistently with the new more efficient division of the country into 16 Woiwodschaften (provinces) in accordance with the Polish regional reorganization of the 1st January 1999. The argument output is also supplemented by the district (Powiat) and the municipality (Gmina).

The argument input can be either be based on a Western or an Eastern European character set. The argument output ensues automatically on the basis of the eastern European character set. In addition to this, „post for Poland“ also recognises the different Polish street types such as „Alej“ (avenue), „Rondo“ (circle) or „Bulwar“ (boulevard). The table includes approx. 178,000 streets and an almost complete list of postcodes (about 23,000) as well as towns and cities and districts (around 4,000 towns and cities and 97,000 districts). It is therefore a directory of places and streets which covers practically the whole country. It can be purchased on subscription and is updated quarterly. The software and the other country versions are available at <http://www.uniserv.com/demo> for exhaustive live testing.