



What is RDI?

RDI is a data product that helps customers reduce shipping costs by verifying whether a delivery type is classified as residential or business. The sole purpose of the RDI Product is to determine parcel shipping rate information or provide analysis of parcel shipping patterns and costs. Since some shipping companies charge a higher price for residential delivery, the RDI Product allows customers to make informed shipping decisions.

What are the benefits of using RDI?

The benefits of RDI include:

- Reducing residential delivery surcharges by validating delivery type status for the purpose of choosing parcel shipping suppliers.
- Providing analysis of parcel shipping patterns and costs for the purpose of improving mailers' parcel shipping processes.
- Lowering shipping charges by providing rate-shopping services to clients, which will allow them to compare parcel shipping rates for input addresses.
- Reducing returns due to incorrect addresses by using RDI in conjunction with CASS™ software or an address standardization tool.
- Enhancing Customer Relationship Management (CRM) by demonstrating efficient and accurate shipping practices.
- Identifying shipping patterns to improve operational efficiency.
- Providing online rate-shopping services for others.

Why is RDI a smart business choice?

- 91% of the 140 million Postal Service™ delivery points are classified residential
- 87% of new growth in Postal Service delivery year-to-date is defined as residential

When you select the Postal Service you avoid the cost of residential surcharges and your customers will benefit from:

- Delivery to every rural and residential address without surcharges based on the delivery address
- Saturday delivery at no additional cost
- Package delivery to all 140 million U.S. addresses—Alaska, Hawaii, Puerto Rico, Guam, U.S. Virgin Islands and other offshore points at domestic rates
- Only the Postal Service delivers to PO Boxes
- Merchandise and eMerchandise Return Service™ options make easy, convenient returns possible
- The commitment of the Postal Service to maintain the sanctity of the mail; keeping the mail safe and moving