



# Postcode News 101

Autumn Q.4/20

## DATA-DRIVEN INSIGHT

In this edition of Postcode News, we highlight how data analysis (in one case, facilitated by AFD) has been used by two different organisations to identify changing patterns in customer behaviour, enabling the businesses to work with AFD to adapt their systems to provide better customer service.

Paultons Park, the home of Peppa Pig World, discovered that they were receiving customer bookings primarily through mobile devices. This led to their entire booking process being redesigned to ensure a seamless mobile booking experience. AFD's Geolocation lookup is a key part of their new "frictionless checkout".

APC Overnight is the UK's largest independent delivery network, helping deliver goods for over 35,000 businesses. Historically, deliveries have been Business to Business but this has started to shift over the past five years. Find out how AFD helped them identify the split between commercial and residential properties, to then deliver a better solution to validate address data.



# The Future is Mobile



**Paultons Park is the number one theme park in 2020 according to TripAdvisor, an honour that has been held now for 5 years running.**

**Home of Peppa Pig World and over 70 rides and attractions in the New Forest National Park, one million people visit each year for day trips or short breaks.**

As a long-standing customer of AFD Software, Paultons Park have been able to benefit from advancements to our address lookup functionality as their requirements have changed over time. After data analysis revealed

a change in customer behaviour, Paultons Park got in touch with AFD to see how we could help to enhance their customer journey.

We spoke with Rob Lee, Digital Specialist at Paultons Park, to talk through the history with AFD and the reason for the requested enhancement:

“We have used AFD since 2011 for our online address capture of guests booking to visit the Park. In those nine years, the solution has consistently delivered accurate validation of visitor addresses entered during the checkout process.

Four years ago, we recognised that our bookings traffic was changing primarily to mobile devices, so we redeveloped our whole site and customer journey to be responsive for mobile. Now, 80% of our traffic comes from mobile devices, and we are constantly looking at how we can optimise the process to maintain the highest standards. As part of this optimisation review, we looked at the current address entry process and explored how to make this more ‘mobile-friendly’.”





## Frictionless Checkout

Paultons Park had an aim to provide what they describe as a 'frictionless checkout', allowing a potential visitor to come onto their website, enter their details as quickly as possible (whether or not using a mobile device), and secure their tickets.

Rob continues: "Whilst address validation is great from a postcode or first line of an address, errors in the entry of the data or address selection are more likely to creep in on a mobile device. To overcome this and shave a few more seconds off the checkout process we worked with AFD Software to implement AFD's new Geolocation address lookup.

This allows a customer to press a button, then select their address which is listed in nearest order from the current location. Two-button

tabs, and all the address data is entered accurately."

*AFD's Geolocate functionality is our biggest recent step forward in removing the need for manual data entry.* By using the GPS in your mobile device, we can instantly return your address with pinpoint accuracy. You can see how this functionality works in the screenshot below or read more at [www.afd.co.uk/geolocate](http://www.afd.co.uk/geolocate).

Delivery address

First name Last name  
Joel Miller

Street

Town / City

County

Postcode

Delivery address

First name Last name  
Joel Miller

Street  
16 Jericho Way

Town / City  
Huddersfield

County  
Yorkshire

Postcode  
HD3 3WZ

**"We have used AFD since 2011 for our online address capture of guests booking to visit the Park. In those nine years, the solution has consistently delivered accurate validation of visitor addresses entered during the checkout process."**

Contact Joel Miller to schedule a demonstration with one of AFD's experienced Data Quality Consultants on **01624 811711** or email [postcode@afd.co.uk](mailto:postcode@afd.co.uk).

# DELIVERING EXCELLENT SERVICE



**APC Overnight was born in 1994 from a group of highly experienced delivery operators who collectively shared a passion for providing the highest levels of service to their customers.**

Today, APC Overnight is the UK's largest independent delivery network made up of 100 independent courier businesses who support 35,000 business with their parcel services.

APC Overnight regards the customer relationship between their delivery network and businesses that depend on them as a partnership. This approach has led to many customers continuing to partner with APC Overnight as a logistics provider for

over ten, fifteen  
and even twenty  
years!



No matter the size of the request, and regardless of the number of consignments sent weekly, all customers are equally valued by APC Overnight.

APC Overnight's customer base is exclusively small and medium-sized enterprises (SMEs) and, historically, the bulk of deliveries have been Business to Business (B2B). Over the past five years, deliveries on behalf of APC Overnight's SME customers have shifted more towards Business to Consumer (B2C). APC Overnight made it a requirement to better understand this shift, in order to make operational decisions and drive efficiencies.

Sean Stanley, Head of Business Systems at APC Overnight described the challenge that first led to engaging with AFD Software: "We had asked our incumbent supplier of address validation software if they could tell us the percentage split between our deliveries to business and residential addresses. Operationally, there are key differences between residential and business address deliveries.

B2B deliveries are faster; during working hours there is always someone to take a parcel. B2C takes longer – there isn't always someone to take the parcel and with current restrictions around social distancing, they need to be contactless. The quote we were given just to provide the data around this split was astronomical."

## Partners in Data Quality

"When one of the team at AFD introduced themselves as a potential data quality partner, we asked them to do the analysis (which they did, at a realistic price) and found that 72% of deliveries across our network are currently B2C. This information has helped the whole business better position our customers' experience, IT roadmap and remain best placed to help serve our customer base with their changing requirements."

Following the initial address data analysis which AFD completed, APC Overnight decided to make the upgrade to AFD for all their address validation requirements last year.

Sean continues: “We integrated AFD within HypaShip’s booking platform New Horizon. When a customer wants to book a consignment, they can enter a postcode and the AFD service returns the correct, PAF-validated address. Accuracy at this stage of the process is essential to get high-quality last-mile delivery; the platform that we use for this is only as good as the address entered. Our last-mile delivery process involves route optimisation, TomTom data, historic average road speed at different times of the day, and property level geocoordinates – all helping the driver get to the exact delivery point as efficiently as possible.

Without the AFD element providing a valid address, a route planner would have to plan the route by manually locating it using mapping software and dropping a ‘pin’. This would be a relatively quick process in isolation, but we have over 1600 vans distributing from over 100 depots, each with route planners. This job is done first thing in the morning in a time-pressurised environment and, without the quality data that AFD provide, it would quickly lead to frustration for the route planners and would needlessly slow down the process.”

### Proactive Customer Service

Changing supplier for such a key element within the delivery process should be a well-justified decision.

AFD was trusted with delivering accurate address data to APC Overnight. Sean explains: “The integration work was very straightforward and whenever a question needed answering, we were able to pick up the phone and talk to Nick or another one of the team at AFD who not only knew the answers to our questions, but proactively wanted to help. This approachability was helpful and having someone to talk to made a huge difference, we feel valued as a customer.”

### Real Insight from Data

Dervla Gallagher, Director of Business Infrastructure at APC added: “From a strategic point of view, the data from AFD has helped us better understand our customers’ requirements and ensure we are ready to deliver.

This Christmas we will see a significant increase in consumer deliveries and our customers are placing huge trust in us getting this right, making sure deliveries go to the right place at the expected time.

A consumer delivery often carries a greater emotional attachment, especially when Christmas gifts are involved. It is important to us that we have the right data solution to enable the businesses we serve and their customers to have an enjoyable B2C delivery experience, where we can

set and meet delivery expectations.”

With the very real prospect of almost all Christmas shopping taking place online this year, getting delivery data right will be more important than ever. AFD’s solutions help the Logistics Sector understand each delivery point, also enabling them to take relevant measures to ensure any current COVID guidelines around ‘contactless deliveries’ are met.

AFD Software helps thousands of organisations validate and cleanse contact data to help ensure delivery data is checked against the best possible sources.

Contact Joel Miller today on **01624 811711** or email **postcode@afd.co.uk** to discuss any challenges around data quality your organisation may have.



## Best Available Grid Reference Data

AFD's expert Data Teams have spent the last year improving both the quantity and quality of existing grid reference data, and how quickly new postcodes have grids added to them.

A combination of utilising the best available data sources and AFD's analysis to correct a few anomalies in those data sources, has resulted in reducing the gap between new postcodes being provided with grids from between two and four months down to a month!

Not only has the time-lag in updating the data been reduced, but the coverage of our data is now even more comprehensive and the quality higher due to our increased investment in data sources.

We have been able to deliver improvements to existing grid data, accurate grids for most parts of the Channel Islands and the Isle of Man (which previously only had grids at village or town level), and our Northern Ireland data enhancements have demonstrated a 6% uplift!

These enhancements are available now in our latest Q.4/20 update. Contact Joel Miller on **01624 811 711** or email [postcode@afd.co.uk](mailto:postcode@afd.co.uk) to discuss your requirements today.

Grid East 410906.05  
Grid North 418467.29  
Latitude 53.6625943  
Longitude -1.8364343

## PAF Changes

Between July and September 2020 there were significant updates to data on The Royal Mail Postcode Address File (PAF). These included 10 new localities; 7,658 new postcodes; 100,407 new delivery points and 16,111 delivery point changes.

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BT93 1	DRUMNACROSS	KESH	ENNISKILLEN
CB8 9		MOULTON	NEWMARKET
CO10 0		CHILTON	SUDBURY
DY10 3		LEA CASTLE	KIDDERMINSTER
EX31 3	ROUNDSWELL ENTERPRISE PARK	ROUNDSWELL	BARNSTAPLE
IM4 5		SNAEFELL	ISLE OF MAN
M12 5		ARDWICK	MANCHESTER
NE22 6		FENWICK PARK	BEDLINGTON
NE25 0	FOREST MANOR	NEW HARTLEY	WHITLEY BAY
NR21 9	SHAMMER	NORTH CREAK	FAKENHAM

The most up to date PAF data is available now in our latest Q.4/20 update. You can order updates for any AFD Software solution by calling 01624 811711 or email [postcode@afd.co.uk](mailto:postcode@afd.co.uk)



**Nick Walker**  
Business Development Manager

One of our highly experienced UK Sales team, Nick celebrated his 7th year with AFD in July. To this day Nick still clearly remembers his interview – hard to forget as he fell off his chair! [Ed – not his fault but it was a good ice-breaker...]

Nick was the Salesperson at AFD who was instrumental in helping both Paultons Park and APC Overnight make the upgrade to using AFD Software to overcome their data challenges. (Though Nick will be the first to acknowledge he wasn't and isn't the only member of our team involved in helping them.)

Like all the team at AFD, Nick understands the importance of serving customers well. After playing such a crucial role in APC Overnight choosing AFD's solutions over their incumbent supplier, their feedback on AFD is testament to how well Nick fulfils a key AFD objective to "Make Happy Customers".

Working with his grandad to deliver washing machines to people's homes and fitting windows with his stepdad, Nick gained a strong foundation in understanding customer needs early on in his working life. Although he grew up in Leeds and currently lives in Huddersfield, Nick is now primarily responsible for customer relations for AFD in the Midlands and South West of England.

On the home front, Nick and his wife Beth have three-year-old daughter Florence, who recently started preschool. Nick enjoys a healthy and active lifestyle, spending many hours in his home gym, and enjoys following the Rugby League season. Interestingly Nick does not like Formula 1 racing, contrary to the father-of-the-bride speech at Nick's wedding, which announced that he was a huge motorsport fan. That was news both to Nick and his bride! Nick recently finished landscaping his garden (though the flowerbeds remain empty!) and is waiting for the right moment in October to plant his bulbs ready for Spring. Or should that have been September? Or November...?

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