Innovation AND Continuous Improvement

Welcome to the Spring edition of Postcode News.

"AND" is a small but significant word! We are here to deliver both innovation AND continuous improvement to our customers.

In Postcode News we explain how the latest version of our address cleansing engine, "AFD Refiner", embodies both these principles. With 27 years of continuous development, Refiner now cleanses existing address data AND bulk validates email addresses AND mobile numbers AND landline numbers! These major innovations put faster matches, more matches, and better matches at your fingertips.

We also hear from CarsVansAndBikes.com how AFD solutions are bringing accuracy and efficiency by helping accurately connect car dealers to customers, cutting mistakes, and even avoiding "disaster!"

Read more inside.

Driving Improvements to Vehicle Trading

When Ken Geddes founded CarsVansAndBikes.com he set out to disrupt the online vehicle advertising space. How? By maximising dealer revenue AND providing the best user experience.

CEO Ken shares:

"We have helped dealers maximise revenue by reducing their advertising cost compared to other vehicle sales platforms by 85%. And for private sellers wanting to advertise their vehicle, there is no charge at all."

Not content with just reducing costs for vehicle sellers, the innovative use of technology delivers a smooth experience for dealers, private sellers, and buyers too. Ken continues:

"To provide the best experience, our platform needed to be easy for both dealers and private sellers to list their vehicles for sale, and user-friendly for buyers to find the right vehicle for them.

We need to know that all the dealer locations are accurate to confidently filter and display only vehicles within a buyer's maximum travel distance. If the location is wrong the journey is wasted and the sale probably lost. This disappoints the potential buyer and the dealer.

The first step for online dealer registration is to enter the address of each branch in the dealer network. AFD's address lookup solution makes this process very quick… and accurate."

AVOIDING DISASTER

When private sellers advertise their vehicles, the precise location must also be accurate to make plans for collection and avoid unnecessary delays.

Ken continues: "This service couldn't have been considered without an accurate, robust addressing solution. We have dealers all over the country bidding for vehicles

CarsVansandBikes.com
buying or selling – it's as easy as CVB

owned by private motorists, they need to know (almost to the pound) the transportation costs, due to the tight margins. It could be a disaster if there was a mistake in the address entered and the dealership had issues collecting a vehicle. Our credibility would be questioned and reputation-wise, it's not where we would ever want to be."

WWW.AFD.CO.UK/SOLUTIONS/ADDRESS-LOOKUP

EXPERIENCE IN INNOVATION

Ken is no stranger to using disruptive online innovation to help the consumer: "Twenty years ago I pioneered energy price comparison for household energy bills by founding Energylinx. It was then I first partnered with AFD Software for data validation. Our comparison system enabled households to save billions of pounds by showing better energy deals and making it easy for them to switch suppliers.

Most energy bills are paid via Direct Debit. The slightest mistake in a bank account number or sort code would make the collection of the monthly payments impossible. AFD's bank validation solution helped prevent these errors by highlighting them at the point of data entry – enabling immediate correction.

We also integrated address validation, which cut user entry time by up to 90% AND helped ensure each address was error-free. Of course, this is vital if energy suppliers are to match new customers to meter points successfully. "

"It could be a disaster if there was a mistake in the address entered"

WWW.AFD.CO.UK/SOLUTIONS/BANK-VERIFICATION

TRUSTED LONG-TERM PARTNER

Setting up his next business, at least one decision was easy, as Ken relates: "Twenty years of genuine experience gives a solid amount of time to review a supplier fairly. When building the CarsVansAndBikes.com platform we asked, 'Is it better to build this or license it?' With address validation, there was no debate. The team wanted AFD - why would we go and look for something else?

We view data accuracy as a critical service and therefore it must first be a dependable service. We have always had issues with other software, updates would break a process or make it work differently. With AFD Software we don't have that anxiety, we have confidence.

Part of this confidence is that the Postcode People at AFD do what they say they are going to do. That's not just the tech, it is every person I've met. They're a bunch of straightforward real people and that's good to deal with. We're all tight for time and can't do things quickly if we don't have the support behind us.

We want all users of CarsVansAndBikes.com to have a positive experience from registration through to vehicle sales or purchases. To achieve this, we need all elements of the system to work in harmony, and central to this are partners we trust – like AFD Software."

Does your organisation have absolute confidence in its address, bank, and contact data? AFD Software is on hand to help with all your data quality needs. Contact Joel Miller on 01624 811709 or email joel.miller@afd.co.uk.

Best In Class Contact Data Cleaning

Whilst it is always best to make sure data is entered correctly in the first place, this isn't always possible: especially if you're an organisation dealing with legacy databases or have little or no control of the data source itself.

So.... AFD has a quest to help even these organisations clean contact data! It is a quest for the highest levels of speed, combined with the best and most accurate levels of matching. It is a quest for continuous improvement which AFD has engaged in for 27 years.

The latest release of Refiner (our cleansing engine) is benchmarked as best-in-class! Users love the range of deployment options which now include server-based and hosted offerings, with a thin client front end, for ease of use and integration. Refiner can also be installed locally on both Windows and Linux platforms for blisteringly fast performance.

FASTER MATCHING *AND* MORE MATCHING *AND* BETTER MATCHING?

Yes. Refiner is rebuilt on our proprietary "Performance Evolution" platform. This builds on the 27-year matching-logic heritage and internal specialist data skills to deliver real-world speed improvements of up to 20-fold. Users

have already reported cleaning 3 million records per hour with Refiner!

It's not just about the speed – benchmarking Refiner with alternative engines showed both more matching – and better matching. Let's face it: increased speed is a definite bonus, but no one wants to introduce errors into data, do they?

MORE DATASETS AND YOUR DATA

A wide variety of additional data can be appended to your contact database during a Refiner session. For example: geodemographic data (relative affluence, life stage and lifestyle) for segmentation, and grid references (longitude/latitude) to pinpoint a geographic location. Other data available includes government, health, education, and local authority administration. In addition, you may want to append data that relates more specifically to *your* industry (insurance, utility, etc). Our boffins have built

- ADDRESS DATA ✓
- EMAIL ADDRESSES ✓
- PHONE NUMBERS ✓
- ADDITIONAL DATASETS ✓

Refiner so that any datasets relevant to your industry can be easily included with it – you can even provide your own and we will build it into Refiner for you.

PHONE AND EMAIL – VALID OR NOT?

Phone and Email data can now be validated - in bulk. Is the mobile or landline number valid or not? Is the email address valid? Refiner will get results – LIVE. This helps by confirming accurate data and flagging data that needs to be re-checked – which is a real support toward accuracy and currency of personal data – core to GDPR compliance.

WHAT'S THE CURRENT CONDITION OF MY DATA?

An easy way to find out is to use our free health check service. You'll receive a detailed condition report and access to a free specialist consultation. This will help you evaluate the report and understand practical options to solve any issues identified. Choose to meet our specialist Postcode People via Teams or face-to-face. To arrange this please contact Joel Miller on 01624 811709 or email joel.miller@afd.co.uk .

AFD Data News   Q.2/23

Between January and March 2023 there were significant updates to data on PAF. These included 11 new localities; 7,869 new postcodes; 113,433 new delivery points and 24,837 delivery point changes.

Post-code	Double Dependent Locality	Dependent Locality	Post Town
BN27 4	SWINGATE CROSS	HELLINGLY	HAILSHAM
BT23 2		COMBER	NEWTOWNARDS
CV8 3	SEGRO PARK	BAGINTON	COVENTRY
DH6 5	INTEGRA 61 WEST	BOWBURN	DURHAM
DN7 0		STAINFORTH	DONCASTER
DN7 7		HATFIELD	DONCASTER
NE65 8	NORTH END FARM	LONGFRAMLINGTON	MORPETH
PE11 6		WEST PINCHBECK	SPALDING
RM13 8		FAIRVIEW INDUSTRIAL PARK	RAINHAM
S40 4		HOLME HALL	CHESTERFIELD
TN21 9	CHURCHES GREEN	DALLINGTON	HEATHFIELD

The most up-to-date PAF data is available now in our latest Q.2/23 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk

Philip Dorricott,
Senior QA Analyst

Born in Scotland, Philip has lived on the Isle of Man since 1997 – just like AFD itself! Philip has been helping support AFD's customers and the rigorous testing of our solutions for over 22 years! When asked about his different roles and what he enjoys most about AFD Philip answers:

"I started as a Trainee Support Technician. This was a customer-facing support role, helping customers with their technical queries. This was a great way to learn about AFD's solutions in a variety of environments and customer use cases.

From a support role, I moved in a different direction as a Software Tester. This role was a step back from customer queries and focused on testing the software before the initial release, after data updates, and following new version updates.

My current role is Senior QA Analyst, which still covers testing new product development, updates, and versions, but also includes writing and maintaining automated data test programs, and training new members of the QA team." With 22 years of experience, Philip is often also called upon by different teams, for advice and insight into AFD's solutions.

With many long-serving Postcode People in the various teams, Philip enjoys many strong friendships and good memories. He continues; "We are very fortunate to have great working relationships and vast amounts of experience that help keep AFD as the go-to provider of addressing and data validation solutions."

Philip has been married for almost 20 years, and has two teenage boys keeping him on his toes at home. He enjoys watching motorsport, especially the TT races on the Isle of Man, and Formula 1. To feed his creative side, Philip enjoys collecting and building Lego (particularly motor vehicle) models and watching the stop-motion films of Wallace and Gromit.

His favourite holiday destinations are Madeira and the Vendée region of France, where he has enjoyed several family trips to Spring Harvest Holidays.