



Best-in-class Data Solutions

As the market leaders in providing best-in-class data validation and cleansing solutions, organisations from almost every sector continue to choose The Postcode People at AFD Software as their partners in address and data quality.

In this edition of Postcode News, we talk with Data On Demand

about their address cleansing requirements and the rigorous process they undertook to select a new provider. Their conclusion? That AFD is best-in-class.

As the popularity of online shopping continues to grow, retailers and logistics companies are dealing with more home deliveries than ever before.

With the integration of what3words into AFD's Address Lookup solution, pinning down a specific delivery location to append to a postal address can be as simple as entering 3 words.

Demanding Address Data Accuracy



Data On Demand builds accurate, compliant consumer data products and solutions that help organisations improve their understanding of their customers, enabling better consumer outcomes. Organisations from a range of sectors including Utilities, Telecoms, and Insurance rely on Data On Demand's consumer database, the UK's largest, to identify, verify, and contact their customers.

Stuart Murgatroyd, CEO of Data On Demand, and his team discovered that less than optimal address data matching was slowing growth in the reach of their database. The initial problem was that their existing address-matching solution was slow and would often stop working. During a thorough analysis of

the solution, inaccuracies in the data were discovered, and further investigation uncovered areas where improvements could be made to ensure that the data they provide is best-in-class.

WE NEEDED TO CHANGE SUPPLIER!

Stuart explains: *"Our Chief Technical Officer and Chief Data Officer would set large files running on Friday night only to find on Monday that software problems had stopped the process. The hardest part was trying to get our software supplier to fix things in a timely manner. Often, the phone went unanswered, and responses took weeks. We need to move faster than that."*

It was time to find a new address-cleansing supplier. With decades



of experience in the data industry, they knew who the major players were and shortlisted four alternatives – including AFD Software – which were then subject to intensive testing and evaluation.

WHAT TO EVALUATE?

Stuart continues: *"We assessed each of the suppliers' solutions on a wide range of criteria – we went further than most because address cleansing and matching is critical to our business and to our customers."*

Original Record	
Organisation:	
Property:	
Street:	16 Jericho Way
Locality:	
Town:	HD3
Postcode:	HD3



Cleansed Record	
Organisation:	
Property:	
Street:	16 Jericho Way
New Locality:	Oakes
New Town:	HUDDERSFIELD
Postcode:	HD3 3WZ


At the end of the process, it was clear that AFD's Refiner product was best-in-class across all evaluation criteria – including best value for money. AFD's solution was the fastest, most accurate, simplest to integrate, and the results were much clearer to interpret than the other options."

WHAT WE DISCOVERED

Stuart explains some important findings: *"As we are encouraging our clients to work on a real-time basis, we need API-based solutions that can handle multiple requests and files simultaneously. Some solutions just couldn't accommodate this – only offering legacy batch solutions requiring export, processing, and re-importing of data. Other solutions were complicated to integrate and automate and left us to interpret overly complicated results into action – rather than presenting us with a reliable decision."*

ASSESSING RESPONSIVENESS AND FLEXIBILITY

The evaluation process showed that AFD Refiner covered 95% of what was needed. The engagement and desire to look at the final 5% would reveal how committed AFD was to receive and action feedback for enhancements that would bring maximum alignment. Stuart says: *"The responsiveness from the team at AFD was completely refreshing and delivered a solution bespoke to our exact requirements."*



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ADVICE TO OTHER ORGANISATIONS?

Stuart concludes: “We are a highly technical, data specialist organisation with complex requirements. When we say that the AFD Refiner engine is best-in-class, we say so after a thorough

comparison and examination of multiple dimensions.

Our previous supplier's account management was not at the required level. From initial engagement, the team at AFD Software responded the fastest, and developed a relationship of partnership rather than transaction. This continued through testing, our bespoke development requirements, go-live, and

“If you need address data cleansing – partner with The Postcode People at AFD Software.”

ongoing support. If you need address data cleansing – partner with The Postcode People at AFD Software.”

If you would like to discuss your data cleansing requirements or understand the quality of your contact database, contact one of AFD's Data Quality Consultants to discuss your specific requirements today on 01624 811711 or email postcode@afd.co.uk





New Address Lookup add-on, what3words

///impose.title.pulse

Did you know that some of the nation's favourite retailers and largest logistics firms such as AO, Ikea, and DPD rely on AFD Software? Each day, millions of delivery addresses pass through our highly sophisticated routines for automated validation and correction.

The powerful AFD logic transforms sometimes poor delivery addresses into precise locations even as parcels make their way late at night in large container trucks to central distribution hubs. The processes are lightning fast, reliable, and accurate – resulting in precision scheduling, logical routing, and on-time delivery of goods.

“BUT WHAT IF I'M NOT IN?”

It's not unusual for customers to be out or for addresses to have obscure

entrances. Delivery instructions such as “leave in shed” or “behind the garage” or “access to Daisy Lea Lane from the Halifax Road direction” all help – but can be confusing.

Now, AFD is offering an add-on option to its address validation solutions so that the shed, garage, or entrance location can be precisely geocoded. The add-on data is called what3words and enables any 3-metre grid, anywhere on earth to be identified with a unique combination of 3 words, for example; ///impose.title.pulse.

HOW DOES WHAT3WORDS WORK?

A customer wanting to select a specific delivery spot that is not their front door, or help the driver identify a hard-to-find property entrance, types in the what3words location and

AFD lists the closest property level addresses– for the user to select the correct one. This enables AFD to take the driver to the right address with the additional benefit of the precise geographic co-ordinates for the obscure entrance, shed or garage.

WHAT'S THE BENEFIT?

The driver no longer has to hunt for the exact delivery location and the customer no longer has to hunt for the goods. With multi-drop deliveries, every efficiency makes a difference and for retailers, greater customer satisfaction builds reputation and repeat business.

To purchase this add-on for your CRM system or website, contact the team at AFD Software today at 01624 811711 or email postcode@afd.co.uk

WWW.AFD.CO.UK/WHAT3WORDS

Between July and September 2023 there were significant updates to data on PAF. These included 15 new localities; 7,330 new postcodes; 105,390 new delivery points and 18,447 delivery point changes.

Post-code	Double Dependent Locality	Dependent Locality	Post Town
AB51 5		ALTON	INVERURIE
AL9 5		MILL GREEN	HATFIELD
EH22 1		MILLERHILL	DALKEITH
EX13 5		OLD CLOAKHAM	AXMINSTER
HP17 9		LITTLE KIMBLE	AYLESBURY
MK7 6		KENTS HILL PARK	MILTON KEYNES
PE31 8	POCKTHORPE	WEST RUDHAM	KING'S LYNN
PE7 8		HAMPTON WOODS	PETERBOROUGH
SA14 8		SWISS VALLEY	LLANELLI
SL7 2		BOCKMER END	MARLOW
SO42 7	ST. LEONARDS	BEAULIEU	BROCKENHURST
SR7 8	SEAHAM GARDEN VILLAGE	COLD HESLEDON	SEAHAM
SS15 5		LEE CHAPEL NORTH	BASILDON
TN15 8		BASTED	SEVENOAKS
TR13 0	BURRAS	WENDRON	HELSTON

The most up-to-date PAF data is available now in our latest Q.4/23 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk



Andrew Cook, Head of Operations and Technical Support

Heading up the AFD Operations Team, Andrew is responsible for supplying and maintaining IT infrastructure for The Postcode People at AFD. This includes all the hardware staff use daily (computers, phones, printers), as well as servers, switches, network access, and websites. Andrew also manages the Technical Support Team which provides continued support to the thousands of customers that rely on AFD's solutions.

Previously working within the Isle of Man Constabulary, Andrew was on the lookout for another role and was notified of the vacancy at AFD via his wife Yvonne who leads the AFD Accounts team. Having spent almost two years at AFD, Andrew confirms: "It was the right move for me, AFD Software is a great company to work for with excellent facilities, experienced and knowledgeable staff, and best-in-class infrastructure. The 10-minute commute and stunning scenery are also beneficial to me personally.

I quickly felt part of the team here who share similar values and ethics as my own. The investments in green energy with the huge solar array providing power to the site and the staff-nominated charitable donations stand out as company initiatives I'm pleased to be a part of."

Andrew and Yvonne just celebrated their 20th wedding anniversary with a 3-week break in New York and Canada with the family. "We really enjoyed it, even with 2 teenagers in tow. We visited Niagara Falls, Toronto, and Montreal. Another great destination we have visited previously is New Zealand, where we toured North Island and South Island in a camper van."

Holidays aside, Andrew enjoys gardening - which comes in handy as he and Yvonne have an extensive woodland garden, which is basically part of a glen.

Andrew also has three dogs which keep him active in the evenings and weekends. "One of the dogs has been with us since his retirement from a career in the Police. He has gone on to sire three litters of pups with other ex-Police dogs, some of which have now gone on to become serving Police dogs for Police Forces in the UK."

Andrew's claim to fame is representing the Island in cycling, both on the road and off-road. One of his former teammates was Mark Cavendish, who Andrew competed with at the 2006 Commonwealth Games in Australia.

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