postcode*news*

AFD Address the Millennium

AFD Software are literally addressing the Millennium, having supplied address management software to both the Millennium Commission, who award funds for projects at all levels to celebrate the Millennium and, through Galathea Systems, to the Millennium Experience housed in the Millennium Dome.

Within the huge structure AFD's Postcode software will be helping with the issuing of tickets as part of the biggest single event ticketing challenge ever devised. Around twelve million visitors are expected, all of whom will have to pre-purchase tickets. Sales will begin in August by means of a customer service hotline through the Camelot network of over 25,000 distributors and via travel trade partners. The scale of the operation puts both the Atlanta Olympics (8.38 million tickets*) and the World Cup (just 2.8 million**) in the shade.

ENTA, the system provided by Galathea, uses SQL server database and Windows NT. This is linked to call centre technology. Selected for its robustness and efficiency ENTA incorporates AFD Postcode to ensure that all addresses are quickly and correctly entered into the database in a common format. Postcode also saves significant operator time.

The longest part of a call can be the taking down of an address – using Postcode speeds up call throughput and so allows more people to book their tickets.

Other prestige installations by Galathea which include address management software from AFD are to be found at Westminster Abbey, the former Royal Yacht Britannia, the Edinburgh Festival and the Royal Academy of Arts.
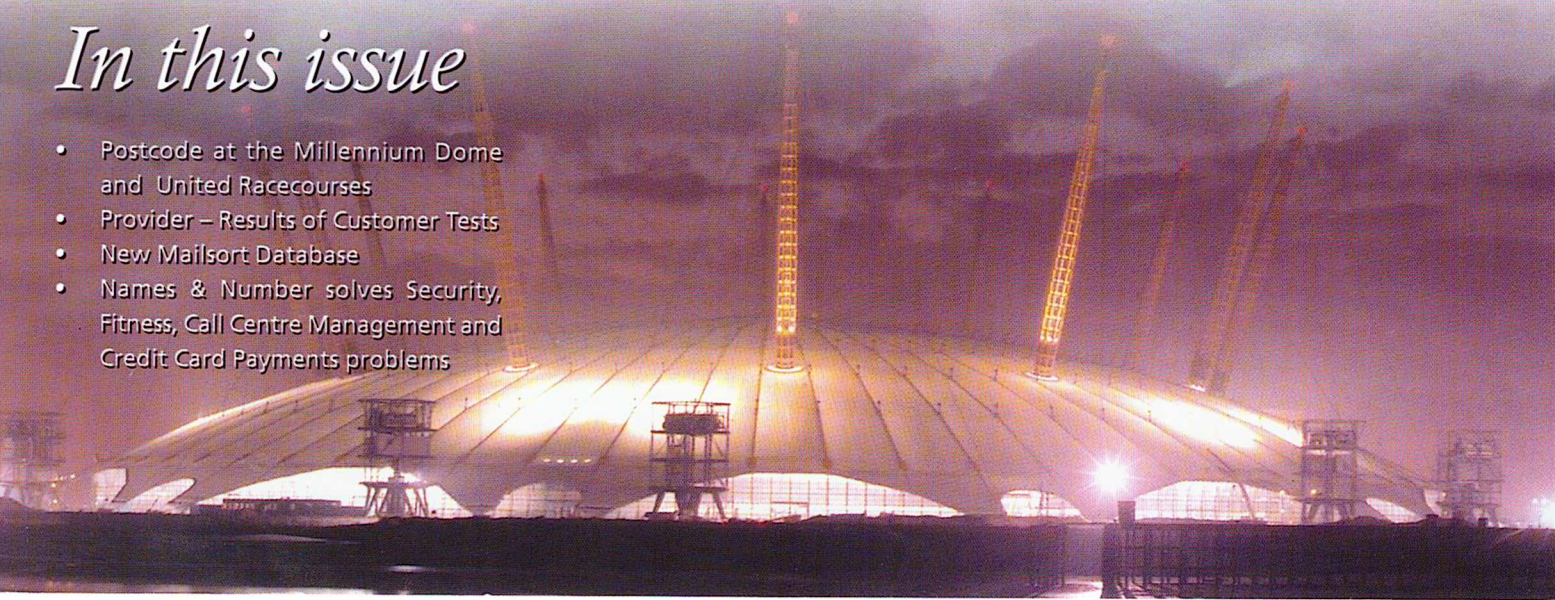
Galathea Systems can be contacted on 0171 734 2299

*Source – United States Olympic Committee, Sport Intern, Volume 29, Issue 8, May 1997
**Source – Federation Internationale de Football Association (FIFA), Statistics 1998 World Cup.

In this issue

AFD Names & Numbers – at Work

Names and Numbers simply combines a wealth of data including people's names (Official Electoral-Roll) addresses, businesses and many phone numbers in one powerful, simple, affordable piece of software.

Postcode News talked to a selection of Names & Numbers users to see just how they were using the software. We found a variety of applications across different industry sectors.

Tracing People

"Its very good. We mainly use it to check the postcode to ensure that we have the correct address. We can then check the residents at that address and their telephone numbers. It's a great help to us."

**Jill Stagg, Argosy Faraday
0181 771 9512**

Argosy Faraday is a tracing company. As well as the usual tracing work they specialise in tracing pension beneficiaries and/or their next of kin to whom pensions may be due.
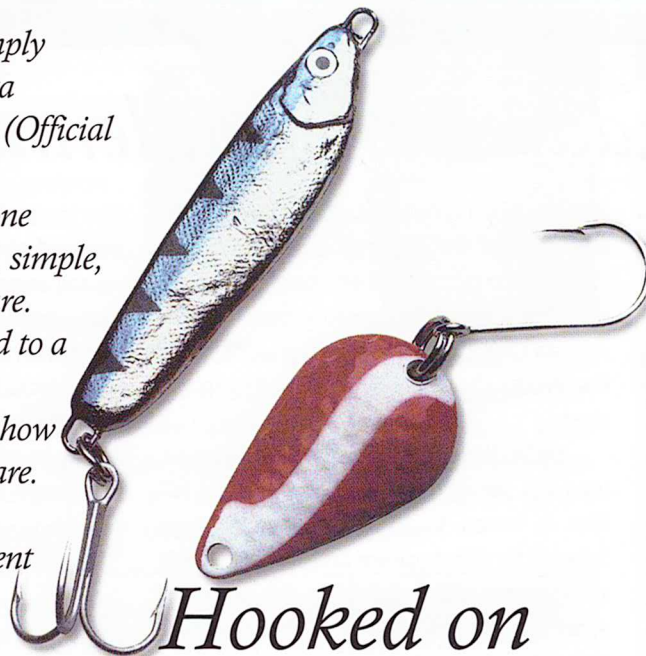
Hooked on Names & Numbers

"Names and Numbers is excellent and exactly what the credit card retailer having to put up with 'full recourse' needs".

Harry Peck B.Sc., FSS, MD of Bennett's of Sheffield – Britain's Biggest Fishing Tackle Dealer – 0114 296 6700.

Full recourse is a requirement of the card issuing companies for retailers to check that a caller is who they say they are and do live at the address they are quoting.

Mail Order & Call Centre Management

"One use is to guard against fraud in mail order operations. Operators can check before orders are taken and credit card details given. It's really quick to use and can be done so early in the transaction that client exposure to fraud is dramatically reduced by validating callers details independently." said Tim Drye

"We're also in the process of developing automatic CLI (Caller Line Identity) based-links, so that before a call is answered by an operator, details of the person or business calling can appear on screen. It'll be some time before operators greet people by name though, if at all, as public acceptance of using CLI in this manner is still some way off. Indeed, many call centre operators may prefer using the information generated by CLI as a fraud prevention measure rather than to greet customers."

Tim Drye, Data Talk, AFD Postcode Dealer 01480 381 352

Data Talk are a statistical consultancy group seeking to identify areas for growth, increased profitability and new business.

They're Off with Names & Numbers

"We're the first racecourse to use this type of ticketing system (from Galathea)." said Stephen Wallis of United Racecourses. "It will be used with Names & Numbers at the premier flat racing event in the UK, the Vodafone Derby, run at Epsom in June. We'll be using it for processing all the applications for advance tickets for the 'Derby'."

Stephen Wallis, United Racecourses
01372 464 348

Fit and Healthy!

"We're currently doing the advance marketing for our parent company's first Horizon Health and Leisure Club which will be opening in Lincoln in July. We're using Names and Numbers to help us with the direct marketing of the Club. It's the perfect thing for this, as all our data going on to the database is correct."

Andy Baker, Audiocom Ltd.
Horizon Health and Leisure 0114 263 3444

Insured!

"We've spent the best part of two years looking for software like Names & Numbers. Similar products were available but the price was absolutely frightening. Then we found Names & Numbers. It works well for our business and the price was very reasonable. We'd spent a lot of time building our own databases using sheer hard slog and it was refreshing to be able to concentrate on building the business rather than the database."

Pat Colyer, Reedways Insurance Services
01460 52166

Reedways Insurance Services provide specialist household insurance for unusual homes. Their clients include the owners of thatched cottages, converted mills and ancient manor houses – properties that fall outside the remit of more conventional insurers.

Secure!

"It's extremely useful for checking that people live where our agents say they do. In our operation, there can many opportunities for fraud and this program helps us to combat it."

Frank Stevens, On Line Power Ltd
0181 452 6452

On Line Power Ltd provides door to door canvassing services for major utilities and uses Names & Numbers to check that information provided by agents is not fraudulent.

New Faces at AFD Software

As we continue to expand, more staff are joining the AFD team
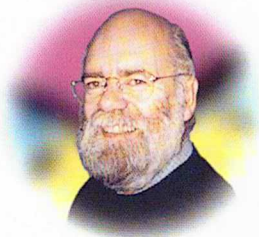
Ffynlo Craine is a new member of the Technical Team. As Senior Systems Manager he supervises a significant chunk of the Team, working closely with John Dolman and the other Help Desk staff.

Will Kelly has joined the Sales Team as a Sales Administrator dealing with orders and enquiries from AFD customers.

Professor Postcode – AFD's own problem solver

The Professor will answer your questions about address management and point you towards a solution. This issues problem concerns the nightmare task of cleaning databases – Postcode Provider

"We have a database of around 25,000 customers and prospects. The addresses are in a bit of a state but, because they are important to our business, I'm happy to put people onto the task of cleaning them. Ideally though I'd like some software to carry out as much of the work as possible."

A significant portion of your address database can almost certainly be corrected automatically. This involves comparing addresses with the Royal Mail Postcode Address File (PAF). The result will be improved delivery of post and a more positive impression on the recipient. The database will become more consistent, making future analysis and comparison with other databases easier.
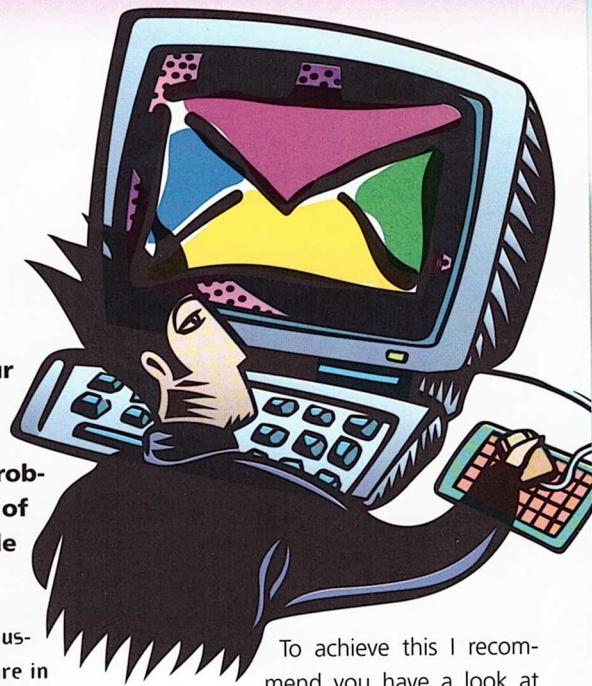
To achieve this I recommend you have a look at Postcode Provider. The process is conservative (for maximum confidence that addresses are correctly changed) and powerful. Attaching an address database is straightforward. Missing postcodes are added, wrong postcodes and poor spelling are corrected, and redundant information is removed. Any addresses that are not automatically verified or corrected can be cleaned interactively. Also, addresses can be 'enhanced' during the same process with valuable extra data such as Ordnance Survey grid references – which are included with the program. Of course some addresses cannot be automatically cleaned and Provider's easy interactive mode ensures that the maximum numbers of addresses are found and verified by the user in the shortest possible time.

17% Extra with Postcode Provider

In a recent independent customer trial, AFD's Postcode Provider really cleaned up. On a sample of 12,000 addresses, Provider cleaned 17% more addresses to DPS level than its nearest major competitor. Another good reason for choosing your address management software from the Postcode People – AFD Software.

Phone Me! FREE!

A new service has been launched for visitors to the AFD website who need help to identify which of our products best suits a particular need. After typing a few simple details, the visitor clicks the "Phone Me" button and one of our Address Management experts will then ring during normal working hours. The service is free and utilises the latest web technology.

MailSaver
Royal Mail announce Mailsort Database 1999

The Royal Mail has revised the Mailsort database for its Mailsort services. The new database must be used by Mailsort customers from 28 June 1999. The changes reflect the construction of new estates, significant postcode changes (such as the recoding of Newport, Liverpool and Chester) and the need to alter Royal Mail delivery routes.

Mailsort codes are revised approximately every 18 months to ensure the fastest routing of mailsorted post.

Updates to AFD's mailsort solution MailSaver will shortly be released. MailSaver and Mailcode users will receive details shortly.

The update will deal with both changed Mailsort codes and changes to postal rates.

Diary Dates

Meet the AFD Team at the following events:
- 16-18 March 1999 – The International Direct Marketing Fair, Wembley Conference Centre, London, Stand P56.
- 23-24 September 1999, Isle of Man – Integrating Postcode Products – a Seminar for Visual Basic Developers. Putting the full power of the Postcode range into applications.

For more information and details of booking, visit AFD's Diary Page at: http://www.afd.co.uk/diary.htm

On The Hotspot

Hot Spot – David Willis, Technician

Age – "You'll have to look at my passport for that"

Original Career Choice – David has always had a fascination for computers and software and has based his whole career in this field. He is the first to describe himself as a "born techie".

Sports and Hobbies – Not surprisingly one of David's leisure interests is computing. When dragged away from his keyboard he's a mean chess player who also enjoys a game of pool.

Favourite food and drink – David admits to liking food that can be eaten with one hand whilst the other continues at the keyboard – Juicy hamburgers and crispy chips are favourites washed down with the techie's other vice, oceans of coffee.

> *'AFD Software is committed to providing excellent, affordable addressing software to small and large users alike. Postcode products offer a unique combination of more data, faster searching, greater functionality and lower cost.'*
> David Dorricott, Managing Director.

Contact AFD

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By Fax 01624 817695

By Email ....postcode@afd.co.uk   support@afd.co.uk

Keep in touch with Postcode developments by visiting the AFD Web Site – where you can try out products, collect free software and obtain technical support.

Web Site ....http://www.afd.co.uk

Support Site ..http://www.afd.co.uk/support

FTP Site ....ftp.afd.co.uk

By Post ....**afd software ltd,**
International Address Management Centre, Old Post Office Lane, West Quay, RAMSEY, IM8 1RF.

Data News Q.1/99

Data set changes for Postcode and Postcode Plus for Q.1/99 are available NOW.

Order from our web site at http://www.afd.co.uk/order.htm or by fax, email, telephone or post. £30 + VAT for Postcode, £75 + VAT for Plotter, Plus and Provider users – or join the POP scheme and cover all costs with one budget payment.

Changes in Q.1/99 include:

CF (Cardiff) affecting
CF1, CF2, CF3, CF4

L (Liverpool) affecting
L41, L42, L43, L44, L45, L46, L47, L48, L49, L60, L61, L62, L63, L64, L65, L66.
Most have been recoded to the equivalent CH (Chester) postcodes e.g. L41 has become CH41.

NE (Newcastle) affecting
NE12, NE23

NP (Newport) affecting
NP1, NP2, NP3, NP4, NP5, NP6, NP9

Royal Mail Postcode Address File statistics and newly announced changes to postcodes can be found at http://www.afd.co.uk/news10.htm