Names & Numbers with CAMEO

Put powerful geodemographics to work!

Welcome Back

If this issue of Postcode News was a suitcase, it would need sitting on to close it.

In this packed edition we announce the availability of geodemographic data with Names & Numbers, go on holiday with our user stories and have lots of news about AFD and its products.

Any business seeking success with less risk wants to understand and profile the characteristics of good customers and prospects. Patterns of success can be identified and direction set for growth – with minimum waste.

Public bodies such as local government and the NHS need to understand the characteristics of neighbourhoods to ensure that resources are allocated in the right places for maximum impact.

At the heart of this understanding is geodemographics – the science of applying people-based statistics to land.

To deliver the powerful benefits of geodemographics to customers in a user-friendly form, AFD Software and geodemographic experts EuroDirect have developed a ground-breaking alliance. The result is that the proven and powerful CAMEO classification system is now available as a user-friendly option to any user of Names & Numbers.

Practical application of CAMEO codes means for example the ability to market swimming pools or landscape services to occupants of large detached residences (rather than blocks of flats) or enabling links between poverty and housing type to be

understood so that public services are delivered more effectively.

CAMEO UK is an established and highly respected system for classifying the socio-economic and demographic characteristics of neighbourhoods. But it doesn't stop there. As part of our partnership with EuroDirect, AFD is including 5 additional important classifications which can be used in any combination appropriate to the product or service being promoted.

Depending on the product or service being promoted, users can choose from the most appropriate classification or combination of classifications from:

- **CAMEO UK** – an established geodemographic classification system for assessing the socio-economic and demographic characteristics of a neighbourhood.
- **CAMEO Financial** – a postcode classification system for assessing credit risk through historical County Court Judgement levels.
- **CAMEO Income** – a postcode classification system for targeting by household income.
- **CAMEO Investor** – a postcode classification system for assessing shareholder activity.
- **CAMEO Property** – a postcode sector classification for predicting the housing market and affluence through house prices and rate of sales.
- **CAMEO Unemployment** – a postcode sector classification for highlighting areas of economic hardship and poverty.

'There is great Synergy between AFD and EuroDirect. AFD Customers now have the opportunity to use CAMEO UK with Names & Numbers. Both are powerful market leading systems in their own right. Putting them together is a giant step towards complete easy to use data management on every desk' said David Dorricott, AFD's MD.

EuroDirect
Tomorrow's Market - Today!

The CAMEO license enables unrestricted use of a geodemographic code system throughout an organisation. Combined with Names & Numbers – CAMEO codes can be applied to assess the value of customers and potential customers, both in database cleaning and enhancing exercises. Organisations can apply CAMEO to their own databases and then prospect for new customers with similar characteristics in Names & Numbers and then export data for mailing. Similarities and differences can be found in discrete client groups and opportunities exploited. For the retailer, store catchment areas can be assessed and new customers targeted. The list of uses is almost endless.

Adding a three year CAMEO to Names & Numbers is £15,000 + VAT per annum and the CAMEO code system can be used without restriction within an organisation. Full details from Corporate Sales or on the AFD web site at **http://www.afd.co.uk/cameo.htm**

Data that you need – as standard

'Yes, Ward Code data is included in the price,... and grid references as well.' *'No, you don't have to buy extra data sets to get business type, that's a standard data set.'*

Conversations like these take place every day here at AFD. Enquirers are often shocked, and then delighted, to find out just HOW MANY data sets are included in our basic program price. Data sets that can cost substantial extra fees elsewhere.

We'll be adding two valuable extra data sets to Names and Numbers at no extra cost on the Q2/99 update planned for release in July 1999 see:
http://www.afd.co.uk/nn-news.htm:
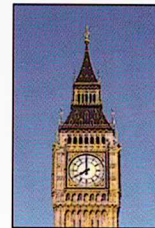
1. Parliamentary Constituency. Central Government is increasingly demanding that statistics and reports must be based on Parliamentary Constituency. Inclusion of this information with Names & Numbers will be an important addition for many users.

2. TV Regions (not TV companies). A vital marketing function is to understand the effectiveness of TV advertising expenditure. AFD have recognised the increasing importance of this information and included it with Names and Numbers.

Postcode on Holiday

Postcode goes to Spain

Spanish Harbour Holidays direct sell holidays to Catalonia, the NE corner of Spain, better known as the Costa Brava. Offering holidays in smaller villages, the company advertises widely. Postcode is used in response handling, whether live or from answerphone messages.
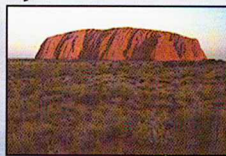
To make handling responses very easy, the answerphone message asks for name, postcode and house number, then the rest of the address. To transcribe addresses to computer, operators use Postcode to get the bulk of the address and add name and house number. By working in this way, data capture times are significantly shortened.

In MD Len Slater's view, the main benefit of Postcode is that all addresses are accurate and entered in a standard form. *'It's simple and easy to use and saves us a lot of time.'*

Spanish Harbour Holidays can be contacted on 0117 986 0777

Postcode Plus takes in the Prospect

**P**rospect Music and Art Tours take small groups on fully guided tours to places of cultural interest all round the world. Taking a Prospect tour might see you visiting the Van Dyke Exhibition in Antwerp, cruising the Rhine or travelling further afield to look at Aboriginal culture in Queensland.
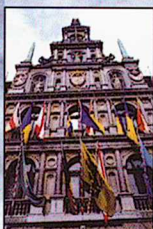
All Prospect's tours are sold direct which means clean, accurate addresses are vital. Postcode Plus helps in the management of Prospect's database. *'What we like about it, is how the program can pinpoint an address from a small amount of data. Voices on the phone and answerphone can be indistinct and we may only get a partial address. Postcode Plus helps us sort out the correct postal address for our database.'* said David Lawson, Managing Director.

Prospect Music and Art Tours
0181 995 2151
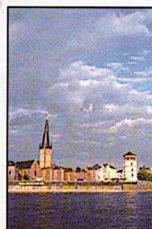
MailSaver takes a villa

James Villa Holidays use MailSaver to help them make savings on their mailing costs. Richard Moger, Publishing Manager, explained 'at the end of the exercise we had saved a substantial 4 figure sum.'

That exercise used MailSaver to sort through the firm's mailing list. Dirty and with lots of duplicates, the list was cleaned and Mailsort codes attached. Then the whole database was mailed with a postcard advising contacts that the new brochure had become available.

All previous customers and those who had responded positively to the postcard were then sent the 1999 brochure – again using MailSaver for the bulk mailing.

James Villa Holidays specialise in villas with private pools in Europe and Florida. 01732 840 846, or email mail@jamesvillas.co.uk or Internet at http://www.jamesvillas.co.uk

Postcode goes on a Coach Tour

The largest supplier of holiday and excursion booking software to the coach holiday operator is Distinctive Systems Ltd. They offer Postcode in an increasingly popular address management option.

Robin Cornish said *'people who take coach holidays are usually regular coach travellers and are likely to already be on a tour operators database. However, Postcode is an excellent add on option for checking existing information and capturing new addresses quickly and accurately.'*

Distinctive Systems: 01904 692269
http://www.distinctive.co.uk

Postcode gets those souvenirs home

'And just HOW are you going to get THAT home?' If overlarge souvenirs are your problem then Excess Baggage will get them home. A Postcode user, Excess Baggage specialise in transporting those large and unwieldy items we buy on holiday – the stylish rattan chair, that interesting terracotta pot, the surfboard...
...the list is endless.

Excess Baggage: 0181 965 3344
http://www.excess-baggage.co.uk

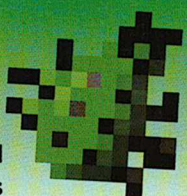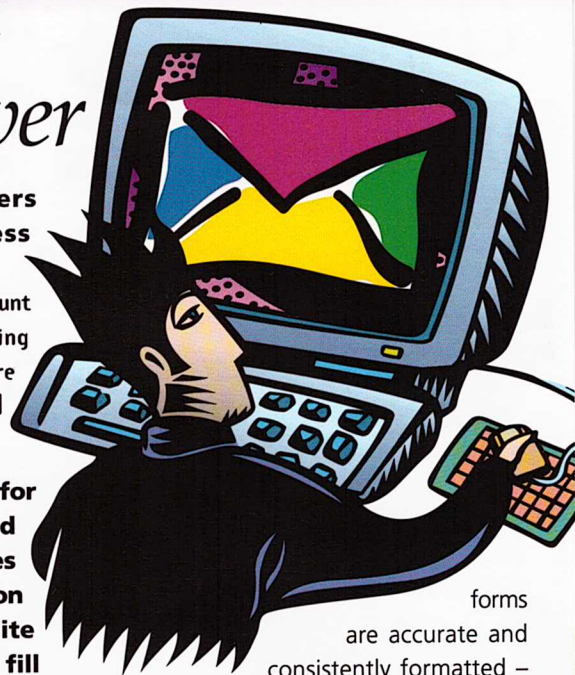## Professor Postcode – AFD's own problem solver

Professor Postcode answers your questions on address management.

'Our web site is taking an increasing amount of hits, but we are having trouble getting visitors to register. When they do – we are often unable to decipher the postal address. What can we do?'

This is a common web problem for organisations of all types and sizes. There are a number of issues that need addressing (please pardon the pun). First – it's quite intimidating (& boring) to have to fill out a large web form to register. So, the less there is to fill the better. Second – you don't want to compromise your database or your image by introducing poor addresses. Third – you want to make registering as easy as possible at your site.

Using Postcode Internet makes life easy for your site visitors. Visitors simply enter their postcode and building name or number and the address is automatically completed – fast. Typically, an address entry section can be reduced to just 2 small fields from 7 lines.

On the web Postcode Internet gives you the high level of control you need over UK postal address quality. The program ensures that address databases populated from web forms are accurate and consistently formatted – important to every database manager and marketing professional. Using Postcode Internet helps the web designer to make e-commerce, online shopping, registration etc., simple and swift.

Postcode Internet delivers other valuable postcode related data.

Data like grid references which, when incorporating a Nearest Outlet Locator facility, can be used to display your nearest shop or store to the visitor's address.

Postcode Internet is already in action on a wide variety of corporate sites. Look in more detail at:

http://www.afd.co.uk/internet.htm
AFD and Postcode Internet will be at e-business [99]. See Diary Dates for full details.

Business as Usual in Y2K

In a special weekend exercise all AFD's equipment and internal systems were switched to year 2000 dates in a full dummy run.

We found only one previously undetected Y2K bug! A 12 year old fax machine's header date rolled over to 1 Jan 1932 instead of 2000 – and it had to be reset by hand! Apart from that, all equipment and systems – including the central heating – passed with flying colours.

As part of our BS EN ISO 9002 quality management procedures, AFD have implemented a full Year 2000, compliance schedule and warrant that all our products will not be effected by the 'Millennium Bug'. Of course AFD users will want to check the systems they run on and any applications in which our products may be incorporated are millennium compliant. It is important to check that the correct versions and datasets of our products are being used.

For full details on millennium compliance of AFD products please see http://www.afd.co.uk/y2000.htm

AFD Software

The leaders in Value for Money address management

Using data from AFD's Names & Numbers program, we have completed substantial improvements in the STD Code predictions generated by Postcode & Postcode Plus.

'Whilst people are reminded that STD Codes and Postcode areas don't match perfectly, we are delighted that the predictions are now substantially enhanced in Q.2/99 data or later,' said John Dolman, Technical Director.

Diary Dates

Meet the AFD Team at the following events:

13-15th July 1999, International Police & Security Expo, G-Mex, Manchester.

Since its launch last year, Names & Numbers has been kicking up a storm in the security industry. Its unique combination of personal and address data has made it a 'must have' product for state and private security and investigation organisations.

14-16th September, e-business [99] at the NEC, Birmingham.

'Who's been looking at my site?' E-commerce is here to stay and making transactions easy gets and keeps customers. At e-business [99] see how, by using Postcode Internet, you can make registration simpler, swifter and more attractive to your site visitors.

http://www.redman.co.uk/ebushome.htm

23-24th September Visual Basic Seminar, Ramsey, Isle of Man.

Put the full power of the Postcode range into your applications during this special VB programmer's seminar here at AFD's Head Office. Run by our senior programmers, the seminar will show you how to unleash the power of our programs.

Email our Seminar Organiser John Johnson jj@afd.co.uk for full details.

Register for the shows above through the links on the AFD web site at:

http://www.afd.co.uk/diary.htm

On The Hotspot

Hot Spot – Judy Mills, Financial Manager
Joined AFD – October 1998
Age – 'Over 21 and that's all I'm saying.'
Original Career Choice – Judy has always worked in offices and jokes that she's not worked from A to Z but Z to A, having started her career in Zambia and now working for AFD.
Sports and Hobbies – A keen needlewoman, Judy specialises in patchwork quilting.
Favourite food and drink – 'When you're away from a place , you really appreciate traditional food.' Judy's favourite dish is Roast Beef and all the trimmings.

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

AFD Software Ltd is a licensed reseller of the Royal Mail Postcode Address File.

Moves in MailSaver

Royal Mail have now confirmed substantial changes to pricing and mailsort discount structures and these will be incorporated in a new release of MailSaver to be issued with Database 1999. Please see http://www.afd.co.uk/msnews.htm for up-to-date details.

Data News Q.2/99

Keep it up to date – keep it accurate. Improvements to STD Data for Postcode and Postcode Plus are available NOW on the Q2/99 CD along with fresh changes to postcodes and addresses.

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.

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