



PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE SPRING Q1/00 ISSUE 19

Welcome to Postcode News

In this issue we look at

- The postcode – the foundation stone of good address management
- Healthcheck Your Data – FREE
- ironsure.com and AFD Postcode Internet – winning simplicity

The Postcode

Often in the rush to extract and extrapolate more and more relevant data from our databases, we forget that all of the analysis, interpretation and lifestyle profiling is based on one simple alpha numeric code – the postcode.

Foundation Stone

Much more than a simple postal identifier, the postcode has become the foundation stone of so many systems. Getting that foundation stone wrong can result in all sorts of problems. Postcode News has been talking to some leading figures in industries that make heavy use of the postcode.

Sarah Denner Brown, who presents workshops at the International Direct Marketing Fair, briefly described the postcode for us:

"In itself the postcode is perhaps humble and unexciting but it comes into its own as a key – a skeleton key that can unlock many doors. It is the key that provides access to information sources, which require some kind of geographical reference. It links to a wealth of data sources. Target marketing systems using geodemographic, lifestyle and other attitudinal data are created around postcode geography, providing marketers with a means of identifying then locating exactly their target markets down to groups of 15 or so households.

In fact there are few business tools which are so comprehensively used by so many people in so many different sectors. Certainly there are very few which are so small and compact, but which can make such an enormous difference to an organisation."

Sarah Denner Brown – Managing Partner, SDB Talking Direct.



Continues...



But what if this basic building block is incorrect? What if you've got it wrong? AFD spoke to other leading users of the postcode for their views

"Correct postcodes are essential, otherwise organisations are wasting effort in two core areas. It wastes money to mail to the wrong address and the effect that mailing to wrong addresses and gone-aways has on the consumer is fundamental. A correct postcode benefits everybody."



Jo Howard-Brown, Managing Director,
Direct Mail Information Service.

"Consumers ask: 'if they can't get my name and address right, what else will they get wrong?'"

"Getting the address or postcode wrong or failing to put a postcode on is telling your customers early on that you have a problem in communicating with them."



John Ivers, Chairman,
The Mail User's Association.

As postal automation grows, errors and failures to put postcodes on envelopes could have the same impact as getting their name or telephone number wrong. In my experience, customers generally place great value in their postcode and we should reflect this value in customer correspondence."

"Postcode identification is a great way of saving time on routine details allowing more time to be spent on building good customer relations."



Anne-Marie Forsyth, Executive Director,
The Call Centre Association.

"In fact, in a recent sample of direct mail recipients, 85% agreed that inaccuracies in the name and address reflect badly on the image of the company. That's because every time you mail to an address, you mail to a person, and people, whether they are consumers, business prospects, young or old, don't like it when you get it wrong."

In short, good address management ensures that all elements of an address are as accurate as possible prior to their communications use."

Taken from "Address Management Best Practices" published by the Royal Mail.

AFD Postcode 2000 programs help to lay solid foundations so forming a sound base on which to build address databases, GIS & mapping systems and geodemographic & social analyses. Users can quickly enter or verify addresses, add grid references, find missing postcodes, clean up address lists, sort mailing lists for maximum postage discounts and much more.

How much... to make a start?

Under the AFD monthly 'POP' scheme you can put AFD Postcode on your computer for just £15 per month – that includes VAT, data updates and support. Or, £154 plus VAT under our annual license scheme (annual renewal £85). Enter just the postcode, along with a building name or number, and AFD Postcode will complete the address.

If you don't know the postcode, choose AFD Postcode Plus then you can enter any known address fragment for a lightning fast result. Postcode Plus is just £49 per month inc. VAT under the AFD 'POP' Scheme. For more product and pricing details visit:

www.afd.co.uk/postcode.htm and

www.afd.co.uk/pcplus.htm

or call **01624 811711** for a free info pack and advice.

"AFD Software is committed to providing excellent, affordable addressing software to small and large users alike."

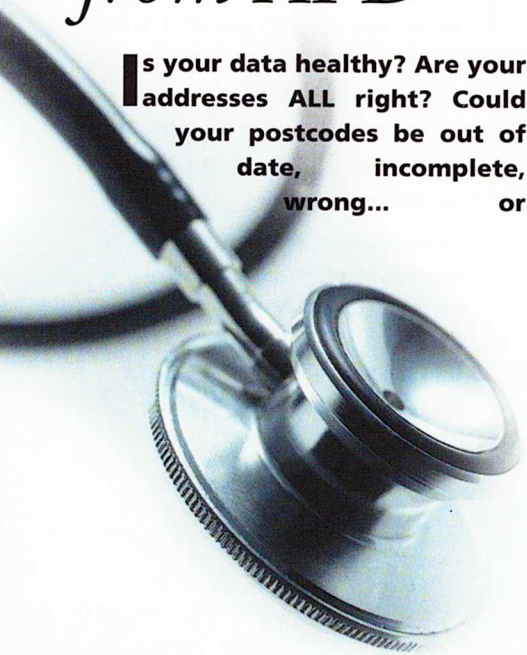
AFD Postcode 2000 products offer a unique combination of more data, faster searching, greater functionality and lower cost."

DAVID DORRICOTT, MANAGING DIRECTOR.



FREE Data Healthcheck – from AFD

Is your data healthy? Are your addresses ALL right? Could your postcodes be out of date, incomplete, wrong... or



Dealing with International addresses?

Address 2000 is AFD's practical solution for ensuring international addresses are correctly

missing?

"Getting the address or postcode wrong or failing to put a postcode on is telling your customers early on that you have a problem in communicating with them."

John Ivers, Mail Users Association.

If you have any concerns about the quality of the addresses in your databases, then get them checked – FREE. AFD's addressing experts will now give your address data a FREE healthcheck as part of our consultancy role in ensuring that the UK is properly addressed.

A healthcheck will assess the completeness and accuracy of your data through a comparison with the Royal Mail Postcode Address File (PAF).

Simply send us a sample of up to 5000 records drawn at random from your database and we'll check the quality and report back to you. See the AFD website for full details of how to format your data and send it to us.

formatted at the point of entry to a database. Address 2000 is an ActiveX component so it's equally at home as part of an internet form or a database application. From Afghanistan to Zimbabwe, Address 2000 is the solution. Try it on line from www.afd.co.uk/address2000.htm

If you mail to or hold US address databases then ZipAddress is the AFD answer.

Get real time responses to your American address queries at www.afd.co.uk/zipnet.htm

New Automatic FREEPHONE Registration

AFD have invested in a FREE, automated telephone touch-tone registration system.

"As we grow we're ensuring we continue to deliver the highest levels of service. Customers with Internet access have enjoyed our Automatic Internet Registration Service for some time. Now, customers registering products on machines without web access can do so round the clock, 7 days a week – FREE."

David Dorricott, AFD Managing Director

The new Automatic FREEPHONE Registration Service is live. Simply have the relevant license certification handy, dial **0800 083 8424** and follow the instructions.



AFD and The Big Number

AFD – Making it easy. All Postcode 2000 products which use telephone numbers or STD codes are able to detect and automatically update The Big Number telephone code changes. Coming complete with a documented application programmers interface (API), these products allow you to run the telephone changes routine against your own databases. New orders and updates now include the telephone numbers changes routine. To order call **01624 811711** or go to: www.afd.co.uk/order.htm



Professor Postcode

AFD's own problem solver

The Prof. will answer your questions about address management and point you towards a solution. This issue - making postage savings using AFD MailSaver

We send out six newsletters a year to our 12,000 clients and contacts. Each newsletter is A4 in size and the total package weight is 90gms. Our postage bills are large and we think we can reduce them using Mailsort. We've read about MailSaver and want to know if using it is really going to save us money?

In short the answer is yes! MailSaver handles the most widely used Royal Mail Mailsort and Presstream options. Presstream and Mailsort are highly complex, which is why we've written MailSaver to do all the hard work of sorting, calculating and reporting for you.

MailSaver Statistics		Costing Summary	
Mailsort	3	Non-Mailsort Cost per Item	£ 31.00
Minimum Selection Size	25	Non-Mailsort Cost of Mailing	£ 6696.00
Item Wt	65 Bag Qty 165	After Mailsort/Presstream	
Records Processed	21600	Straight-Line Price	20.9 p £ 4493.71
Changed Postcodes	800	Non-Mailsortable	99 £ 30.69
Postcodes Matched	21009	Discounts	
Percentage Full Postcodes	94.1	Direct 25%	9051 £ -472.91
Outward Postcode Only	775	Residue 15%	12450 £ -390.31
Post Towns Matched	492	Early Posting 2%	£
Amount suitable for Mailsort	21501	OCR 2%	£ -52.04
No Postcode	237	Mailsort Cost of Post	£ 3609.14
Addresses not Matched	99	Your Saving...	46.1% £ 3086.86

1 - Open 2 - Attach 3 - Settings 4 - Results

Percentage saving under Mailsort

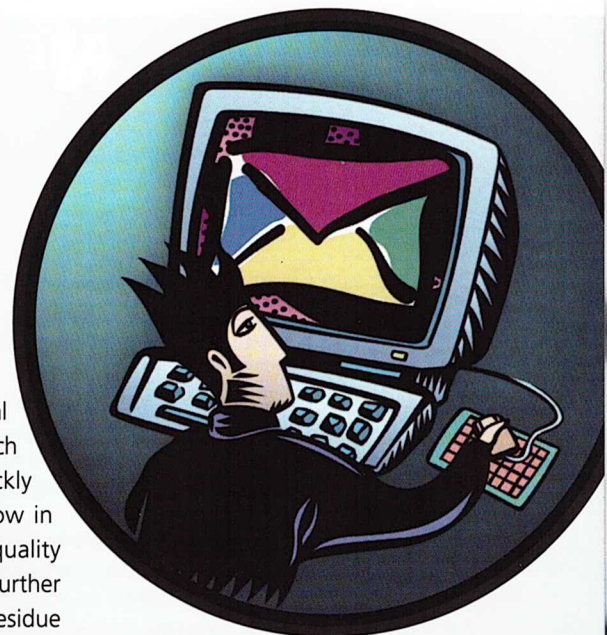
MailSaver reduces these highly complex processes to 5 simple steps. **This means you get the bottom-line saving without the complexity.**

MailSaver calculates your potential savings by applying special formulae such as "straight line pricing" (SLP). It quickly processes address data... so you know in advance your list meets Royal Mail quality standards. MailSaver calculates what further discounts can be obtained including residue and direct selection and by using Optical Character Recognition or Royal Mail Customer Barcode.

MailSaver also allows you to benefit from Mailsort (as long as minimum entry levels are achieved) even if sections of your list don't make the Mailsort quality standard. However, if sections of your address list don't make Mailsort quality standards, it's likely that some will be delayed or undeliverable... and those that arrive may create poor impressions of your organization. I'd recommend using AFD Postcode Provider to clean and correct your addresses. That way you'll achieve maximum postal discounts, lower returns and create a better impression with your customers and prospects.

Postcode Provider will help clean up your address lists for just £99 per month through the AFD 'POP' Scheme or £950 plus VAT for an annual license. Full details at:

www.afd.co.uk/provider.htm



What is not commonly appreciated about Mailsort is the level of savings you could make. The illustration below shows just how large these savings can be with MailSaver.

Let's assume that 90% of your subscriber list is good enough for Mailsorting and that delivery within 3 working days of posting is acceptable, then you would save about 30% on your normal cost of posting every time you mail. Calculated on this example, it would mean a saving of approximately £780 every time you mailed - well over £5,000 per year.

For general help with Mailsort call Royal Mail on 0345 950950. AFD can help with your address management and cleaning requirements.

MailSaver is just £35.00 per month through the POP scheme or £475.00 plus VAT for a traditional software license. Full details at:

www.afd.co.uk/maillsaver.htm



IRONSURE.com

INSURANCE FOR THE 21st CENTURY



ironsure.com + AFD Postcode Internet = Winning Simplicity

Established for over 100 years, Iron Trades Insurance has traditionally sold car and other insurances through high street brokers. Now a new direct selling venture, ironsure.com, uses Postcode Internet to make buying car insurance really easy.

Real Time Insurance Quotes

Peter Cooper described the processes that led to ironsure.com's innovative site, "When we looked at most internet insurance companies, we saw that they had simply reproduced their paper proposal form on screen, making sites difficult and tedious to use. We also suspected that a lot of companies simply printed the filled in forms to paper, got their sales team to work out a quote and then emailed the customer back making the whole process very time consuming. We didn't want to do this. We wanted to give quotes automatically, in real time, using the minimum of information."

Completely Re-engineered

So ironsure.com, working with Morse Hughes Rae and MDIS, completely re-engineered the proposal process. Now in a unique facility, ironsure.com can provide a quote using just three key pieces of customer information:-

- Name
- Car Registration Number
- Postcode

Once key information has been entered, the full name and postally correct address and the make, model, type and age of car is returned to the screen in seconds.

During this time period underwriting is checked and drivers who do not meet the ironsure.com criteria are directed to specialist brokers. For qualifying drivers, a few simple drop-down boxes check additional information – type of insurance required, no-claims bonuses, sex, age etc. and then a quote is returned. Customers can accept the quote on line and pay by credit/debit card.

Key Element

It's so simple, but behind this is a well thought out use of internet and database technology. Along with a vehicle registration database, Postcode Internet forms a significant part of the technology. Postcode Internet is used to validate addresses, is a key element in the underwriting procedures and helps in fraud checking procedures when credit or debit cards are being used.

Why choose Postcode Internet?

"We looked at several products and, for the processes concerned, AFD was the best fit," said Peter Cooper. "It returns all the information we need in real time and from a reliable server."

The ironsure.com system was developed by Morse Hughes Rae, in

conjunction with MDIS, and runs on a Sun Microsystems platform using Enterprise Access to link Iron Trades' legacy systems and provide an unified interface. This includes their mainframe which runs the Huon insurance system used to generate quotes and store client records. Morse Hughes Rae developed the web application using Netscape's Netscape Applications Server (NAS) which drives the ironsure.com site and manages the interface between the browser and Enterprise Access.

True Postcode Component

"What we liked about AFD was that they provided a true postcode component. This fitted well with the need to develop a solid, component based solution which linked with the wealth of data held in legacy systems. The result is an up to the minute solution." Peter Eason, Projects Director – Morse Hughes Rae.

Postcode Internet is one of a range of AFD component based solutions for the Internet. Incorporated into a number of large, high hit rate sites, it is helping to revolutionise address gathering on the internet.

ironsure.com – www.ironsure.com

MDIS – www.mdis.com

Morse Hughes Rae -

www.morse.com/hughesrae

Postcode Internet –

www.afd.co.uk/netproducts.htm

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Another growth year

Over the past year AFD have continued to meet demand for new products and new platforms and set the pace in customer service.

We have

- **Expanded** our leading range of AFD Internet address management solutions.
- **Launched** an unique International Address Management component – Address 2000.
- **Invested** in state of the art automated internet and telephone product registration systems.
- **Doubled** technical support capacity in line with growth.

HOT SPOT

Catherine Mulvenna

Sales Administrator

Joined AFD:

November 1999

Age: One of the younger members of the team.

Original Career Choice: Catherine originally wanted to be a barrister, but then decided that working in the IT business looked much more fun!

Sports and Hobbies: A keen traveller, Catherine is looking forward to trips to Europe and the Caribbean.

Favourite food and drink: Catherine is a fully paid up member of the AFD chocoholics club, citing Chocolate Fudge Cake with lashings of cream as a favourite.



Contact AFD

By Phone.....01624 811711 (Sales)

01624 811712 (HelpDesk)

0800 083 8424 (Automatic FREEPHONE Registration)

By Fax01624 817695

By Emailpostcode@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 Sitewww.afd.co.uk

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

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Postcode Address
File.

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Data News Q1/00

To keep your address data in top condition and to benefit from the very latest address data, we recommend regular updating of your Postcode 2000 program. This quarter (Q1/00) the data changes are as follows:

CA (Carlisle) affecting CA4-CA7

GU (Guildford) affecting GU2

HP (Aylesbury) affecting HP17, HP19-HP21

OX (Banbury) affecting OX16-OX17

OX (Oxford) affecting OX4

PA (Ballachulish) affecting PA39-PA40

PE (Huntingdon) affecting PE17-PE19, PE26-PE29

SN (Swindon) affecting SN2, SN5, SN25

TF (Telford) affecting TF1, TF6

These data set changes for Postcode 2000 programs (Postcode, Postcode Plus, or Provider) for Q1/00 are available NOW.

Order from our web site at:

www.afd.co.uk/order.htm

or by fax, email, telephone or post. £30 plus VAT for Postcode, £75 plus 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

www.afd.co.uk/datanews.htm