



Postcode NEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE SUMMER Q2/00 ISSUE 20

AFD Software helps boost turnover by 25%

Specialist retailer, Tommy's Darts International (TDI) put AFD's simple, but powerful Postcode program to work and saw their turnover jump by a staggering 25%. It is a perfect example of how a SME can use address management technology to their advantage.

As the World's largest specialist retailer of darts and related accessories, TDI has a multi-million pound turnover. Its worldwide customers range from casual players to champions – most of whom order by mail.

Postcode has been helping TDI simplify and clean up their mail order operation and, almost in passing, helped to increase UK sales by a whopping 25%.

TDI is run by Keith Shone, who has an uncompromising attitude to direct mail.

"I hate mis-targeted mail. As we sell such specialist products, I was determined that we

Welcome to Postcode News

In this issue we look at

- AFD Website Voted "Top Dog"
- Kiss Goodbye to "Buyers Regret"
- "Bench Marking" your address data

were only going to post catalogues to previous buyers or enquirers."

The peak business period comes prior to the start of the darts season in October. Catalogues need to be with customers early in September to ensure that new darts ordered arrive for the start of the season.

TDI used AFD Postcode to enter three year's records, from a variety of sources, into a new database. Sorting by postcode made subsequent de-duplication a simple task. Names were entered where they were known, but were not considered vital.

"After applying some simple psychology, we decided we didn't need to mail to a name. We simply mail to the image that our customers have of themselves and addressed our envelopes to 'The World's Greatest Darts Player'."

"We were now getting straight to the customer in September just before the season started when they are most likely to be thinking about ordering a new set of darts. Our name was in front of darts players and their orders flooded in by the thousand. The whole campaign worked fantastically well, boosting our UK sales by over 25%."

"One of the reasons we chose Postcode was its ease of use. We want to be selling darts, not having to learn how to use complex computer programs."

continues...





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Thanks to Postcode, Tommy's Darts International are now hitting the bulls eye with their autumn campaigns.

A single copy of Postcode costs just £15 per month – including VAT, Data Updates and Technical Support. Postcode works straight from the box with most spreadsheets, word processors, databases and contact managers. Postcode can be quickly and easily integrated with most bespoke Windows applications.

For product information visit www.afd.co.uk/postcode.htm and for details of the monthly POP scheme, see www.afd.co.uk/pop.htm

Increased Capacity for AFD's Internet Services

We have further demonstrated our commitment to Internet and e-business technologies by dramatically increasing the direct connection from the AFD Operations Centre into the Internet and upgrading hardware.

John Dolman, AFD Technical Director, organised the provision of the link. "The new link gives a 400% increase in bandwidth which provides easier, faster access to AFD's product, support and communication services. Combined with significant investment in the latest heavy duty multiprocessor PC's with masses of memory, users will see a marked improvement from the already fast service."

"I'd like to explain why I've been unfaithful"

This advertising slogan highlights how easy it is to lose customers... and the fact that work is required to keep them.

"It's no secret that customer retention is about listening to customers, understanding what they say and responding intelligently with product and service development. The high level of faithfulness we experience from our customers is not something we take for granted. We want to hear, understand and respond, so the same customers will be with us another five years from now." David Dorricott Managing Director, AFD Software.

"Expectations and demands are changing and we have responded positively and quickly. For example the address management, fraud management and data management issues raised by the meteoric rise of Internet trade led to the creation of a focused range of Internet solutions. This has given organisations such as the RAC, Woolworths and AOL what they need... and in the process given AFD a commanding market position for powerful, value for money solutions."

Whatever next?

David continued, "five years is a long time in software... who could have predicted the sheer rate of change in IT? We're committed to keeping pace with emerging technologies which enable our customers to exploit the benefits when they use AFD products."

www.afd.co.uk/netproducts.htm

No Regrets!

How many times have you bought a piece of software and then had "buyers regret"?

Well, as we celebrate the 5th anniversary of Postcode News, we took a look at early adoptors of AFD Postcode. These were the organisations who immediately saw the benefit of buying or switching to address management software that offered more data, power and increased simplicity for a fraction of the cost of lower specified alternatives.

These first customers included leisure companies like Alton Towers, travel firms like Excess Baggage, electrical appliance giants like Panasonic and public bodies like Oftel. All were featured in early editions of Postcode News and some 5 years later AFD Postcode is still helping them with fast, accurate address data entry. Obviously, no regrets!



"I Love You"

Those words set many an IT Manager's heart fluttering. Fortunately clearly established virus protection systems and procedures established by Technical Director, John Dolman, left AFD Software systems unaffected by the May love bug which wreaked havoc across the World's computer systems.



AFD Web Site Voted "Top Dog" with Lycos

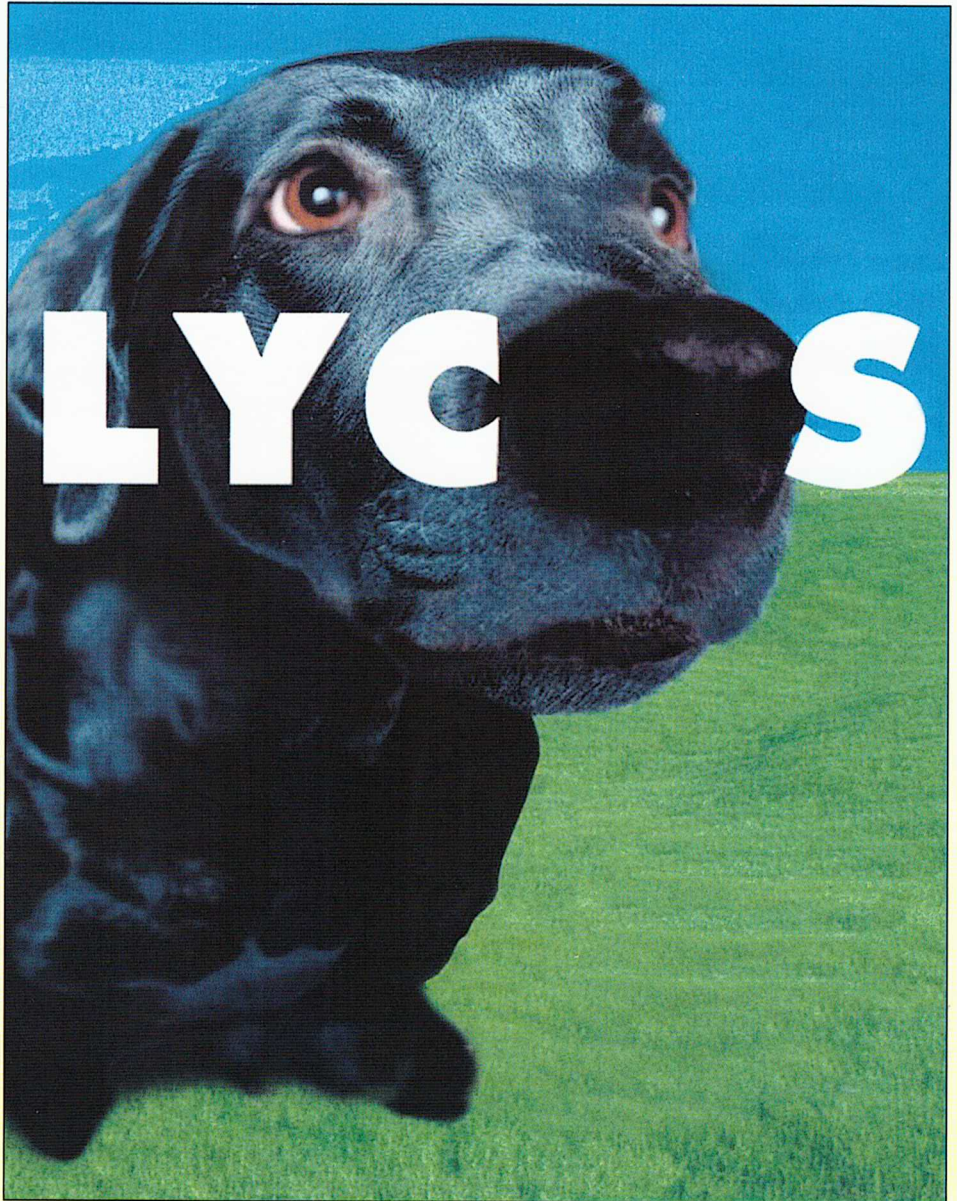


The votes of Lycos users combined with fancy technology have placed the new afd.co.uk web site at the top of the bill. The fact that the AFD site is the only .co.uk amongst 20 top .com personal information management sites makes the accolade even more significant. Millions of users tell Lycos which are the best web sites by rating them during visits. Lycos tally all the votes, analyse them and sort the list.

AFD Webmaster, Neville Hilton, was delighted:

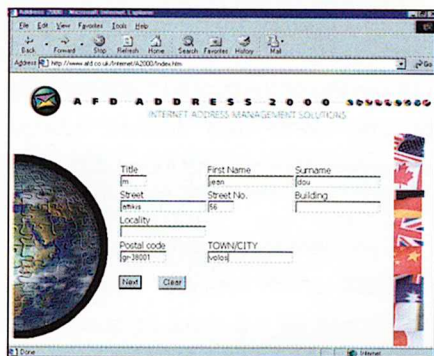
"We use net technology intensively in the sales, marketing, communication, product support and registration processes. The AFD site has gone through a significant upgrade process making it easier to navigate and faster to use. It also enables visitors to experience address management and 'Nearest' technology live on-line. We are delighted that visitors overwhelmingly find the experience useful and enjoyable."

Lycos Marketing expert Patrick Daniels said: *"We are delighted to nominate AFD as a top information management site, they have a very innovative product offering and we are proud that they are a UK company. This shows that the UK does have technology leaders and innovators. Lycos and AFD are part of this community."*





“Very Valuable” Professor Address 2000 Postcode



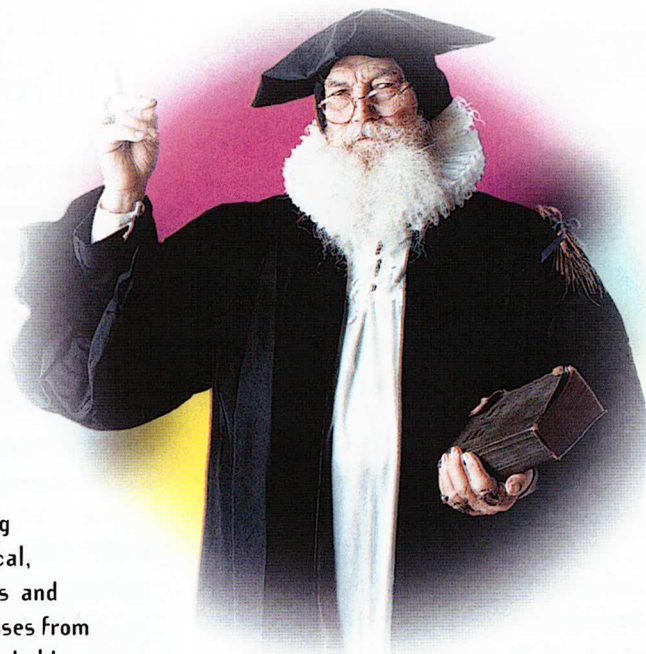
At the recent prestigious International Direct Marketing Fair dmBusiness Awards, AFD Address 2000 was awarded “Highly Commended” in the Database Marketing category. This category attracted so many entries that the judges were, in their words, ‘overburdened’, making the award that much more significant. Address 2000 narrowly missed out on outright victory, but marketing expert and award judge, Stuart Hodgkinson describe the software as “very valuable” given the explosion in global marketing campaigns.

www.afd.co.uk/a2000.htm

Can you help? We are looking at buying address management software for the first time and we are confused about Data Sets. What Data Sets come with your products as standard and what others would you recommend we buy? We supply hospitals, nursing homes and other medical, dental, veterinary practices and would wish to look up addresses from the incorrect addresses we hold on our existing list.

Making the correct choice of Data Sets isn't a problem with the Postcode 2000 range. AFD have always had a policy of including many valuable “extra” Data Sets as standard.

From the description of what you want the product to do, I would recommend Postcode Plus. Postcode Plus is designed for rapid address entry, address verification, postcoding, NHS Administration and geocoding. Postcode Plus is ideal for intensive address list management or sorting out poor data. Because the data includes organisation names, and delivery point information such as building names and numbers, Postcode Plus can quickly provide a missing or faulty postcode.



The standard data sets include full address data including names of organisations and properties, all with postcodes and delivery point suffix; most STD codes, grid references, Mailsort code, household count, TV region (not company) and political data like constituency, ward codes and names.

Of particular interest to you will be the NHS and Local or Unitary Authority data sets included as standard. These data sets often attract large additional fees when purchased elsewhere.

Postcode Plus is £475.00 + VAT for a single user licence. More information can be found at

www.afd.co.uk/pcplus.htm



Howdy Dealer

John Johnson,
AFD Dealer Manager

"A manic Saturday could involve taking the car for a service, suits to the dry cleaners, ordering a hi-fi part and getting theatre tickets sent to your Granny. You get home and book some cinema tickets, donate to a TV charity appeal and arrange a pizza delivery by phone."



"Instead of writing down addresses, many of these businesses use AFD Postcode software to improve the speed and accuracy of the service you receive."

"There is a network of over 300 AFD Software dealers who put AFD Postcode at the heart of these real business applications so we can all enjoy the benefit of improved service in our daily lives through rapid, accurate postal addressing."

Call centres, service centres, ticketing and hotel booking, charity administration. You name the industry, the unseen common link is often AFD rapid addressing – saving time and effort by using the postcode."

System analysts and developers choose AFD for many reasons:

- The programs are quick and easy to integrate fully in applications.
- The user benefits from increased productivity and improved accuracy
- All AFD solutions are reasonably priced
- AFD provide dedicated technical support to developers

More information from John Johnson,
jj@afd.co.uk or www.afd.co.uk/dealer.htm

Could your address data be offending customers?

Your customers and potential customers draw big conclusions about organisations from what seem like insignificant details. A wonderful letter and a creative mailing reach the bin before being opened... just because of mistakes in the spelling of a name and address on the envelope.

FREE Address Data Healthcheck OFFER EXTENDED

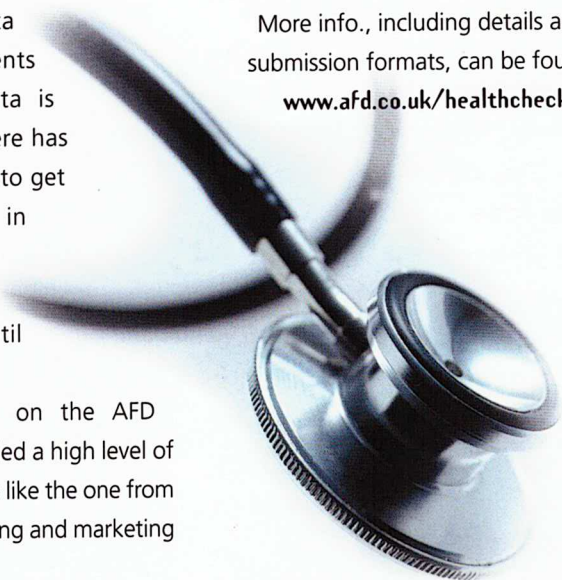
Apart from the obvious issue of offence, rising postal rates and increased data protection requirements mean that accurate data is more and more vital. There has never been a better time to get your address databases in order. That's why we've extended our FREE Data Healthcheck scheme until 1st September 2000.

Quality spot checks on the AFD Healthcheck process revealed a high level of satisfaction with comments like the one from Angus Gillougley – of training and marketing company, Law Farrell:

"The AFD Healthcheck provided a very good bench mark. We now have an understanding of the quality of address data over time. We've tried different address management solutions and found AFD to be spot on."

All you need to do is send us a sample of up to 5,000 records from your organisation's database and we will check its quality and report back to you – FREE. Taking advantage of the Healthcheck means that you can plug into our address management and manipulation expertise, gain insights into your own database and ultimately, improve address quality.

More info., including details about submission formats, can be found at www.afd.co.uk/healthcheck.htm





HOT SPOT



June Scott

National Accounts Manager
Scotland.

Joined AFD:

October 1999

Original Career Choice:

Too hot for the Fire Service – June soon jumped into sales and continues to thrive after blankety blank years.

Favourite food and drink:

Despite liking almost any food and disliking participating in sport, June retains a bonny figure. An 'odd' Scot, June likes Southern Comfort but hates porridge and haggis.

Sports and hobbies:

In spare moments you'll find June working in the garden.... or writing funny poems.

"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.

Did you know?

AFD has been delivering address management solutions since 1983. Worldwide, over 4,500 organisations use AFD Postcode 2000 products. AFD Software holds ISO 9002 quality certification.

Data News Q2/00

To keep your addresses in top condition and to benefit from the very latest address data, we recommend regular updating of your Postcode 2000 program.

Data set changes for Postcode 2000 programs (Postcode, Plotter, Postcode Plus, Lilstmaker and Provider) for Q2/00 are available now.

Order now from our web site at www.afd.co.uk/order.htm or by fax, email, telephone or post. £30.00 + VAT for Postcode, £75.00 + VAT for Plotter, Plus and Provider users – or join the POP scheme and cover all costs with one monthly budget payment.

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

Names & Numbers Q2/00 is also available now. Names & Numbers Q3/00 data update is due to be released in July. Updates cost £75 + VAT.

Contact AFD

By Phone ..01624 811711 (Sales)

01624 811712 (HelpDesk)

0800 083 8424 (Automatic FREEPHONE Registration)

By Fax01624 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...www.afd.co.uk

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File.**

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