



PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE WINTER Q.1/02 ISSUE 26

Reality Check

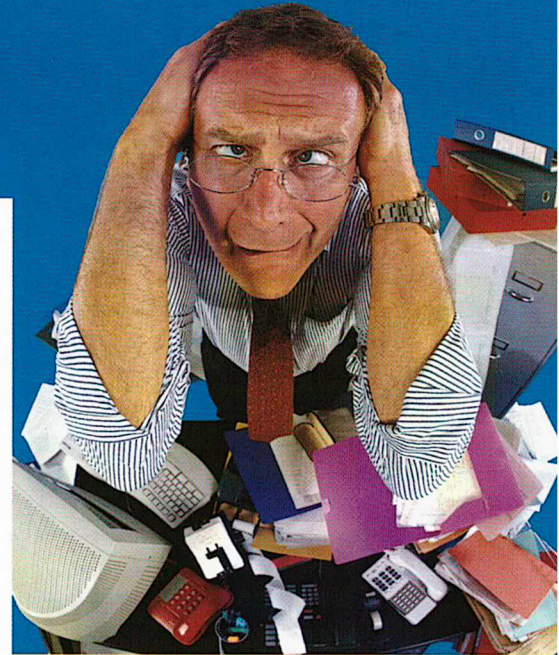
Today's consumer has high expectations of your business - and rightly so. Research shows that simple service failures result in customers taking their business elsewhere! A long wait in a call queue; poor service resulting from a rejected banking transaction... incorrect spelling of an address on an envelope.... all carry the same message.... "They don't care" which so easily leads to the ultimate in consumer choice... "I'll go elsewhere".

In fact, most businesses do care. Let-downs are usually the result of avoidable mistakes or poor working practices. Our address management software is about your staff doing more work and doing it better... and your customers (internal and external) wanting better service... and getting it. If productivity and customer retention are important

to you then you may like to read two unsolicited accounts from ordinary organisations describing how AFD have helped achieve this - in very different ways. The message is clear - we did it for them, we can do it for you.

Of course if you are already one of the 5,000+ organisations using AFD, we don't take you for granted, we've re-engineered delivery of product support to provide even better pre and post-sales service.

The way you collect, maintain and enhance name, address and bank details impacts staff performance, customer service and the productivity of your organisation. We are here to provide a better way to better data wherever you work - Desktop, Network and Internet - at a price that means the software pays you back!



Welcome...

In this issue of Postcode News...

- Find out how to combine improved service and faster cash-flow with reduced administration costs - using BankFinder.
- See how one organisation achieved "Staggering" improvements to order entry by installing Postcode Plus.
- Learn why AFD's acclaimed support service is now even better.



Support when you need it.

"Proven software and solid testing minimize the need for support calls to AFD.



However, when you need it, fast access to expert pre and post-sales software support is essential. The software industry is often criticised for slow and inadequate support. AFD have bucked the trend and recent changes are consolidating our lead in software support standards."

John Dolman - AFD Technical Director

Research shows that users of software telephone support services have two pet dislikes: the engaged tone and call queues. Even in the best-resourced and most carefully co-ordinated support desks - unpredictable call peaks make these difficult to avoid. However, to eliminate peak period frustration, callers to AFD support can now leave a voice message describing the problem. The request is reviewed promptly and an experienced technician returns the call - usually within one hour. No waiting, no busy tone, no cost to you. Telephone support services are available 9:00 - 17:00 Monday to Friday (except bank holidays).

Email support bucking industry norms

Many software users prefer not to use email support because they don't receive a timely response. Not so for AFD customers where feedback shows responses to email support@afd.co.uk requests are the best in the industry.

"We deal with many third party software suppliers here at Sage, and I have never received a service this quick from any of them." Kerry Sinclair, Customer Manager - Sage.com

"This level of service is way beyond that which any customer could ever expect." Bill Baillie, IT & Membership Manager - Royal Yachting Association.

"It is very unusual to find people who take great pride in their work and offer such good service. Your competitors will have no chance at getting our business" Poolin Shah, Director - Motability World.



Postcode Plus



innovation for a healthier today and tomorrow

With a range of household electrical products stretching from griddles and toasters to personal care, almost every adult in the UK will have used a product designed, marketed and supplied by Salton Europe (previously known for over a century as Pifco). Russell Hobbs, Tower, Juiceman, Westclox, Pifco, and George Foreman are just a handful of the brand names that have provided Salton Europe a place in virtually every UK home. Russell Hobbs introduced the first electric kettle in 1955. In an email to AFD this is what David Hall, Business Analyst for Salton Europe had to say:

"We've been using Postcode Plus for just over a year and, looking back, the difference it's made to speed of order entry is staggering, especially since you introduced the Robot function last year"

Postcode Plus contains all 27 million UK postal addresses along with Bartholomew maps, "where's my nearest" locator and a host of other



us - Packs a Punch!



"We initially rolled the software out to just our service room staff, who sell spare parts to members of the public. The initial user resistance (quite normal with anything new) quickly changed and if we tried to remove Postcode Plus for more than five minutes there would be an absolute uproar in protest"

"We've also been particularly impressed by the staff who look after your Support section. Although I haven't had reason to log too many calls, those that I have raised have been dealt with extremely well, with rapid response times that I have never experienced with other companies' support desks."

data sets. Postcode Plus installs ready to work with virtually any windows program and is easy to integrate seamlessly using the free programmers took kit. www.afd.co.uk/pcplus.htm

Developed by AFD, Robot senses a postcode being typed into almost any windows program and instantly delivers the correct address or a pick list of options.... placing them into your program in the right format. www.afd.co.uk/robot.htm

DIARY DATES

**Marketing Expo 12-14 March 2002
Excel, London**

Senior AFD staff will be ready to discuss the address management issues that affect your business.

www.themarketingexpo.co.uk
www.afd.co.uk/newsDiary.htm

>> The Marketing Expo 2002.

Bank on it

Want to learn something about personal drive and determination? The blind beneficiaries of the St Dunstons charity display both. Originally founded to care for those blinded in military service, St Dunstons work now extends to helping any blind ex-Service man or woman, however they lost their sight and members of the emergency services (Police, Fire, Ambulance) blinded on duty.

Over 200 staff offer care to St Dunstaners in their own homes throughout the country and through a major care and rehabilitation centre at Ovingdean near Brighton.





Funded entirely by voluntary donations, an important administrative task is processing standing orders received from donors who wish to give regularly. Head of IT Peter Rutland made a special visit to the AFD stand at the recent Windows Enterprise show to tell us how BankFinder had made a real difference in this core administrative function... and we interviewed him for Postcode News:

How did you process standing orders?

"Traditionally, bank details were manually checked against the UK Clearing Directory and then keyed to our fundraising system. The process was laborious, open to typing errors and the paper directory often could not help resolve simple mistakes or difficult handwriting. Of course, bank details are constantly changing so an annual directory is quickly out of date."

What were the consequences?

"In addition to higher administration costs, inaccuracies, however they originate lead to rejection of the transaction by the banking system - always inconvenient to us, and more importantly, to the donor. Ultimately we could lose the donation."

How did you select a solution?

"We started looking for a better way to process standing orders that would work with our fundraising software, be regularly updated, simple to use..... and at a justifiable cost. Using the Internet we located six alternatives.... and chose AFD based on previous experience and attractive pricing."



How can you measure pay back?

"The most measurable pay back is lower reject rates from BACS followed by the fact that we now confidently enter bank details faster - knowing they are accu-

rate and validated. Even with poor handwriting we type the bits we can read and BankFinder instantly lists the possible banks. Any error (The Donor's or our's) costs money to correct. We are simply more professional in the way we process standing orders and we do it at a lower cost."

How do you link BankFinder to your fundraising system?

"We use Raiser's Edge - and the data transfers instantly from BankFinder. We can even type a bank sort code straight into Raiser's Edge and the BankFinder Robot looks up and lists all the banks that share that sort code.... The user just clicks on the one they want and the job's done."

www.afd.co.uk/bankfinder.htm
www.st-dunstans.org.uk/

ORACLE

AFD Software is a member of both the Oracle Partner Network and the UKOUG and serves Oracle users across the UK.

To find out more about linking AFD solutions with Oracle please email postcode@afd.co.uk

ORACLE
PartnerNetwork

Charity 2001

With a focus on the needs of developing nations, on the 5th December AFD distributed over £121,000 between 36 charities. Nominated by AFD Directors and Staff, the charities benefited from donations between £500 and £25,000 including four major projects, each with a value of over £20,000.

In association with "TEARFUND" AFD has donated £22,000 to fund the fourth stage of an HIV/AIDS initiative in Mumbai (Bombay), India. TEAR FUND is a Christian relief and development charity working with local partners supporting over 600 projects in 91 coun-

tries, to bring help and hope to communities in need.

The IMPACT project is a pioneering response to the emerging HIV-AIDS epidemic in the city, particularly in the slum areas where government and secular NGO strategies have had limited effect. Church and other networks are mobilised to care for the growing number of AIDS orphans and people with AIDS. A sustained program raises HIV-AIDS awareness and knowledge among the poor (vital to behaviour change) and educates to reduce prejudice and stigma against those with AIDS. www.tearfund.org



At home, AFD have provided £22,000 to fund the appointment of a "Champion of Marriage" through "Care for the Family". Care for the Family seeks to strengthen family life and help those who are hurting because of family break-up.

Marriage has received 'bad press' yet the individual and national costs of divorce are huge. Research shows marriage is worth sticking with and divorce damages children, often affecting their own adult relationships. The role of the Marriage Champion includes the support of marriage and the development of teaching and support materials which help protect marriage.

www.care-for-the-family.org.uk



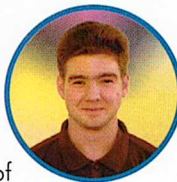
June Scott, AFD's National Account Manager for Scotland sadly passed away on Sunday 9th December 2001 after a brave fight against Cancer. Our deepest sympathies are with husband Graham and sons Michael and Andrew.

June's wonderful sense of humour, her professionalism and her commitment to AFD and to her customers will all be greatly missed.



HOT SPOT

Philip 'TheHat' Dorricott



Program Testing Co-ordinator

In addition to making sure all AFD programs are rigorously tested TheHat... (a reference to the collection of his silly hats!) enjoys keeping up to date with the testing of the latest cars and avidly follows rally news.

Determined to mis-spend his youth, you'll find Philip rarely puts a book down (he rarely picks one up!) instead he has become a DVD fanatic and stops watching long enough to stock up on humour from joke and quote web sites.

A persistent badminton player, he also enjoys time with friends eating pizza with a bit of a "kick".... out and about you'll find him wearing... hats.

"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

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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.

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Data News Q.1/02

As part of a planned re-alignment of data updates, the late December Q.4/01 data update was not released. Instead, we have moved straight to Q.1/02 (released at the beginning of January 2002). This release contains major postcode changes and it is recommended that all AFD customers purchase the update.

As a Licensed Reseller of Royal Mail data, AFD receive fresh data each quarter. All the new buildings added, postcodes changed, buildings demolished or converted to flats appear on the AFD Q.1/02 CD less than one week after we received the data. Behind the rapid turnaround is investment in technology which means you receive the freshest most recent data in the industry to the highest standards.

The good news is that fresh data is also an affordable option. Prices per update (exc. VAT) for AFD Postcode £30, and for Plotter, Plus, Provider or Names & Numbers £75. Alternatively, order and pay for your next two updates, and receive the third one free. A single data update CD can be used to update all users on one Serial No, or all users within one organisation.

Significant postcode changes in Q.1/02 include:

CM (Braintree/Ravne) affecting CM7
CO (Colchester) affecting CO3 & CO4
DE (Derby) affecting DE3 & DE23
GU (Woking) affecting GU21
LE (Leicester) affecting LE3 & LE9
M (Salford) affecting M5
PO (Chichester) affecting PO19 & PO20
RH (Horsham) affecting RH13
SA4 (Swansea) affecting SA4

AFD's monthly Postcode Ownership Plan (POP) covers all costs (including updates) in a single monthly budget payment.
See: www.afd.co.uk/pop.htm

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

Names & Numbers Q.1/02 is due for release at the end of January.