AFD introduces a mobile solution - Pocket Postcode

Pocket Postcode is AFD's new, on-the-move solution for use with Personal Digital Assistants (PDAs)

Who can use Pocket Postcode?

Well, just about anyone on the move requiring accurate address data quickly and efficiently.... courier companies and street-based market research operators are just some of the businesses taking advantage of AFD's newest product.

Many users of handheld devices have to enter information using a kind of 'Rolf Harris' stylus 'pen'. This is time-consuming, and invites mistakes… so any way to reduce the amount of data entry and improve accuracy is welcome.

How does Pocket Postcode help?

By cutting address data entry time by up to 85 percent. Just enter the house number and unformatted postcode you are searching for and 'hey presto' the street address appears. Pocket Postcode repays itself on improved productivity alone. But there is more.

Spelling mistakes, poorly structured and inaccurate data lead to lower service standards. Along with speed, Pocket Postcode brings improved accuracy and a consistent data structure. This helps to prevent duplicate record entries, helps to ensure mail and parcels can be delivered and presents a professional "we care" image on every envelope and parcel.

POCKET POSTCODE - OVERVIEW

Rapid, postal addressing from just a Postcode

'Reverse' searching from partial / unclear address information to list possible postcodes

Installs ready to use with Pocket applications like Outlook, Access and Word

Developer tool kit for quick, seamless integration with any Pocket PC application

User friendly, with easy help system

Royal Mail PAF® data including street, locality, town, county, STD codes and mailsort codes

"Pocket PC technology is delivering a new wave of process and productivity improvement into a wide variety of organisations. Pocket Postcode reduces longwinded address data entry to a few strokes of stylus pen. Like all good software, it repays itself quickly in measurable productivity and quality improvements" **John Dolman, Marketing Director**
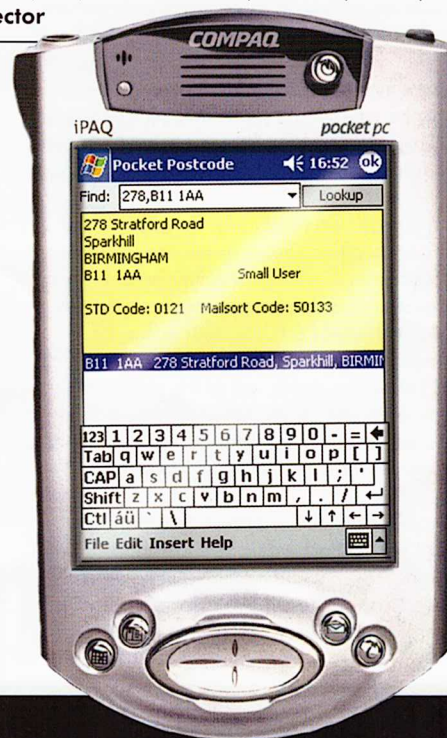
Evaluation, Pricing, Information

Download a fully functional Pocket Postcode evaluation with partial data from **www.afd.co.uk/dlPocket.htm**

Check out full information including pricing at **www.afd.co.uk/pocketpostcode.htm**

Annual, single user license from just £15 a month (single user) including regular updates. More information at: **www.afd.co.uk/pop.htm**

Grid Reference - Option

The Plotter option delivers Ordnance Survey grid references for most UK Postcodes. With these, location based services can be built for handheld devices. For example "where's my nearest?"; territory / delivery area planning and linking addresses to map data. For more information **www.afd.co.uk/pocketpostcodeplotter.htm**

Pocket Postcode to raise package delivery standards

► *by Michael Boxwell*

The new Pocket Postcode package from AFD looks set to revolutionise the parcel delivery market. Already undergoing trials by two of the largest parcel carriers in the UK, the software ensures reliable and accurate address data is collected - with significant cost savings for the carrier and improved first time delivery performance for the customer.

The UK overnight delivery market is big business in the UK. Employing over 100,000 people and moving an estimated 4.5 million parcels every night, ensuring accurate delivery data is vital to ensuring parcels are delivered to the right customer at the right time.

The single biggest reason for misrouted parcels is inaccurate address data collection. This is typically done at the time the parcel is picked up from the customer. The driver takes basic information about the consignments being picked up - often using paper or rudimentary handheld computer systems.

Postcodes can easily be mistyped - SL1 can easily be typed in as LS1 - and suddenly a package destined for Slough ends up in Leeds, hundreds of miles from its intended destination.

It's a stressful and busy job. Between 4 and 6pm every afternoon, a driver can do upwards of 30 customer visits, collecting parcels ready for overnight distribution throughout the UK. The driver needs a quick, simple way of collecting the consignment information which won't slow him down, yet at the same time offers a degree of validation to ensure the consignment gets delivered to the right place at the right time.

A proof-of-collection system incorporating AFD's Pocket Postcode offers just that. By typing in the destination postcode, the street address for the consignment can be shown for instant verification. If the postcode is wrong,

the driver has the opportunity of re-entering it. If the postcode given to the driver is incorrect, then the driver can either enter the street name and town to check a list of possible postcodes, or put the parcel aside for checking later.

Either way, a costly parcel misroute is avoided.

The payback is immense - and immediate. Most major parcel carriers estimate that the average cost to them for delivering a misrouted package is between £80-£140. That price includes finding the consignment again, liaising with the customer, rerouting the consignment back to the correct destination depot and delivering it to the intended recipient by the end of the same business day.

The ability to roll out Pocket Postcode on handheld computers already in use by carriers means that the system can be implemented quickly, ensuring it can start paying for itself, financially, and more importantly brings instant improvements to customer service.

Michael Boxwell is the managing director of Littlefoot Limited - one of the leading suppliers of proof of delivery handheld computer systems for couriers and parcel carriers.

If you want more information about how Pocket Postcode can be implemented into either a new or an existing handheld computer system, Michael Boxwell can be contacted on 0118 901 1703 or on m.boxwell@scanbarcode.co.uk

Is your name and address da

Are you considering Address Management Software for the first time? Do you use Postcoding software in just one or two parts of your organisation? This article presents the compelling logic for validating postal addresses everywhere they are captured or maintained.

Data Central

Combine sales, marketing and customer service functions and what do you get? - CRM or Customer Relationship Management. CRM is about making intelligent use of data to help decide, for example, how to communicate (email, direct mail, telephone) when to communicate (by looking at order patterns) what to communicate (offers likely to be relevant). The relationship develops more profitably through timely, relevant, quality communication. The foundation is data accuracy.

CRM has brought into focus the fact that customer and prospect data is an invaluable company asset. Address Management solutions allow companies to maximise the use of this most important asset.

AFD's Business Development Director, Neville Hilton explains, "Consider a new office block - carefully constructed and regularly maintained, its value and usefulness are protected. Poorly constructed and neglected, the property value and its usefulness are limited and declining. An organisation's database is the same. Address validation and regular cleansing are a fundamental part of database construction and maintenance"

"Address data is collected once - and used many times, by different parts of an organisation. A great reason to get it right first time."

FORMATTING

"Line Squeeze" is used to print an address on an envelope like this:

Unit E2, Aston Seedbed Centre
Avenue Road
Aston
BIRMINGHAM
B6 4DY

117 John Bright Street
BIRMINGHAM
B1 1BE

On a database the data would be structured in specific named fields like this:

Property	Unit E2, Aston Seedbed Centre	
Street	Avenue Road	117 John Bright Street
Locality	Aston	
Post Town	BIRMINGHAM	BIRMINGHAM
Postcode	B6 4DY	B1 1BE

ROYAL MAIL PAF

The Royal Mail Postcode Address File contains all 27 million UK addresses and is constantly maintained and updated. As a leading Royal Mail Licensed Reseller, AFD's UK solutions contain Royal Mail PAF data - alongside valuable additional data related to postcodes.

ta letting the side down?

THE CASE FOR ADDRESS MANAGEMENT SOFTWARE

1. No address validation?

- Poor spelling
- Inconsistent data formatting
- Missing, wrong or incomplete postcodes.
- Ambiguous address information
- Address entry takes up to five times longer
- Harder to link to mapping and navigation systems.

All this adds up to a waste of time and lack of straightforward professionalism

2. The consequences?

- Mail delivery is delayed or impossible
- Delivery to the wrong address.
- Data analysis and enhancement is hampered.
- Duplicates are hard to spot and prevent.
- Mail and waste costs increase.
- Brand image is damaged.
- Business is lost to competitors.

All this adds up to a poor start to a customer relationship.

3. Why are addresses so complex?

- There are over 27 million UK addresses. Many sound very similar and mistakes are easy (each week over one million items cannot be delivered due to bad addresses)
- Address data is constantly changing. Postcodes "run out" resulting in changes to existing postcodes. New buildings go up, old buildings come down, buildings are converted ie from warehouse to apartments.

Address management software - with regular data updates, takes care of these details.

4. What is "good" address data?

- Unique - to avoid confusion with any other UK address.
- Full, accurate postcode.
- Validated against the Royal Mail PAF file.
- Consistently formatted for easy analysis, searching and sorting.
- Correctly spelled and formatted for professional presentation.

Did you know - that an address like "Station Road, Preston" occurs in at least 11 different parts of the UK!

How does address management software help my business?

The AFD range of Postcode solutions works alongside and within the programs you use everyday to deliver accurate, up-to-date addresses wherever you need them. Productivity improves, customers see professionalism, the database has a firm, quality foundation and bulk mailers gain access through data quality to postal discounts.

TAKING ACTION

Choosing the right solution

AFD offer a wide choice of Address Management solutions to both large enterprise and small business. For more detailed information please visit **www.afd.co.uk**

Try Before You Buy

We have specialist advisors and field-based staff ready to guide and answer questions. To try out evaluation versions of our software - please ask for an evaluation CD. Call **01624 811711** or simply email **postcode@afd.co.uk**

For Software Developers

Developer tools, API guide and a variety of ready to try integration examples can be installed from our evaluation CD or downloaded from **www.afd.co.uk/developer.htm**

FREE

We provide comprehensive technical support, FREE of charge, on all aspects of building Postcode products into your applications.

New Multiactive Alliance

Multiactive and AFD Software have entered a strategic partnership to help many thousands of UK users improve productivity and put accurate postal addresses at the heart of Maximizer® and Maximizer Enterprise™, Customer Relationship Management solutions.

Channel Development Manager, Tricia Gregory explained, "Postal address details are often entered by sales people. Typically they want to get on and use system information to manage customers and prospects. They are by nature impatient people… and mostly not good typists! Consequently basic details like a customer's postal address often have typing errors: customers are not impressed. Even worse, if proposals and brochures never arrive you've lost a valuable sales lead. AFD answers this basic problem by setting sales people free to focus on winning and developing customers rather than being data entry clerks. My view is that it will pay for itself in the first day."

John Dolman AFD Marketing Director continued, "We've worked closely with Multiactive to ensure that for the first time, special versions of AFD Postcode and AFD Postcode Plus appear as fully-integral Maximizer options. The source code is also available to Multiactive Business Partners for use with bespoke forms and other applications which run alongside Maximizer and Maximizer Enterprise."

Both Postcode and Postcode Plus are available for seamless use with Maximizer. Ask your Multiactive Business Partner for details.

The Benefits for Maximizer and Maximizer Enterprise users

Professional Presentation - Incomplete and inaccurate spelling or addresses make a poor impression on envelopes and correspondence. Not a good start to a customer relationship! Postcode helps eliminate dozens of spelling mistakes & errors.

Quality Address Data - Postcode uses data from the Royal Mail's Postcode Address File for maximum reliability and accuracy.

Less Duplicate Records - Complete, accurate Postcodes and Addresses make duplicate records easier to spot... and easier to prevent. Less embarrassment. Less time wasted. Less returned mail.

Improved Productivity - Type the Postcode, the street address is instantly complete. With AFD Postcode Plus find a complete address from any address fragment - lightning fast.

Seamless Integration - AFD Postcode installs as a fully integrated Maximizer option. No pop up windows.

Free Source Code and Developer API allows AFD Postcode functions to be integrated with bespoke forms and other customer solutions.

For more details about AFD Postcode please visit:
www.afd.co.uk/postcode.htm

Maximizer Enterprise™ ⑦

> *"AFD Software is committed to providing excellent, affordable addressing software to small and large users alike.*
> *AFD Postcode products offer a unique combination of more data, faster searching, greater functionality and lower cost."*
>
> DAVID DORRICOTT, MANAGING DIRECTOR

HOT SPOT

John Dolman
Marketing Director

It's been seven years and 26 issues of Postcode News since John last featured in the Hot Spot.... And over eleven years since John joined AFD.

"In those days CompuServe was the only online service people used... so that's where I placed the first version of Postcode in 1994... we've been at the cutting edge of new technology ever since"

It's one thing to watch a company grow... it's quite another to be at the heart of that growth "Growth, challenge and change go hand in hand. At AFD we've managed to maintain integrity, extend and deepen our product range and mature with the market. I'm pleased with that."

"Truly mobile computing is opening up a whole new world of opportunity. We're already making the most of this new world to deliver relevant software solutions with Postcode Everywhere and our range of Pocket products. Who knows what's round the corner?"

Contact AFD

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	0800 083 8424 (Automatic FREEPHONE Registration)
By Fax	**01624 817695**
By Email	**postcode@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.

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Data News Q.4/02

AFD strongly recommend that customers update their Postcode products by ordering the latest update. This will not only update the major changes and recodings that have taken place since the last update but will also provide product enhancements.

Fresh data for all the AFD Postcode Range, BankFinder and MailSaver are available now. Updates for Names & Numbers will be available in November.

Significant changes for this quarter are:

CV - locality "Allesley" becomes "Millisons Wood" affecting all postcodes in sector CV5 9

Prices per update CD £30 + VAT for AFD Postcode, and £75 + VAT for Plotter, Plus, Provider or Names & Numbers (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 with-in one organisation.

AFD's monthly Postcode Ownership Plan (POP) covers all costs (including updates in a single monthly 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