



# PostcodeNEWS

THE JOURNAL OF AFD POSTCODE SOFTWARE SPRING Q.2/03 ISSUE 31

## *Productivity, Profitability, Customer Service*

*Over the past 10 years we have seen thousands of organisations discover that being 'Postcode Centric' boosts profitability by cutting costs and improving productivity. If you are looking for a solid business case for introducing or extending the use of our Address Management software - that's what you'll find in this issue of Postcode News.*

### Productivity - What is it? How does AFD Software improve it?

Are you still typing addresses? Imagine that whatever application you are using from word processor to contact manager to CRM system... just by typing the postcode the address instantly appeared..... in the right format in the right place. Uniquely this is what AFD's Patented Robot technology delivers through all programs used for postal address entry or entry of bank details. No programming skills are needed.



**All AFD programs yield favourable or effective results**

- Save up to 80% of the time taken to enter an address.
- Concentrate on the task, not the program.
- Freedom to focus on the customer, not the data.
- Release programming skills - with Robot® you don't need them.
- Fewer things will go wrong - so less time needed to put them right.

#### **ACTION**

**As a minimum, ensure AFD Postcode is used wherever addresses are typed.**



tom, usual.  **customarily** *adverb*  
**customer** *noun* a person who buys what they want or need.  
**customize** *verb* (also **customise**) make or modify to personal requirements.  
**customs** *noun* (treated as plural or singular) duty charged on goods imported from

## Customer Service - What is it? How does AFD Software improve it?

Are you still offending customers? Two thirds of respondents to recent extensive research by the Direct Mail Information Service agreed "It is really important to me that a company gets my name & address right". Getting a postal address wrong may just lose you a small customer. But it may lose your largest account! Non-delivery or delayed delivery is an obvious problem because it usually results in a complaint. However a badly spelled address will normally result in a 'silent complaint'. You will never hear about it... but the customer or prospect will simply think less of your organisation... and perhaps go elsewhere.

Improved Service. Using AFD Postcode and BankFinder solutions to validate name, address and bank information will save time and money spent on correcting the poor service that results from simple name, address and bank data errors. Resources saved can be positively re-directed to providing excellent customer service. Using AFD Postcode solution will cut 'Silent complaints' sometimes described as 'the iceberg beneath the tip'. This will lead to increased loyalty, better perception of your organisation and perhaps some free marketing in the form of 'word of mouth' recommendations to new customers.

All AFD programs help you to perform with greater care by delivering accurate data

### ACTION

Email a 1,000 sample of your data for a free health check to [healthcheck@afd.co.uk](mailto:healthcheck@afd.co.uk) Investigate how AFD Refiner will automatically correct and postcode address data. [www.afd.co.uk/refiner](http://www.afd.co.uk/refiner)

## Improved Profitability - What is it? How does AFD Software improve it?

Are you making enough profit? "Which customers are most profitable? Where are they? How do I get more of them?" These are the questions that occupy the minds of business managers. Many answers lie in the intelligent examination and use of existing customer data. Yet the experience of data experts confirms that although more companies have moved from seeing "customer records" to seeing "data asset" most don't take good care of the database development and maintenance necessary to maximise competitive advantage.

**profit** *noun* the excess of revenue over expense / outlay in a given period.

This denies an organisation the opportunity to understand and repeat success and therefore reduces profitability. At the heart of the data that can lead to further profit are full accurate postcodes. These are the foundation for geo-demographic analysis... helping you see more clearly what kind of people you deal with, visualise where they are on a map, identify patterns and clusters and better organise services around what you discover. These insights give clarity for better decision about the most profitable next steps

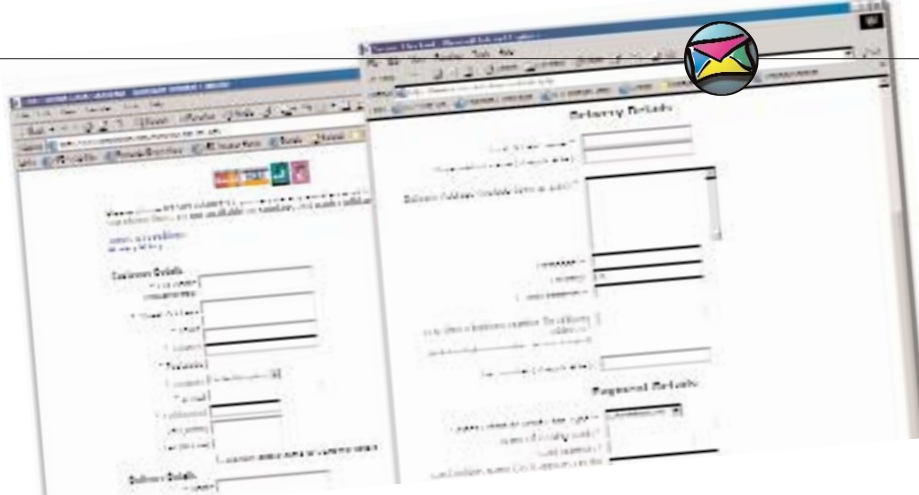
It's not just poor customer data that prevents more profits... it's poor prospect data too. Even if you can identify and get lists of more people likely to want your services... poor address data on an envelope is proven to damage your image and results right from the start.

All AFD Programs help to boost profits by cutting costs and waste and improving productivity, accuracy and service

### ACTION

Look at MailSaver, the simple way to save up to 40% on Royal Mail postage costs [www.afd.co.uk/maillsaver.htm](http://www.afd.co.uk/maillsaver.htm)





## Web Services. Broad Choice.

"AFD have a full range of solutions for web sites that cut down form fill and increase the collection of useable contact details on internet web sites. Quite simply our Internet solutions make almost any web site more effective because more people will fill in the forms and the data will be validated at the point of entry. We provide plenty of ways to incorporate rapid addressing, 'Where's my nearest', back end residency checks and validation of bank account numbers / sort codes etc for BACS transactions"

**Mike Solomon - AFD Sales Director.**



**On your Windows / NT Server as an ActiveX or XML Server  
As a .net web service hosted by AFD or on your server  
On your Sun Solaris or Linux Box as compiled libraries**

Speak to one of our web experts to discuss the best way forward for rapid addressing, residency validation, and verification of bank account numbers / sort codes for BACS transactions. Try for yourself the latest range of AFD Internet solutions by registering free at [www.afd.co.uk/tryit/](http://www.afd.co.uk/tryit/)

## Refiner "Outstanding New Product"

Newly launched Refiner is already making an impact with companies looking for an 'easy access' software tool which cleans up poor spelling, adds missing postcodes, corrects addresses and spots duplicates. It has very high automated match rates and has already won an award in the March 2003 International Direct Marketing Fair as an 'Elite Innovation'.

Refiner accepts virtually any database type and address structure without the need for complex pre-processing. Its clean design makes it easy to use with clear 'point and click' set up. Cleaned data can be output to suit a new database structure e.g. moving from a 3-line address to a 6-line address - making it ideal for data migration.



Including quarterly data updates the first year license for Refiner costs just £1,100 + VAT. This makes it a truly affordable yet sophisticated tool for batch and interactive address cleansing, de-duplication and geo-coding and regular address maintenance <http://www.afd.co.uk/refiner.htm>



## Road Maps for Pocket PC

We continue to build on our strong range of Pocket PC products and have just added Pocket Plotter to the range.



The 100MB UK Bartholomew Raster Maps provide the visual quality of a road atlas and fit easily onto insert memory cards such as Secure Digital (SD) or Compact Flash (CF). These fit either inside the main body of the device or on jackets attached to it.

In addition to the benefit of a digital road atlas, Pocket Plotter provides Postcoded addresses together with Latitude & Longitude co-ordinates and Grid References enabling interchange of data between GIS systems and postal address systems - including rapid address entry.

<http://www.afd.co.uk/pocketpostcodeplotter.htm>



# Using Microsoft SQL 2000 Database Server?

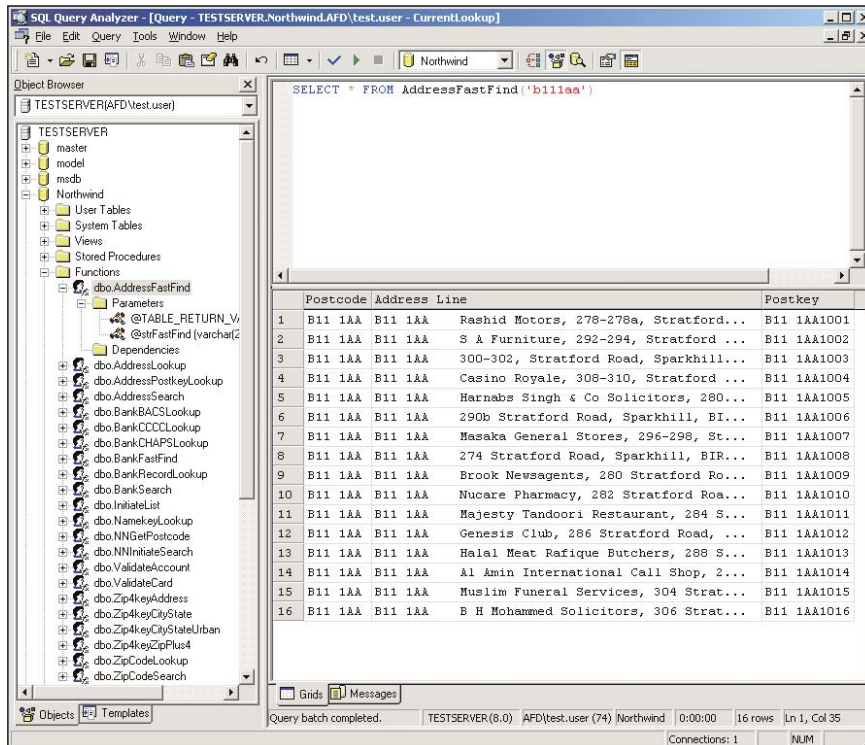
We now provide 'off the shelf' integration between our Address Management products (UK Addressing, USA Addressing, Bank Data, Names & Numbers ) and your Microsoft SQL Server 2000 database server.

These solutions are fully integrated, reliable, scaleable, server-side solutions for SQL with a comprehensive set of features. For database developers this means virtually zero development time (after installing the software, just cut and paste the code - you've got the functions, no previous experience with our software is needed!), and minimal overhead.

## ACTION

A one minute visit to:

[www.afd.co.uk/mssql/mssqloverview.asp](http://www.afd.co.uk/mssql/mssqloverview.asp) will show you how simple it is and enable you to carry out a trial integration in less than 30 minutes.



## New Mailsort Database

"Royal Mail have announced that a new Mailsort Database will come into use on Monday 28th July 2003. This will affect all AFD MailSaver users." **Graeme Howie - AFD Technical Manager.**



MailSaver users who purchased their product after 1 January 2003, along with all MailSaver POP Scheme members, will receive their update to the new database free of charge.

Other changes to the structure and pricing of Mailsort services may also be introduced around this time. However, because no definite dates have been set by Royal Mail (who are still consulting Postcomm) we will advise MailSaver customers of any additional changes via email and via [www.afd.co.uk/prodnewsmailsaver.htm](http://www.afd.co.uk/prodnewsmailsaver.htm)



# Enhanced Fast Find for Postcode Plus

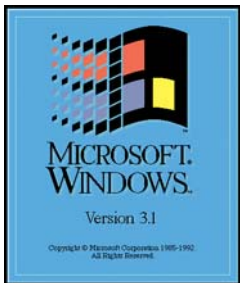
Fast Find is a single query which finds addresses from minimal typing. It's very flexible and able to handle many types of address searches and is tolerant of casing and spacing. Fast Find also detects changed postcodes or STD codes and changes them before looking up and displaying the result.

What's new is that Fast Find has now been enhanced so that it attempts to handle even more user input errors. For example, the following lookups will all return results from the 'Find' box:

Royal Mail B1 1AA	Missing comma between organisation name and Postcode
4 b47lg	Missing comma between house number and Postcode
Comercial Street Birmingham	Missing comma between street name and town name and incorrect spelling of 'Commercial Street'
Divad Street	Mis-spelt 'David'. After failing to find "Actual" matches, Fast Find returns possible approximates
BI ZAA	Wrong Characters in Postcodes. BI corrected to B1 and ZAA corrected to 2AA to lookup: B1 2AA

If you are using Postcode Plus visit [www.afd.co.uk/apifastfind.htm](http://www.afd.co.uk/apifastfind.htm)

## Do you still use Postcode Plus 16 Bit Version?



It is now nearly 8 years since Microsoft replaced 16 bit versions of Windows (Windows 3.x) with the newer 32 bit versions (Windows XP, 2000, NT, 95, 98, ME, etc). We believe that no customers are in fact still using these versions so we intend to withdraw 16 bit versions of Postcode Plus products (including Listmaker and Provider) from 31 December 2003.

### ACTION

If you still have a requirement for them after 31 December 2003 please email [support@afd.co.uk](mailto:support@afd.co.uk) straight away so we can consider this.

## AFD Admin Cut Costs and Waste



Our admin systems allow us to supply you with sales invoices, license certificates, account statements and renewal reminders - entirely electronically. The documents are delivered by email as PDF Files. You can then choose to print them for storage as paper copies or file them electronically.

Choosing to receive electronic documents from AFD will cut our transaction costs helping us to hold down the price you pay, cut paper waste by only printing documents when absolutely necessary... cut your own transaction costs and speed up the delivery of new licenses. We can also arrange to automatically email copies of electronic documents to your accounts department at the same time as your operational team.

### ACTION

To switch to Electronic Accounting simply email: [john.johnson@afd.co.uk](mailto:john.johnson@afd.co.uk)



*“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 DORRICO, MANAGING DIRECTOR

# Data News - Q.2/03

Details of changes to postal addresses in the following areas will be included on PAF from March 2003.

<b>Recoding in Burntwood (WS7 8)</b>	- (8420 delivery points affected)
<b>Recoding in Cannock (WS)</b>	- (22400 delivery points affected)
<b>Henley in Arden post town change from Solihull (B95)</b>	- (4000 delivery points affected)
<b>Letchworth changes to Letchworth Garden City (SG)</b>	- (15100 delivery points affected)

#### **BankFinder Users:-**

**This quarter Bankfinder will have updated account validation routines.**

AFD strongly recommend that all 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.

Prices per update CD £30 + VAT for AFD Postcode, BankFinder, and £75 + VAT for Plotter, Plus, Provider, Refiner 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 Number within one organisation. <http://www.afd.co.uk/prices.htm>

**Contact AFD**

**By Phone** 01624 811711 (Sales)  
01624 811712 (HelpDesk)  
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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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## HOT SPOT

**Tim Loton**  
*Internet Development Specialist*



Dragged up in North Wales - where not a lot happens. During the last five years Tim has converted from townie to... well, a laid-back country person.

This spring you would have found Tim assisting with lambing on a local farm and planting trees around the Isle of Man - especially oaks, ash, and birch - ensuring they get established.

On the way to work Tim shames his colleagues by stopping off to do a few lengths at the swimming pool. Film favourites include Star Wars, The Matrix and Goodfellas.

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