



Exceed Customer, Staff and Revenue Expectations



Do you want to Identify newly built properties, improve your data quality or improve your bottom line?

This issue of Postcode News shows how AFD Postcode software helps achieve these things by adding new value for existing AFD users and compelling reasons for new users to choose AFD.

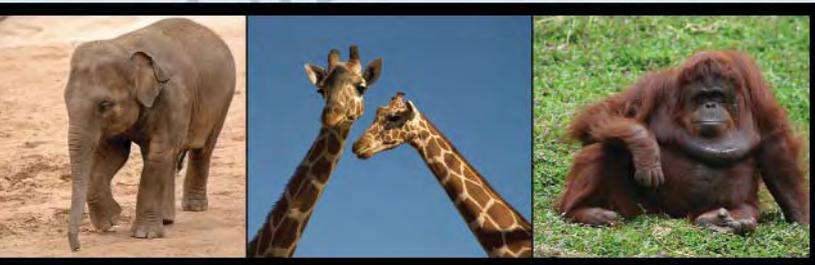
Better customer experience, lower administration costs and shorter queues are just three of the benefits which followed installation of AFD Names & Numbers as part of a ground-breaking new admissions system at Chester Zoo.

Chester Zoo is one of the largest and most beautiful Zoos in the UK and employs over 280 permanent staff (increasing to 480 in the summer season) and attracting over one million visitors each year. The Zoo cares for around 600 different species - about half of which are endangered.

Chester Zoo is operated by a charitable trust and receives no government funding. As a charity it operates 'gift aid' on its admissions, a government scheme which enables charities to claim back 28p in the pound from contributions made by tax payers when entering the Zoo. Gift Aid is an important source of income however; it carries a significant administrative overhead.

Julie Bird is responsible for visitor admissions: "To enter the Zoo, visitors form a queue to the reception desk. While in the queue our staff would approach visitors with a clipboard to complete an A4 form which enabled us to record gift aid details. Information from the forms would be then entered to the computer system as a back office process. This was time-consuming, costly and prone to error and the sheer volume of paperwork would result in peak period backlogs"

IT Manager Philip Morris and his team conceived a solution that involved providing admissions staff with handheld devices (PDA) that link directly to the central computer systems via a wireless network. Philip: "We needed to develop a significantly faster system that would cut processing costs and be more secure and professional; more accurate and visitor friendly. Recording name and address details was the most time consuming part of the process. By integrating AFD Names & Numbers, a name and address with say 80 characters is entered accurately and validated keying as few as 8 characters."



Names & Numbers is bringing significant additional benefits, some of which could not have been anticipated.

Julie Bird "Many of our seasonal summer staff are young people who not only find the PDA more interesting and trendy, but are now more confident and engaged. Visitors find the PDA less "official" than a clipboard and whereas some used to get irritated having to spell out their details - now it's all there with just a few clicks on the PDA. At peak periods we have up to 25 staff working with the queues which increases take-up of gift aid, significantly reduces transaction time at the till and enables people to get into the Zoo faster."

"We have seen a genuine and measurable return on investment from Names & Numbers that has exceeded our expectations."

Philip continued "We also use Names & Numbers to bring marketing insights. For example by utilising the grid reference data we can visually display the distance visitors' travel to the Zoo. The Censation geodemographic system helps us to profile visitors to gain an understanding of affluence, life-stage and lifestyle. This information helps inform marketing strategy and tactics. Of course the data we collect is now accurate making marketing analysis and activity more effective.

"We have seen a genuine and measurable return on investment from Names & Numbers that has exceeded our expectations. In less than a year we have collected 250,000 names & addresses. We estimate that we save around one minute on each and if you add in the cost of the three staff that previously had to enter the data from handwritten forms - the charity will see a process saving over a three year period of around £100,000."

www.afd.co.uk/names



NEW - AFD Just Built™

AFD has launched a new field which identifies newly built properties.

AFD Corporate Sales Director, Mike Solomon explained the significance: "Research shows that the occupiers of Just Built properties are highly likely to be in the market for new household items such as furniture and domestic appliances. Where homes have land, new opportunities exist gardening and leisure products and services. Further opportunities exist in insurance and financial services. AFD Just Built™ will bring new competitive advantage to many of its customers."

The Just Built data is compiled using sophisticated proprietary matching routines which compare data releases to identify newly built properties. AFD Just Built is updated quarterly and includes a note of the quarter in which each new property first appeared on the Postcode Address File (PAF).

At the point of address capture, AFD Postcode Plus and Names & Numbers identify newly built properties enabling call centre staff to make appropriate offers of goods or services. This knowledge can be fed in to back end marketing communications activity. Alternatively, because the Just Built field is indexed, users can simply identify all Just Built properties within any defined geographic area.



"AFD Just Built™ will bring new competitive advantage to many of its customers."

The value of the AFD Just Built™ field is shown through comparison with the Just Built data lists available from Royal Mail. Currently, twelve, monthly feeds from Royal Mail licensed for multiple mailings would cost around £60,000 per year. It is estimated that the AFD Just Built flags will have an accuracy rate of 97% - though clearly without access to the actual mail-stream, AFD would not claim the same levels of accuracy as that available from Royal Mail.

The Just Built flags are updated each quarter as part of the Postcode Plus and Names & Numbers standard release and are available in the Q.1/07 data update release.

How much does AFD Just Built cost?

Nothing at all to AFD Postcode Plus and Names & Numbers customers -

its included free of charge!

DMA Addresses Data Skills Shortage

"There is definitely a data skills shortage in Direct Marketing" says Dr Tim Drye. Tim is a Data Council Member of the Direct Marketing Association. The DMA is encouraging organisations to ensure their staff are equipped with the skills necessary to manage data and maximise the return from direct marketing campaigns.

To make it easier to acquire data skills the DMA has set up a series of key learning events run by leading industry practitioners covering the buying, collecting, analyzing, preparing, processing, profiling and segmenting of data. Alexandra Pye, DMA Events Marketing Manager: "Good analysis, segmentation and profiling inform excellent design and copy writing. Underpinning this is the requirement to prepare and process data effectively and professionally."

Tim continued "Most IT people don't realise the skill and intricacy required to handle address data properly. IT training is usually about data structure not content whereas a lot of Direct Marketing is about content not structure. It may look dull and unchallenging but in fact there are many challenges which require real skill to resolve."

'Preparing and Processing Your Data' is one of the core DMA learning events. It covers postal address data, suppression, de-duplication, data management and the law. Tim Drye comments "Having a detailed understanding of the Postcode Address File is essential. It is a core reference, a hub enabling an easy link to lots of different internal and external data sources, such as bereavement suppression or appending of data at postcode or property level. It's also a key reference for de-duplication."

Neville Hilton, AFD Business Development Director designs and delivers the PAF element of the course: "In the past year we have seen the release of the Unique Delivery Point Reference Number (UDPRN), Just Built, Not Yet Built and Multiple Residency files. The suppressions market has changed markedly in the last few years with lots of new files and a lot more thought is required about how they are best used. This is a dynamic knowledge base and course leaders meet regularly to ensure content is up-to-date and delivery is engaging and professional."

Alex concludes "Marketing is a creative industry and it's easy to be distracted by 'glitz' when it is the visiting and re-visiting of basics that so often brings radical results. The DMA courses build confidence based on a practical understanding of the professional processes which maximise database marketing results."

Want to skill-up? Visit www.dma.org.uk/events



Eco-Friendly Software!

Over 90% of AFD Postcode and BankFinder direct customers now receive software via Electronic Software Download (ESD).

Following this success, ESD will be introduced for Postcode Plus in Q.2/07 (April).

AFD Technical Manager, Graeme Howie:

"ESD means software is received faster and CD, packaging and printed documentation waste is eliminated. The fact that so many AFD customers choose this option shows the growing awareness of environmental and business efficiency issues."

Choose ESD: 01624 811711



What are my customers like?

Ever wanted to get a 'profile' of the kind of customers you have and catalyse your thinking about how to attract more of the best kind? Every end user of AFD address management solutions has free access to the Censation® geodemographic classification system. Updated in each January release, the system classifies UK residential postcodes according to affluence, life-stage and lifestyle. Based on reliable groundbreaking statistical analysis Censation informs and acts as a catalyst in the development of marketing strategy and tactics and in resource planning and allocation.

"Similar geodemographic systems would be licensed at around £4,000 per annum. By including Censation within our address management solutions we are empowering thousands of organisations to use geodemographic profiling to gain new insights and competitive advantage."

www.afd.co.uk/censation



Royal Mail Boosts Address Quality



For the first time since its inception all approx 28 million UK postal delivery addresses will be date stamped during an intensive one year process. The date stamping will take place as part of a major national validation exercise being conducted by Royal Mail to check, verify and where necessary update every UK postal delivery address.

Royal Mail Postcode Data Development Manager, Martin Dale explained "The date stamp will show when the address was last updated and validated. Once validated, each delivery address will be allocated a confidence level on PAF which will allow the Address Management Unit to more accurately monitor the accuracy of PAF and target potential areas of inactivity"

The introduction of the Address Validation Process represents a significant and continuing investment in PAF quality by Royal Mail's Address Management Unit.

NEW - Common API Server Version Released

The Common API provides access for computer programmers to almost all AFD solutions through a single API. This provides a straightforward way of future-proofing integration across possible changes in platform, functionality or data levels required. Following the successful introduction of the new client Common API, developers using AFD solutions now have access to a new XML server version.

As with the client Common API the server version is delivered with a code generation wizard initially supporting a range of common development languages. If you use a language not currently supported by our Code Generator, please contact support@afd.co.uk - we'll be delighted to help. For full details of the common API including downloads and documentation please visit www.afd.co.uk/commonapi Existing installations are not affected.

Please contact support@afd.co.uk or call 01624 811712

Data News Q.1/07

The latest AFD data release (Q.1/07) sees 133,843 new delivery addresses, 12,318 new postcodes and 11 new localities. Postal Address Data is constantly changing - new buildings are constructed, existing buildings are changed to apartments or back to large houses, and some are demolished. Royal Mail Postcode Address File statistics and newly announced changes can be found at:

www.afd.co.uk/news/datanews

Bank administration is also constantly changing. Consolidation, centralisation, re-organisation and regionalisation are regular occurrences. Without BankFinder updates, details that should be rejected may be accepted and vice versa. Occasional 'emergency updates' from BACS are immediately made available to BankFinder customers who receive updates.

Updates range in price from GBP 60 per annum to GBP 150 per annum depending on the product. For details and to order updates please call 01624 811711 or email postcode@afd.co.uk

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

Please note Names & Numbers Q.1/07 release is due in February. All other Q.1/07 product releases are available now.

Benefit Communities - Strengthen Family Life



AFD Software continues to support charities that build communities and strengthen family life. This is a practical expression of its corporate commitment to Christian values and purpose. A wide range of charities nominated by AFD staff received a total of over £120,000 at our charity presentation on December 14th 2006 including Care For the Family, Christian Aid, Lifeboats and local Hospices.



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