



Growing Stronger!

Many of the UK's largest organisations grew from small beginnings. Others choose to remain small – becoming stronger through efficiency and service improvements. This issue of Postcode News is dedicated to the thousands of new, small and growing businesses using AFD Software. In it, three owners of small businesses explain how extending the use of AFD Postcode solutions has helped reduce costs, increase productivity and deliver excellent customer service.

"I hope you enjoy reading these short stories of how extending the use of AFD Postcode products is bringing real benefits to small and medium businesses. It is worth taking a few minutes to consider how we can help you grow stronger."

David Dorricott
Managing Director, AFD Group



"AFD Postcode Internet Online brings quick, efficient completion of forms to my online business"

Gareth Mitchell



www.Tree2MyDoor.com

Gareth Mitchell is the founder and Managing Director of Tree2MyDoor.com. From a standing start just two years ago Gareth shortly expects annual turnover to hit one million pounds. He has scooped entrepreneur and online business awards: "Our core business is to deliver trees to the door across the UK. We need to make it easy for visitors to our web site to give us an address we can deliver to. Postcode Internet Online (PIO) does just that."

AFD offer PIO as a hosted service to which public facing internet websites can link easily. In addition to validating delivery address data, PIO returns Censation geodemographic data which classifies postcodes according to relative wealth, life-stage and lifestyle.

Gareth continues "By using AFD Censation data to analyse our sales information, we have been able to identify patterns in visitor behaviour that are seasonal. This has enabled us to feature relevant products and offers at different times of the year. Postcode Internet Online is a reliable hosted service that was quick to integrate and has definitely helped us to grow the business."

www.afd.co.uk/online

Could your web site take more orders?

Making it easier and quicker for customers to order on your web site is a key to taking more online business. Postcode Internet Online not only makes it easier and quicker for customers to leave their postal address – it also ensures that each address is accurate. Because it's accurate, you can deliver. Because you deliver your reputation for quality service is retained.

Postcode Internet Online is easy to integrate and starts at just £99 inc VAT per month. Full details are here: www.afd.co.uk/online. Our full range of internet solutions are listed here:

www.afd.co.uk/netproducts





Are your people still typing addresses?

Perhaps your organisation has grown and the new people don't have access to AFD Postcode. Consistency in address data is vital and your staff will save valuable time – so why not add an extra license.

Affordable: an additional license is available from as little as £15 inc VAT per month. For full details visit www.afd.co.uk/postcode or to order call Angy on 01624 811711

The Pudding Club

Since 1985 The Pudding Club has worked to preserve the heritage of the great British Pudding against 'nouvelle cuisine'. Joint owner Peter Henderson describes the club as 'a medieval banquet with custard'. Every Friday night 70 guests enjoy the rules, regulations and pomp... no starters, no bread....and seven puddings.

Peter explains "Four years ago we moved from manually recording reservations on a chart to an automated PC based system. AFD Postcode is part of that major 'step up'. Today, people expect and are comfortable when you ask them for the postcode and house number. It's easier for us and quicker for customers. Accurate postal address data makes it easier for us to do selective mailings based on postcode areas. AFD Postcode smooths the way we do business."

As the business has expanded so have the number of AFD Postcode licenses. Peter concludes "We're here to do business; we can all take reservations, so we all use AFD Postcode."

www.puddingclub.com

www.afd.co.uk/postcode

"AFD Postcode is helping us preserve the heritage of the great British Pudding"

Peter Henderson



Homeserve

Homeserve Glass & Locks and Plumbing & Drainage provides call out for home repairs and home emergency insurance policies in the UK. Last year over 1.1 million repairs were completed over a whole range of trades including Glass, Locks, Plumbing and Drains. Over the past ten years, through changes of size, shape and name, Homeserve has increased the range and use of AFD solutions to help grow a business which now employs over one thousand staff.

Alan Horton, Operations Director at Homeserve said: "Part of our vision is to put customers at the heart of everything we do. Good software and IT systems help us fulfil that vision." Homeserve provide specialist trade services in emergencies, so it's vital that staff go straight to the right property. However, the circumstances of an emergency situation mean that some callers cannot accurately remember their postcode, while others are calling on behalf of an infirm relative or a friend who is on holiday.

Alan continues: "In many cases they simply don't have the full address details. With AFD Postcode Plus we can find and validate a full, accurate address from whatever the caller can remember. This directly affects customer satisfaction by reducing frustration. It means that field staff get a full accurate postcode for use in satellite navigation systems. Over the past ten years our use of AFD has grown with our business because the software really does help us to put the customer at the heart of everything we do."

www.homeserve.com

www.afd.co.uk/pcplus

"With AFD Postcode Plus we can find and validate a full, accurate address from whatever the caller can remember"

Alan Horton, Operations Director, Homeserve



Do you struggle with poor addresses?

Perhaps you want precise property details, or you have to decipher contact details from poor handwriting or scraps of information. Maybe you deal with people who simply don't know a full accurate postcode. If any of these are true for you – you need Postcode Plus.

This powerful address management software contains all 28 million UK addresses. It will find the address you need lightning fast – from tiny fragments of information. Affordable: Postcode Plus is available from as little as £49 inc VAT per month.

For full details visit www.afd.co.uk/pcplus or to order call Angy on 01624 811711



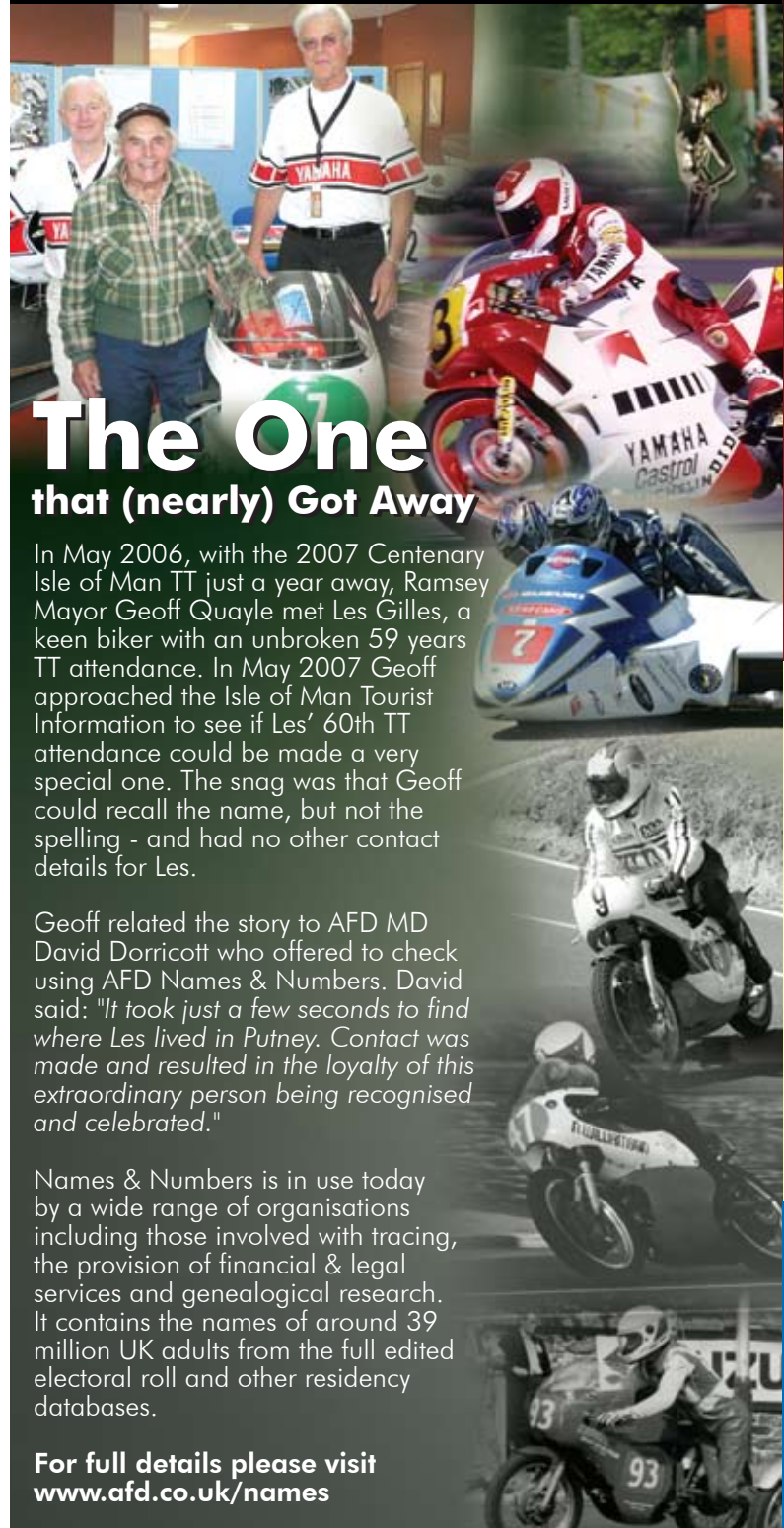
Philips Hair Salon

"Accuracy reflects on the nature of our business and it's difficult to be accurate under pressure."

Philip Dickenson is Founder and Managing Director of Philips Hair Salons - which has four Yorkshire branches including one based in Asda open 7 days a week - "What AFD Postcode does is to reduce pressure at the reception and cash desk, bring accuracy to our customer records and improve our service and professionalism. Our growth is about building loyalty and AFD Postcode helps us do this."

What are the practical benefits? Philip continued: "Accurate address data means we can easily identify and prevent duplicates – this means that customer treatment details are on a single record ensuring we use the right product for each customer. To promote loyalty and introduce other services we recently wrote to 12,000 clients. I believe an envelope with an accurate, correctly spelled address not only ensures it's delivered - but also contributes to the quality image and reputation of my salons."

As the salon business continues to grow, Philip was reminded of the importance of AFD Postcode when a license lapsed. "My salon staff were quick to explain how it's an important part of achieving our high service standards and it was re-instated immediately!"



The One that (nearly) Got Away

In May 2006, with the 2007 Centenary Isle of Man TT just a year away, Ramsey Mayor Geoff Quayle met Les Gilles, a keen biker with an unbroken 59 years TT attendance. In May 2007 Geoff approached the Isle of Man Tourist Information to see if Les' 60th TT attendance could be made a very special one. The snag was that Geoff could recall the name, but not the spelling - and had no other contact details for Les.

Geoff related the story to AFD MD David Dorricott who offered to check using AFD Names & Numbers. David said: "It took just a few seconds to find where Les lived in Putney. Contact was made and resulted in the loyalty of this extraordinary person being recognised and celebrated."

Names & Numbers is in use today by a wide range of organisations including those involved with tracing, the provision of financial & legal services and genealogical research. It contains the names of around 39 million UK adults from the full edited electoral roll and other residency databases.

**For full details please visit
www.afd.co.uk/names**

Upbeat customer feedback from the Spring Refiner upgrade: Faster Address Cleansing, DeDuplication and Profiling

“With the aim of analysing our clients’ customers and prospects and performing geo-demographic profiling, we find AFD Refiner a hugely time and cost efficient product assisting us in enhancing the data.”

Ronel Schoeman
Head of Customer Insight,
MAW Data Solutions

“We often take in very large postcode data files, so high speed validation is critical to us in the short time frames we must work within. Achieving this speed improvement with Refiner is a welcome boost to our processes.”

Jeremy Batchelor
Director, Catalyst Logistics

“Thanks for the wonderfully fast new version of Refiner - WHAT a difference. Congratulations to all, this is turning into an even stronger set of products.”

Mike Bradfield
Business Systems Consultant,
Guide Dogs for the Blind Association

**Serious address
data cleansing
for just £99
inc VAT per month**

Quality Cleansing Retained. Now, Genuinely Faster.

www.afd.co.uk/refiner

Data News Q.3/07

The latest AFD data release (Q.3/07) sees over 150,000 new delivery addresses, over 13,000 new postcodes and 10 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 £60 +VAT per annum to £150 +VAT 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

Hot Spot



Angela Quaggin
Sales Administrator

“The price of ‘welly boot stands’ is shocking” says Angela, who explains that she has now built her own so that the family wellies can be placed on them (upside down) so the rain can wash away the chicken droppings. “I have eight free range chickens - Edward, Channel 9, Cow, Long, Egbertina, Arwen, Freckles and Mother”.

Angela moved to the Isle of Man from Lancashire where she worked as a Youth Advisor. “I love animals and growing vegetables and family life and working – now I get to combine all four.” What’s it like working at AFD? “AFD is a refreshing place to work with an eclectic mix of people. I like the openness to change and the fact that staff ideas are taken up and acted on quickly.”

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