



## How To Double Your Success

A good marketing campaign will generate enquiries from potential customers. How will you turn these hard won leads into sales? How will you measure and report the results of the campaign? Many organisations fall at the first hurdle by not professionally fulfilling a request for further information. Perhaps staff were not trained or not available, perhaps systems were inefficient or not up to the task. This user story shows how using AFD solutions to bring professionalism to each part of handling a new enquiry can double your sales success.

**“.....great enquiries..... poorly handled ultimately become lost opportunities”**

**Twin brothers Terry and Malcolm Rowley have a keen interest in what gets results. They are joint Managing Directors of Trilobyte Services Limited who provide the first point of contact for product and sales enquiries to some of the largest players in the UK construction products industry. Those players want results.**

Terry is a marketing specialist keenly aware that it is common for a marketing campaign to generate great enquiries which, if poorly handled, ultimately become lost opportunities. Malcolm is passionate about IT systems and has worked in the industry from the early days of main-frame computers in a wide variety of sectors – he ensures that systems and processes enhance and support customer service and free staff to concentrate on the needs of the caller. These complementary skills are at the heart of Trilobyte Service Limited and the brothers have incorporated AFD products to support the business for both technical and marketing reasons.

Malcolm says “From a systems perspective AFD Postcode Plus is a core part of our operation. We chose AFD because they give us the flexibility to both fully integrate with our internal systems and to sell AFD solutions to our customers.”

**“Remember you never have a second chance to create that vital good first impression”**

A key part of handling an initial enquiry is often to connect a person with the nearest stockist or installer of a certain product or manufacturer’s range. By integrating AFD Postcode Plus, the nearest outlet is instantly found for enquiries by phone. Via the internet, visitors find the nearest outlet using AFD Postcode Internet.

Terry continues “Many initial enquirers need to receive product information and literature. In fact we send out a wide range of literature - between 250,000 and 500,000 brochure responses each year. A lot of these are heavy items with some hardback 350 page catalogues costing £3 - £4 each to send.

[www.afd.co.uk/censation](http://www.afd.co.uk/censation)

[www.afd.co.uk/internet](http://www.afd.co.uk/internet)



**Malcolm Rowley**  
Managing Director, Trilobyte



**Terry Rowley**

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Managing Director, Trilobyte

**"If we didn't have AFD it would cost us three times as much to handle each enquiry"**

We rely on AFD Postcode Plus to enable us to capture customer addresses quickly and to provide immediate geodemographic profiling using AFD Censation®. The profiling gives our staff a perspective on the enquirer enabling them to ask relevant questions and provide relevant literature. All our staff need to do is ask 'May I have your postcode, please?' and we instantly know the nearest stockist and / or installer, the full accurate address and the profile of the postcode from which the enquirer is calling."

"If we didn't have AFD it would cost us three times as much to handle each enquiry. Each address would have to be keyed in with the operator interpreting spelling and structure of the address. This would lead to the expense of undelivered items and lost opportunities and any items delivered with poor spelling would leave a bad impression. We've built our success around a high level of attention to detail, especially important data like an accurate address."

Terry concludes "We can show that - unless well handled - leads generated by expensive marketing activity are unlikely to result in sales. A good marketing campaign will lead to peak loads through the enquiries generated. This causes additional stress for company staff who often don't have the capacity to handle this extra work. The fact is that marketing results often come in bursts so even if capacity is developed it may not be fully utilised - which is a financial drain. Our business provides intelligent, timely and professional response handling so that organisations can focus on day to day business confident that all new enquiries are receiving the right attention."

"Many organisations don't plan for response - neither do they measure the effectiveness of marketing promotions. Our company is focused on planning for response and measuring key performance indicators so that future marketing behaviour is well informed and the best results possible are obtained from current marketing investment. AFD products are a key part of these processes and an essential part of professional response handling."

**"AFD products are ... an essential part of professional response handling."**

For more information about AFD Postcode Plus please visit [www.afd.co.uk/pcplus](http://www.afd.co.uk/pcplus)  
For more information about Trilobyte Services Ltd please visit [www.trilobyte.co.uk](http://www.trilobyte.co.uk)





## NEW DX Partnership helps firms save £Thousands

A new partnership between AFD Software and DX will make it easier for DX Members to further cut the cost of document distribution, increase document security and improve staff productivity.

DX (from Document eXchange) is a system which enables secure and swift distribution of documents between its 26,000 members. Members include law firms, insurance houses, and financial institutions for whom secure and reliable document interchange is a vital part of everyday operation.

DX research shows that 10-20% of documents that could go via DX actually go by Royal Mail or other carriers. This is because it can be difficult to identify membership and find the DX details.

AFD set out to automate the process of identifying member details and has developed proprietary techniques to match DX data to the Royal Mail PAF® file and added new search functions which will enable members to cut DX "leakage".

The result is a special DX version of Postcode Plus which makes identification and use of a DX address a fully integrated part of rapid address entry and validation. The new version of Postcode Plus is available now to any DX Member and will shortly be released in AFD Names & Numbers. There is no extra charge for DX members.

Neville Hilton, AFD Business Development Director: "We have worked closely with DX to make it easy for members with Postcode Plus and Names & Numbers to automatically identify a DX address from a Royal Mail PAF address and vice versa."

The DX data and features are available both for full integration with internal systems via the AFD Common API and through the AFD user interface.



# How DX Works On the Ground

Pannone Solicitors is a full service law firm with over 300 specialist solicitors and lawyers and a total staff of 700, based in Manchester. AFD Postcode Plus and Names & Numbers are in use across the firm. Research at the firm revealed that significant amounts of mail were going by Royal Mail rather than DX and staff were wasting time trying to find DX addresses. This 'leakage' was analysed at Pannone and it was calculated that by automatically identifying DX members they would save £80,000 over a three year period in postage costs alone!

David Griffiths, IT Director at Pannone: "Law firms have a number of problems associated with maximising DX usage. Staff do not always identify DX members because they are not aware of the extent of membership or do not have the time to search to see if an organisation is a member. With DX as part of Postcode Plus we will not only save a large sum of money, we will also release staff time by automating another task."

To discuss AFD Postcode Plus DX contact Neville Hilton on 01624 811711  
or email [neville.hilton@afd.co.uk](mailto:neville.hilton@afd.co.uk)

## 'Where's My Nearest?'

'Where's my nearest.... training course, consultant, field engineer, school, retailer.....?' This is a common question which organisations need to answer internally or which customers and prospective customers are asking of an organisation.

The benefits are clear. Uncertainty and guess work are removed and replaced with clarity and certainty. More efficient use of resources are made as people do not travel unnecessarily long distances.

'Where's My Nearest' is a feature included in all AFD desktop, server and internet solutions that contain grid references. AFD Nearest is now updated to make it even easier to connect directly to customer databases using the AFD Common API, and results take account of major obstacles such as estuaries, islands and mountain ranges – giving more accurate distances.

To start using Nearest with the Common API, visit [www.afd.co.uk](http://www.afd.co.uk) select a product (AFD Postcode Plotter, Postcode Plus or Names & Numbers) then download the product evaluation and software developer kit from the product page. Support for AFD products is full and free from [support@afd.co.uk](mailto:support@afd.co.uk) or 01624 811712



## Data News Q.4/07

The latest AFD data release (Q.4/07) sees over 170,000 new delivery addresses, over 11,000 new postcodes and 16 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](http://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](mailto: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](http://www.afd.co.uk/pop)



## Hot Spot

### Dru Hamm

#### FCCA BA (Hons), AFD Group Accountant

Dru Hamm is known as DJ Hamm (accountancy rocks!) to her friends: "I have more CD's than Imelda Marcos has shoes-right from the 1980's to now. These include Keane, Robbie Williams, U2 and Kaiser Chiefs." Dru runs the AFD social events diary and also enjoys spending time with teenagers.

Dru is an experienced chartered certified accountant with a career including time with PWC and Singer & Friedlander. As AFD Group Accountant, Dru is responsible for all financial management issues: "The AFD Group accounts system would be the envy of any organisation. Highly automated postings, including automated reconciliation take the boredom out of accounting. Of course, the systems are fully integrated with AFD Postcode Plus and AFD BankFinder solutions – so we all enjoy the benefits."

Told she would never walk, last year Dru appeared on Sky Sports having walked 4.5 miles (longest ever) to raise over £5,000 for corrective surgery to bring greater mobility and independence to another young woman. Recovery for Dru would ideally include an Italian meal and lots of chocolate!

## Contact AFD

AFD Software Ltd Lough House Approach Road  
Ramsey ISLE OF MAN, IM8 1RG  
01624 811711 (Sales)  
01624 811712 (HelpDesk)  
01624 811714 (Accounts)  
0800 083 8424 (FREEPHONE Registration)  
[postcode@afd.co.uk](mailto:postcode@afd.co.uk)

[www.afd.co.uk](http://www.afd.co.uk)



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