



AFD SOFTWARE

Postcode
NEWS

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AUTUMN Q.4/08

Achieve Olympic Quality Data

Whatever your business, AFD is here to help you maximise its productivity, deliver excellent service and cut costs – through achieving superior data quality.

Why do so many organisations stay with AFD for 10 years or more?

Which AFD customer produced 10 Olympians this year?

What makes so many AFD staff stay for 10 years or more?

How is Censation® now the freshest Geodemographic classification system?

Find out now in Postcode News...



©Skandia Team GBR Sailor
Leigh McMillan -
Tornado class

Quality Data. Quality Care.

Independent Living

Careforce help the elderly and those with physical or learning disabilities maintain independence at home as an alternative to residential care. Careforce (part of Mears Group PLC) is a leader in this field and is selected by Local Authorities to provide domiciliary care through a network of over 50 branches nationwide employing over 3,500 staff.

Building Careforce

Many Careforce branches started as independent firms which were acquired by Careforce who are drawing them together to build a consistent national service. Thirteen different software systems were in use. After six months of careful investigation Careforce decided to move to a single software system 'CareManager3' developed by HET Software. This provided an opportunity to deal specifically with the issue of postal address accuracy. Graeme Newby, the system implementer at Careforce responsible for rolling out the software to the 50 branches and John Brett the IT Manager for Mears Group PLC spoke to AFD:

Errors & Inefficiency

Graeme began: "One problem we have is that client address details received from local authorities by post, fax, email or spreadsheet are often incomplete, hard to

interpret, or in a difficult format. We find that clients can (and do!) recall their addresses in a non-standard way. This introduces ambiguity and inaccuracy which lead to errors and inefficiency."

Time Critical Care

John: "Yes, activities such as visits to clients can be time-critical for administration of medication and preparation of food and drinks. It is vital that the client address details given to our care staff are accurate."

Address Accuracy Cuts Costs

Graeme: "Accurate address data also forms the basis for automation of care worker rostering, payroll and invoicing payment systems."

John: "The payroll includes payment of mileage-based expenses and to check these automatically we need accurate address details. We have 3,500 carers who each make 20 or so daily visits covering around 4 miles per day. The average overstatement of mileage claims in the UK is around 20-30% on short journeys – largely through rounding up. Once we've paid mileage expenses we cannot claim them back – it comes straight off our bottom-line."



Graeme: "We wanted to sort out all these issues at the same time as putting in the CareManager3 system."

John: "AFD Postcode Plus and Microsoft MapPoint are utilised in CareManager3 to validate mileage submissions where required. AFD Postcode Plus returns the accurate postcode along with grid easting and grid northing reference. The routing module uses this data to automatically calculate the mileage using Microsoft MapPoint."

This efficiency improvement alone will mean a returned investment within ten months of purchasing AFD."

A Robust System

John continued "The previous system hung our database server when it was used to calculate mileage. This prevented access to our database by branch staff during the standard working week and meant paying overtime for staff to run the process in an evening. As part of the CareManager3 software, AFD Postcode Plus facilitates a big win for Careforce."

Improved Reporting and Analysis

Graeme: "Previously we had very limited reporting options. By selecting Postcode Plus with the new system we have a new wealth of options. The Censation® Geodemographic system helps to identify new areas where our services are likely to be needed or to expand existing branch work. The Unique Delivery Point Reference Number helps us to recognise and avoid duplicate record entry."

Consistent Data

John: "Within our social housing subsidiary, the property

details of flats were especially difficult to get right and get consistent. With Postcode Plus we can standardise the formatting of full property details of flats and record them in a consistent way in our database. All our address data within the group has benefited from AFD Refiner."

John continued: "Our business has grown largely through acquisition and merger. This brings with it big data challenges. Much of the contact data had been entered without any validation. This meant not only significant errors in the address data, but also lack of consistency in the data formatting. Our clients are at the heart of our services and we wanted to make our database professional, accurate and consistent. To achieve this, we selected AFD Refiner."

Graeme: "We are in the process of cleansing all our existing customer and employee address data records with Refiner to deal with poor spelling, missing postcodes and bad formatting. Refiner is enabling us to achieve and maintain address data accuracy. We have internalised this important database maintenance task. It works a treat and I wish we'd known about Refiner before."

Technical

Chief Executive of HET Software, John Mayhew says: "We integrated AFD Postcode Plus using C#.net and the software is written in a way which makes integration easy. The flexible structure of the AFD Application Programmers Interface means we can plug bits in and out and extend and run it easily. Postcode Plus is an integral part of CareManager3."

www.afd.co.uk/pcplus
www.mearsgroup.co.uk



Ten Years+ with AFD

The Royal Yachting Association (RYA) is one of many organisations that have enhanced data quality with AFD Software for more than ten years and now use the complete AFD Software range. The RYA manages data for its clubs, training centres, certificate holders and instructors and 103,000 members. It is the largest marine publisher in the UK despatching around one million mail items per year.

Delivery addresses for orders placed via the website are validated with AFD Postcode Internet.

Member addresses are entered and updated on internal systems with AFD Postcode.

Address data is kept clean through regular batch cleansing with AFD Refiner, and hard to decipher contact details are found with AFD Names & Numbers.

The latest addition from the AFD range is BankFinder which validates member Direct Debit details and helps RYA achieve AUDIS compliance.

Andy Galvin, RYA IT Manager says *“Licensing with AFD is simple, it just happens. Over the years our systems change and are upgraded. With AFD we are able to fix any problems promptly - support is very professional. Over the past ten years the RYA has grown steadily and AFD has grown with us enabling us to keep good order in our databases across multiple channels. This means we maintain a professional service to all our members.”*

Ten Olympic Sailing Medallists

AFD Managing Director David Dorricott AFD commented *“As a keen sailor I am delighted that ten sailors from the British Olympic Team returned with Olympic medals – the best result in 100 years – and the role the Royal Yachting Association has played in facilitating this is excellent.”*

www.afd.co.uk/products

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From left to right: Skandia Team GBR Sailors Bryony Shaw, Women's RS:X class / Iain Percy MBE, Star Class / Saskia Clark & Christina Bassadone, Women's 470 class / Leigh McMillan, Tornado class



80,000 Face to Face Interviews!



All organisations licensing AFD name and address validation solutions have access to Censation®. Censation is now the only Geodemographic Classification system to be updated with UK-wide, fresh, representative, non self-selecting, questionnaire data. Now all AFD customers can gain the freshest new insights into their prospect and customer data.

As part of the D-Mography Syndicate, AFD is able to update Censation with data based on 80,000 face to face interviews per year. The data is gathered as part of an Ipsos MORI Capibus™ survey. This is carried out in line with the Market Research Society code of practice and is the largest international system for conducting face to face surveys in the world.

“At least 1,000 people from each of the 52 Censation categories have been interviewed face-to-face. This means that gender and age data is physically validated. We not only look at people who have moved house, but also at the changes in those who have stayed put – we include information that is broader than the census - including salary.” Neville Hilton – AFD Business Development Director.

The annual Censation update will be released in January 2009 and will include additional tables covering product uptake, purchasing power and satellite usage. Updates to Censation codes will be even more robust.

www.afd.co.uk/censation

Ten Years + Service with AFD

“AFD is a major player in the market place but we have retained a family feel - especially with so many of us working together for so long. This is the longest I’ve stayed with any company” Mike Solomon – Sales Director

“AFD has been part of my life since I was toddler! I grew up with a growing IT business and I enjoy finding solutions to a wide variety of technical challenges.” Stephen Dorricott

“The work is hard and very demanding at times, but co workers are actually friends who genuinely care about the others around them. What a place to work!” John Dolman – Director

“I like it most because we do things OUR way - we're not driven by shareholders or bureaucracy. We can refine everything about what we do and how we do it to be the very best. If we find a better way, we can do it that way tomorrow!” David Dorricott – Managing Director

“We make quality products and we all work well as a team. We have modern, up to date equipment, and don’t skimp on technology.” Graeme Howie - Technical Services Manager

“I think the culture and ethos of AFD is unique – it’s down to earth, action orientated and friendly - with a desire to serve others. In all my years prior to joining AFD I’ve seen nothing like it.”
Neville Hilton – Business Development Director



The latest AFD data release (Q.4/08) sees 135,000 new delivery addresses, over 11,000 new postcodes and 21 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. Q.4/08 BankFinder includes additional validation for several bank branches.

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

Hilary Borthwick

Trainee General Manager

Hilary and dogs go together. "Dogs love you unconditionally, however bad your day is they think you're wonderful - not that I've had any bad days at AFD (yet - Ed)". Hilary could write a book of dog adventures, but for now she is content to read *Hairy Maclary from Donaldson's Dairy* to Harry and Mickey (springer spaniels) and Kaiser (chocolate labrador). The dogs have their own wardrobe. Mickey likes to dress up in his dinner jacket. Kaiser wears his England hoodie to watch the world cup, and this year Harry will don a Santa outfit to visit the Salvation Army on Christmas day. Lets not forget Buffy the Dalmatian from two doors down who sleeps at Hilary's place so she's ready for the early morning walk - in her pink Diva T-Shirt. Oh, and don't forget the cat - Amber - who has a goldfish called Whiskers.

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