



**AFD SOFTWARE**

*Postcode*  
**NEWS**

**54**

WINTER Q.1/09

# Ready for a Stormy 2009?

“Whatever the ‘weather’ AFD Software is ready to support the 7,000 organisations relying on it for name, address and bank data validation. In a volatile and competitive market, we know more than ever that data quality is essential to increased productivity, excellent service and protected reputation. From a position where the AFD Group owns all its assets and has no borrowings we will continue to invest in infrastructure, software development and staff.

As a privately-owned company we don't need to feed the hungry lion of shareholder dividends. Instead, through our monthly payment plan, with no interest and no leasing charges, we even continue to support smaller organisations - so everyone has affordable access to AFD technology. ”

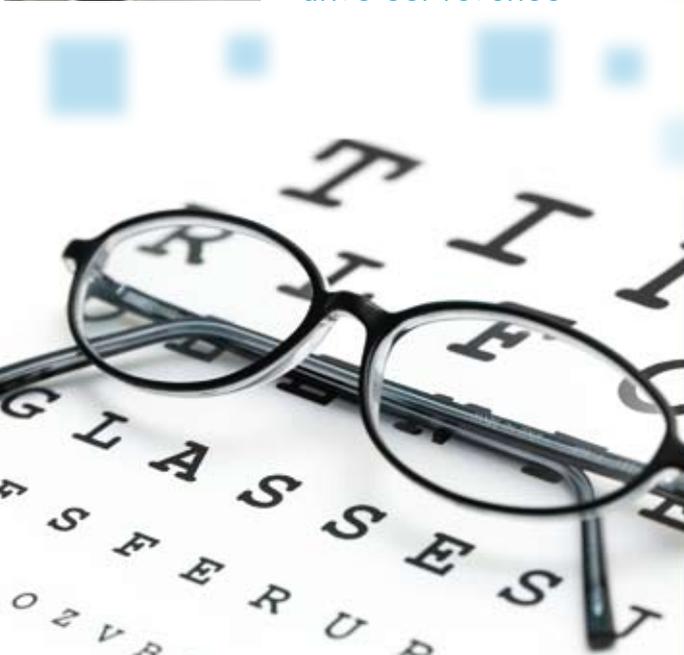
David Dorricott – AFD Group Managing Director



*"AFD Postcode helps give us an edge and protects our hard-won business"*



*"We rely on AFD Postcode not just for the professionalism of accurate address details - but also to drive our revenue"*



# Eye See

One of the enjoyable things about being at AFD is that you get to see all types and sizes of organisations - public sector, private sector and charity. In recent issues of Postcode News we have focused on the way medium and larger firms manage name, address and bank data better with AFD solutions. In this issue we will take a brief look at how two small, independent organisations use AFD Postcode to bring simplicity and clarity to their systems, customers and communications - to compete more effectively.

Jay Taank is the Practice Manager at Eye Design. "Our Opticians is now over 20 years old. A key to building the business is word of mouth recommendation and these recommendations only happen when customers have an experience that is so positive, they want to pass it on."

All the practice staff are customer-facing, both on the telephone and face to face. Jay continued: "We need to administrate the practice effectively and we have a specialist optical administration system called "Focus" from Ocuco to collect all customer details. Efficiency and accuracy are important in any small business. It is important to minimise the time it takes to enter information and to ensure that data is correct. The Focus system has AFD Postcode integrated. This is good for the customer - they don't have to spell out the street name, locality and town - we just look up the postcode. We look more professional and efficient and spend less time on administrative details. The accuracy of address details affects all our communications and we insist on getting it right. AFD Postcode helps give us an edge and protects our hard-won business."

Alex Parker has recently opened Plaza Opticians in a medical centre in Widnes.

Alex began: "We want to make it easy for customers to book appointments. The customer's address is the longest single piece of information we need to record - and we all make mistakes - just simple typing errors and spelling mistakes, things we have misheard. A receptionist can be talking to a customer on the phone and someone walks up to the practice reception desk - this adds to a sense of pressure and can lead to further mistakes. The software that runs our practice is "Acuitas" from Ocuco and when we first opened the software it didn't have rapid addressing. My staff soon let me know that this was a real pain and was affecting our productivity and service! I asked I asked Ocuco to switch on AFD and it simplified the whole process - it even made it easier to help those who are hard of hearing or have unusual accents.

Alex concluded: An important part of our revenue comes from people who return for regular check-ups. We send reminders for these and other marketing literature. We rely on AFD Postcode not just for the professionalism of accurate address details - but also to drive our revenue."

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



## Censation® – Endurance Test

Five years ago, AFD set out to make geodemographics accessible to all. We launched Censation and promised to refresh it every year – and we have. Censation now represents a reliable, fresh and enduring way to classify your data for a clear picture of affluence, life-stage and lifestyle. Censation will help you gain new customer insights, retain relationships and build business – in tough times. Now we are taking things a step further.

If your organisation licenses any AFD UK name or address validation solution -  
**YOU HAVE FREE ACCESS TO CENSATION!**

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

Now we are taking analysis further by offering you access to AFD expertise through 'AFD Analytics'. Please see article opposite. 

## AFD Postcode - The Key Facts

- ✔ Save 80% of keystrokes entering addresses
- ✔ Save hours of wasted time
- ✔ Eliminate spelling mistakes
- ✔ Enter first-rate, reliable addresses
- ✔ Create a professional image on all correspondence
- ✔ AFD's patented Robot eliminates annoying pop-up address entry window

### What is AFD Postcode used for?

AFD Postcode helps thousands of organisations make light work of address data entry. It is used in a wide variety of environments including call centres, telesales, contact management... anywhere that fast, accurate address entry is needed. Robot means that a postcode can be typed into virtually any windows contact manager, word processor, spreadsheet or database..... and an address will automatically appear. There is nothing to click, press or program and no

windows to swap or Hotkeys to press. Postcode can also lookup a list of postcodes from a street and post town or STD Code – but if you need to find postcodes or verify full addresses, choose Postcode Plus or Names & Numbers.

### What programs will it work with?

Postcode installs ready for use with virtually any word processor, spreadsheet, contact manager or database without the need for programming.

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

### Software Developer?

A free SDK with example code generator, documentation can be found here

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

The SDK is easy to use, and we offer free, full technical support if you need it. The same SDK can be used to integrate all other AFD name, address and bank validation solutions - so you can upgrade with no redevelopment.

# AFD ANALYTICS

There is no better time to identify where attention is needed to protect, retain and grow your business. We have launched AFD Analytics, a data analysis service using specialist techniques proven to help answer important questions:

## Who is more likely to buy during a recession?

Thrifty people are those who have resisted getting into debt, they have resisted following fashion and right now, they are the best people to talk to - because they are stable. Many of these thrifty people are still purchasing at pre-recession levels - which is now a higher level than those who are sunk in debt. Of course these thrifty people represent a lower credit risk. Would you like to find them? Ask about AFD Analytics.

## Who is more likely to make a bogus insurance claim?

Some groups of people are more likely to claim fraudulently because they are financially over-extended. It is these claims that need investigating, resisting and challenging. In fact, when they are challenged, they will go away the fastest! Do you want to better identify bogus insurance claims? Ask about AFD Analytics.

## Where should I focus my efforts for maximum profit?

You know who your customers are. You know the marketing activities you are using. You know the channel preferences and costs - mail-order, retail, web, call centre. AFD Analytics will make your knowledge pay by prioritising future activity on those areas likely to bring greatest results at least cost."

## Knee Jerk Reaction or Thinking Response?

Who are the people who react instantly to an external marketing offer or approach? What about those who store information, wait, think and respond more slowly? A stable, more diligent person is more likely to have greater assets – but may well think longer before responding. Traditional response analysis will tend to miss these people as they can often respond after a campaign is “closed”. We can identify who these people are. Over the long term these thinkers are more likely to be stable and tend to provide a higher level of repeat business – a great prospect in a recession.

## AFD Analysing Behaviour

Our approach to analysis is different – we focus on difference, not just similarity. For example, how is the prospect who did respond different from the neighbour who did not respond? This approach is highly predictive of future behaviour in many different situations. We take customer data, our own data sources and use analysis to identify where marketing and operational resources are best placed for results.

If your organisation has at least 10,000 contacts and an annual communications budget or debt portfolio of more than £250,000 we'll identify opportunities for you to save and make more money.

## Next Step

Simply call for an initial consultation with AFD Business Development Director – Neville Hilton  
neville.hilton@afd.co.uk  
Tel. 01624 811711



# Flying into the future!

*AFD Group helps MAF to fly in Kalimantan*

The AFD Group Annual Charity Awards Event in December 2008 was the final celebration of the Group's 25 years in business and saw the Directors announce that they were donating a new plane to MAF to support their work in Kalimantan (the Indonesian part of Borneo)!

MAF flies light aircraft in developing countries bringing help and hope to people in need. It operates over 130 aircraft in nearly 40 countries including Uganda, Tanzania, Bangladesh, Papua New Guinea as well as Kalimantan.

At the Charity Awards event, Ruth Whitaker, CEO of MAF UK, gave a presentation on the organisation's work in providing essential air transport in parts of the world unreachable by any other means: where a flight can literally be a life-and-death matter. She told how this new plane, a Kodiak 100, will help them to support the people of Kalimantan by providing emergency medical evacuations, taking staff to medical clinics and assisting in community development as well as transporting goods, medicines and school supplies.

"We are thrilled to be able to provide this state-of-the-art aircraft to MAF and the people of Kalimantan," said David Dorricott, AFD Group Managing Director. "This aircraft has many exceptional features which will make it much easier to operate in difficult conditions than their aging Cessna fleet. They include using cheaper, more easily available fuel, fewer overhauls and carrying twice the cargo doubling the amount of medical, food or disaster relief delivered in one flight!"

Over 40 charities, all nominated by AFD Group staff, benefitted from this year's event with donations of between £500 and £25,000. The total donated during this 25th Anniversary year was around £1.1 million.

The AFD Group, which includes AFD Software, also holds a significant stake in the French Holiday business of Spring Harvest Holidays and in 2005 acquired the Friends and Heroes TV Animation production business which won an Adam award at the Sabaoth International Festival in Milan this year.



The latest AFD data release (Q.1/09) sees over 147,000 new delivery addresses, over 9,500 new postcodes and 13 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

### Kathleen Cleator

Head of Finance

Kathleen has a full life. When not at AFD she is building a bungalow and working on the family farm. The farm has 50 breeding cows and 3 breeding bulls. The calves are reared to around 8 months and then sold on to other farmers for fattening up. "We grow all our own vegetables – and we eat meat from our own stock"

At AFD Kathleen has developed a broad financial knowledge, leading to her recent promotion to Head of Finance. "It's one of the best jobs I've been in. AFD actually do value their staff and give you the chance to put your family first. I like a challenge, and I'm always learning something new – and the more new stuff you learn the more it helps with jobs you are already doing."

As if building a house, running a farm and working at AFD is not enough, Kathleen is also raising two boys and plays trombone two nights a week in the local band.

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