A Real Education?

Welcome to the Spring edition of Postcode News. In this issue:

- **From Alton to Westminster and Abertawe to Whipps Cross - hundreds of Universities and Colleges across the UK are choosing AFD Software to validate, manage and cleanse student name and address data.**

  Universities and Colleges are also looking to improve service, reduce internal costs, and secure income by improving the quality of student contact data.

  What could your firm learn about this from Westminster Kingsway College?

- **Royal Mail says many small to medium size organisations are missing out on postage discounts of up to 35%.**

  How could a small investment in AFD MailSaver lead to a significant cost saving for your firm?

The Business of Education

How do you quickly ensure that student application forms contain correct addresses? And how easy is it to decipher a full address from incomplete information or illegible handwriting? Prior to having address validation software, such issues were a constant challenge for the hard-pressed admissions staff at Westminster Kingsway College. Having recently switched to AFD Postcode Plus and Refiner products, the college now enjoys rapid, accurate address entry and important additional benefits – while saving money.

Westminster Kingsway College has over 17,000 students in central London, based at six locations across Camden and Westminster. It offers an extensive range of further, adult and higher education courses.

Pivotal to Business

As many as five addresses are recorded on student admission including a term-time address, parents'/guardians' address as well as any previous educational establishments, employers and those of referees.

Yvonne Hayward, Head of Advice & Admissions, passionately believes that data accuracy is pivotal in the business of education. "Nurturing initial interest, processing admissions, taking up references, tracking history and conducting marketing analysis – all rely on accurate postal address data," says Yvonne.

> "Wrong address data can lead to serious consequences. Students may not show for interviews, exam certificates can go astray and duplicate records may cause confusion in communications"

Serious Consequences

Yvonne sees Postcode Plus as a key way to prevent significant human and financial costs. "Wrong address data can lead to serious consequences. Students may not show for interviews, exam certificates can go astray and duplicate records may cause confusion in communications," says Yvonne.

The student population is highly mobile – many with English as a second language. Students do not always accurately or completely recall their own address.

Yvonne continues, "With Postcode Plus, by finding full, correct addresses from any address fragment we prevent problems arising and are able to deliver a highly professional service - quickly, efficiently and affordably."

www.afd.co.uk/pcplus

Handwritten annotations:

17,000 × 5 = 85,000 ! addresses.

How?

Key Message!

Postcode Plus Prevents Significant human & Financial costs

visit this → www.afd.co.uk/pcplus

(costly)

rule of three!

Accuracy and Funding

AFD's knowledge of the education sector led to solving an important problem for Westminster Kingsway College through the purchase of AFD Software's Refiner. Antoni Zdziarski, Head of Management Information Systems (MIS) was delighted to work with people who really understood the issues.

worth calling AFD?
01624 811 711

"The Refiner address-cleansing solution has enabled us to reliably append local authority name data to student addresses. This data is essential to producing accurate reports which form the basis for funding from the Learning Skills Council. Refiner is brilliantly fast even on large numbers of records," says Antoni.

www.afd.co.uk/refiner

Year Round

While the AFD products are vital during the college's busy admissions periods of September and December, they are also used year-round for records maintenance. Accurate, consistent, and reliable address data helps support everything from day-to-day communications to annual statistical analysis.

Patient and Professional

The highly-successful implementation at Westminster Kingsway College has given Antoni great confidence in AFD Software's innovative technology and professional approach. Forty administrative staff were switched over to AFD – without any disruption. Zdziarski concludes "The technical implementation proved smooth and seamless. Whenever I've needed them to help, AFD's support team have been excellent! They're fast, knowledgeable, and patient in equal measure."

sounds like hype – try it?

Antoni says

" The Refiner Address cleansing solution... is brilliantly fast even on large numbers of records. "

www.westking.ac.uk

Improve Data Reduce Cost

One way to reduce waste and postage costs is to ensure that poor quality address data is improved or removed prior to mailing. Another key is to identify and remove duplicate records which not only waste resources but annoy recipients. This problem is real - it's happening with commercial and charity mailings – and it's what arrives through my letterbox most days.

Who wants to waste money?

At home today, I received three envelopes from charities. The first was a duplicate, the second had the wrong postcode and contained bits of another address, and the third had no post town. At least they arrived, but who really wants to waste money and tarnish their reputation when these problems are affordably and easily solved for as little as £99 inc VAT per month?

Better targeted mailing

AFD Refiner is already used by hundreds of organisations to automatically or interactively cleanse address data and identify duplicates. Refiner will also append data to address records which can help to better target mailings and save money. For example appending the Delivery Point Suffix (a special two character code) enables the Royal Mail barcode to be printed – bringing extra postage discount.

More responsive

Appending the Censation geodemographic codes can help to identify which prospects have most in common with existing successful or loyal customers – so customers less likely to respond need not be mailed.

We've designed Refiner to be easly accessible to the 'ordinary' user while having advanced options for more experienced users.

Full support by phone and email is included for this and all AFD products. Refiner will improve your data so now you can save.

Neville Hilton,
AFD Business Development Director

www.afd.co.uk/refiner
www.afd.co.uk/censation

Saving all you can?

Having improved address data quality and removed duplicates you are well on the way to saving postage costs. But many organisations – especially small to medium ones - stop here - either unaware of the significant discounts offered by Royal Mail or thinking it is too difficult to get them. The typical savings are between 10% and 35%.

The first thing to know is that Royal Mail provide free advice on CleanMail® or Mailsort options (call 08457 950950).

The second thing to know is that AFD MailSaver will take you through five simple steps to prepare your mailing data, select appropriate options, print labels and produce Royal Mail reports.

The Royal Mail rules for discount can seem daunting, so we have built them into AFD MailSaver and with five easy steps MailSaver will keep you on-track:

1. **Open your Database**
2. **Attach it to MailSaver**
3. **Select your Mailing Options**
4. **Run the Mailsort and View your Savings**
5. **Print your Labels and Reports or Export your Data ready for use**

What is Mailsort?

The Mailsort code is a five-digit code used by Royal Mail to automate mail distribution. By using it to present mail sorted in Mailsort code order, customers receive a discounted postal rate. The minimum entry point is as few as 1,000 large letters or packets (or 4,000 letters), so most bulk mailings can earn discounts. MailSaver makes using Mailsort easy.

Clear, Complete, Affordable

MailSaver takes care of sorting data, selecting Mailsort options, printing labels and reporting for just £35 inc VAT per month – and it can save you £ thousands!

Another Perfect Delivery

MailSaver is available directly to end users as well as to trade mailing houses like Another Perfect Delivery Ltd. Based in Swindon, APD use AFD MailSaver to obtain Mailsort discount on daily mailings that range from 1,000 to 50,000 items. David Salisbury is Managing Director at APD:

"Royal Mail tariffs, Mailsort rules and options are constantly changing. But regular MailSaver updates keep us ahead of the game. The software runs like clockwork and every mailing goes at the lowest cost".

"Many small to medium businesses are unaware of the large postal discounts available to them. MailSort savings often cover the fulfilment charges – so running MailSaver is a no-brainer".

Who uses AFD MailSaver?

Organisations using MailSaver to cut mailing costs include charities, publishers, insurance firms, mail-order companies, holiday and travel firms and educational institutions. If you send more than 1,000 items at any one time, there is almost certainly a Mailsort or CleanMail Discount option for you.

Find out more or try it out for free at
www.afd.co.uk/mailsaver

1. Install and try out the software.
2. Questions? Ask **Helen Torr** by email to **helen.torr@afd.co.uk** or call Helen on **01624 811711**. She'll be delighted to hear from you.

A New Mailing Data Quality Standard

Royal Mail is gradually increasing the threshold of address data quality required for mailings to qualify for discount. By automatically cleaning address data, AFD Refiner will help you meet and go on meeting these requirements. Depending on the discount option you choose, 90% - 95% address accuracy is required.

Making Quality Affordable

There is a clear link between quality address data, quality service and customer retention. This is as true for smaller organisations as it is for larger ones. Our aim is to make quality software affordable.

All AFD Software is available through the AFD Postcode Ownership Plan (POP) and hundreds of small / medium-sized businesses choose POP to help them budget. Access to all AFD Software solutions is available for a small inclusive montly amount starting at just £15. For full details please visit:

**www.afd.co.uk/popjoin.asp
or call 01624 811711**

The latest AFD data release (Q.2/09) sees over 153,000 new delivery addresses, nearly 10,000 new postcodes and 19 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

Peter Denton - Research & Development Manager

10th Anniversary at AFD Software

Peter celebrates 10 years with AFD in June and enjoys looking after the development of first class address management software. He wrote his first computer program on a ZX Spectrum when he was 4 years old and has been writing code ever since. This includes producing a computer management and security system for his school when he was just 16.

When he's not got his head buried in lines of code, he is a family man with four children, who are all under five, and helps run the crèche at church. Several of Peter and Anna's children were born prematurely (only one of the four made it past full term and the first was born 3 months early!), but all are doing really well. With his wife being from the USA he enjoys family vacations in the USA and says he is fluent in several foreign languages including C, C++, VB, Pascal, Java and American!

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