



**AFD SOFTWARE**

*Postcode*  
**NEWS**

**58**

WINTER Q.1/10



## ***Knock! Knock!***

### **Is contact data at the heart of your organisation?**

At AFD we are passionate about offering a range of solutions to help enter contact details quickly, accurately and affordably - on the desktop, web or on the move.

### **Who lives behind the door?**

With AFD Names & Numbers and TraceMaster, thousands of users know who lives behind the door.

**NEW!** Dates of birth. How can they help you?

### **Want to keep customers happy?**

British Museum handles 6,000,000 visitors each year. How do they minimise queues and administration costs?

### **Post, Email, Telephone...?**

Could you cut costs by switching to email without reducing response or alienating customers? 'Channel Spectrum' has answers.

# Which Channel?

## Email, Direct Mail, Telephone...?



There are 13 different ways of communicating with prospects and customers.

How will you decide which are the best ways to communicate?

Which customers are likely to resist or accept a move to electronic communication?

Which prospects are more likely to respond to direct mail rather than email?

### Channel Spectrum Has Answers

Channel Spectrum is a Channel Preference Scoring System which means you can confidently decide which communication channel to use when communicating with customers and prospects. Where lower cost methods are appropriate you can use them.

With Channel Spectrum, your communication resources are better allocated and response rates can be improved across every communication channel.

### How is Channel Spectrum Unique?

Channel Spectrum combines channel preference data gathered from face to face interviews with data gathered via particular channels such as web response, telephone or lifestyle surveys. The result is a robust score which provides unique behavioural insights.

Data gathered via particular channels automatically introduces a bias – on its own it is unreliable. By including home based surveys which represent the whole UK population this bias is eliminated.

### Is Channel Spectrum for You?

Any organisation with more than one million active prospect or customer records can benefit from Channel Spectrum. For a free expert consultation and more detailed product information please contact [sam.drye@afd.co.uk](mailto:sam.drye@afd.co.uk)

Updated monthly, there is no other channel preference system like it.

Channel Spectrum is a joint venture of AFD Software Ltd and DataTalk Ltd and complies with DMA and Market Research Society guidelines.

### What Can You Do With Channel Spectrum?

1. **Better response rates.** Communicate directly with individuals who are minded to act.
2. **Eliminate waste** by not communicating with individuals unlikely to act.
3. **Build warmer relationships** by using instinctively preferred channels of communication.
4. **Maximise stand-out** by relating to individuals who receive less communication.
5. **Cut customer churn** by protecting individuals from channels they are losing confidence in.
6. **Minimise the risk of brand damage.** Use appropriate channels and avoid turn-off channels.



# Just the Postcode. Just the Ticket.

How do you handle bookings for a large venue with a wide range of simultaneously available options and events?

The British Museum knows how! Open to the public for 250 years, over 280 million people have passed through its doors. It is the most popular visitor attraction in the UK and home to collections of more than seven million objects which are amongst the largest and most comprehensive in the world.

## Advanced Bookings

The Museum receives over 6,000,000 visitors a year and entry is free. Special events, school trips and group bookings need to be booked in advance. To avoid queues and disappointment advance bookings are also encouraged for special events such as The First Emperor: China's Terracotta Army; Moctezuma: Aztec Ruler and Kingdom of Ife: sculptures from West Africa.

The ticketing and information team handle front of house and back office ticket sales. Paul Roberts, Ticketing and Information Supervisor: "Depending on the event, 30-70% of bookings are now made in advance – mostly by telephone. We also encourage corporate and individual involvement through membership of British Museum Friends which has over 20,000 members."

## Reducing Pressure

The principal aim of the team is to make it easy for the public to book tickets for British Museum attractions. A specialist software system called 'Maxim' from TOR Systems is at the core of the administration. It is here that staff type customer contact details taking up to 1,000 calls per day and issuing as many as 4,000 tickets.

Paul continues: "Especially during peak periods our team is under enormous pressure and it is essential that we enter customer addresses quickly, without compromising on accuracy. We have incorporated AFD Postcode as an integral part of the Maxim system. Using Postcode means that customers don't have to spell out their street name, locality or town. All of this information is gathered in a few seconds from just the postcode."

## The Benefits Explained

Paul describes the benefits to the museum and its customers in more detail: "AFD Postcode prevents spelling mistakes and cuts queues by saving time – and we get things right first time which is efficient and professional. This protects and enhances our reputation and enables us to deliver tickets for tour groups, school groups, conferences and special events to the right place. With AFD Postcode, we don't accrue the service costs and reputation damage that can occur from getting it wrong – and visitors receive a simple, effective service."

The British Museum is a longstanding user of AFD Software and first integrated AFD Postcode into its ticketing and reservation system nearly 10 years ago.

As a market leader in address management software, AFD work closely with all types of organisations, from a global attraction like The British Museum right through to small and medium sized businesses.

How can we help you get it right first time? For expert advice please call 01624 811711

For information about British Museum exhibitions and events visit [www.britishmuseum.org](http://www.britishmuseum.org)

For full details of AFD Postcode please see [www.afd.co.uk/postcode](http://www.afd.co.uk/postcode)







## *Self Registering Software*

Following a successful pilot, AFD Postcode and BankFinder software will register itself. Thousands of AFD Postcode and BankFinder customers will no longer have to do anything to register the software.

Where the latest software update is installed and a license token is available from the AFD server the user will be prompted to accept the license terms – having done this the software will register itself.

The new self registration requires Internet access from the machine being registered. Where this is not possible, free-phone telephone and manual Internet registration are still available. Special license options are available for large users.

During 2010 self registration will become available for all other AFD software products - including server-based solutions. We anticipate 70% of customers will enjoy 'no-hands' self registration by the end of the year.

### *Move to self registration NOW – it's FREE*

Simply install the latest update CD or download for AFD Postcode or BankFinder. If the user is Internet connected – self registration will just work as soon as your software needs to be registered and a token is available!

If you have any question regarding deployment, installation or registration of any AFD product please contact [support@afd.co.uk](mailto:support@afd.co.uk)

We are committed to making your life easier.



## *Royal Mail Data License*

AFD received the final Royal Mail Solution Providers' license in November last year and met with Royal Mail in December. The license will begin to take effect from 1st April this year. The majority of AFD customers will not be affected by the changes and we will be contacting organisations where changes are required at least three months before any license renewal.

**NEW**

## *BankFinder*

### *Weekly Auto Data Update*

AFD BankFinder validates bank, account and card details. This helps to ensure accuracy of data at the point of entry - on the desktop, internet and mobile device.

Internet banking, Faster Payments Service and consolidation within the banking sector has increased the pace of changes to bank data. This in turn increases the risk of using wrong data which can delay or misdirect payments. This can be costly or even impossible to rectify.

To solve this problem, AFD has introduced a fully automated monthly and weekly update option for BankFinder customers. This option is available for just £240 per annum. Updates can be applied to all users on a single system at no extra cost.

Full automation means that BankFinder will look for updates on the AFD server and as soon as these are available will initiate download and installation. For weekly updates this will save 52 manual update interventions and ensure that outdated or missing data does not lead to rejection of Direct Debit or Standing Order payments destined for your bank account!

Weekly updates are already included for BankFinder licensed on the monthly AFD POP scheme. To switch to the POP scheme please email [postcode@afd.co.uk](mailto:postcode@afd.co.uk) or call 01624 811711.

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

# Who's There?

**Already the most comprehensive reference to people, organisations and phone numbers - we're adding even more to TraceMaster and AFD Names & Numbers!**

**40 million names; 18 million with month and year of birth are included with the Q.1/10 Names and Numbers release.**

We're also including Mailing Preference Service, Telephone Preference Service (TPS) and Corporate TPS flags along with 8 million residential telephone numbers.

The data in Names & Numbers is uniquely comprehensive. It includes the Censation geodemographic classification system, length of residency and grid references. For business use, Names & Numbers also contains around 2 million organisation names of which 1.4 million have business description, phone number and employee numbers (in bands). Of course Names & Numbers also includes the Royal Mail PAF® file of UK's 28.3 million addresses.

## **What could you do with Names & Numbers?**

Almost every organisation needs to enter, manage and maintain names and addresses; quickly find people, places and organisations, or validate residency. Names & Numbers can be used immediately for rapid validation and entry of data to any Windows application and has a tool kit for easy integration. With a single user license starting at just £99 inc. VAT per month why not speak to or meet with an AFD Software contact data management expert.

Organisations using Names & Numbers and TraceMaster are from a wide variety of sectors. These include Charity, Distribution, Education, Fast Food, Finance & Insurance, Investigation, Legal and Fraud Prevention, Medical, Public Sector, Revenue Protection, Retail, Tracing and Utility.

AFD continue to obtain data from a variety of reliable sources and cross validate to ensure maximum levels of accuracy. Additional data will appear in Q.1/10 which is due for release in February 2010.

**For full product details please visit [www.afd.co.uk/names](http://www.afd.co.uk/names)**



The latest AFD data release (Q.1/10) sees over 120,000 new delivery addresses, over 8,000 new postcodes and at least 4 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 £240 +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)



Dru Hamm

## Christian, Finance Manager, Youth Worker, Friend

We regret to announce that Dru Hamm, AFD's Finance Manager until January 2009 was sadly killed in a road accident near her home on the Isle of Man last November.

Born with Cerebral Palsy, Dru's parents were told that she would not survive. She did, and lived life to the full, attending university and gaining her professional accountancy qualifications. Dru's vibrant Christian faith went with her. For 10 years as a Youth Leader in Girls Brigade she was always in the thick of activities and adventures – a party animal and up for fun.

With a passion for the poor, Dru pushed through personal physical barriers to raise money through the gruelling Isle of Man Parish Walk. Last year Dru walked 11.5 miles to raise funds for Hands of Hope's work in Romania and was an inspiration when she visited disabled children in Romania. Whilst with the AFD Group, Dru fulfilled her ambition to become a film Production Accountant and was able to use her professional accountancy skills and experience to the full as the Friends and Heroes TV Series project became part of the AFD Group.

Dru passionately shared her faith in and love for Jesus Christ with friends, family and colleagues. We are grateful for Dru's friendship and enormous contribution to AFD and thankful that her eternal wellbeing is sure.

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