Ensuring a Smooth Customer Journey

Ensuring that your customer has a pleasant, trouble-free experience should be a key objective for any customer-focussed organisation: but there is a lot that can go wrong! AFD Software specialises in providing rapid, accurate addresses so that your organisation gets your customers' contact details right – first time, every time.

In the autumn edition of Postcode News we discover how MTA Solicitors are staying ahead of their competition by ensuring their customer journey is excellent at every step.

We also identify how the use of AFD technology in a restaurant could have increased customer feedback, improved customer service, and accelerated growth.

How could you improve your customer's journey?

Discover more inside.

MTA Solicitors

Established in 2001, MTA Solicitors LLP is a nationwide law practice with solicitors in London, Bromley, Manchester and Cambridge and the ability to represent commercial and private clients from anywhere in England and Wales.

Multi-skilled and technologically advanced, MTA helps thousands of clients a year make successful personal injury compensation claims, win employment tribunals, settle commercial and private debt disputes, create long-standing wills and trusts, and successfully litigate across a wide spectrum of the law.

David Reeves has been at the organisation for the last thirteen years. David started as a Personal Injury Team Manager before taking on the role of Head of Systems Development - a role he has been in for the past 12 years.

Power of Hindsight

MTA are always looking to stay ahead of their competition when it comes to technology: constantly seeking ways to utilise innovative solutions and therefore guaranteeing the customer's journey is always improving.

All IT systems are controlled in-house which gives MTA complete control and allows a tailored experience to the benefit of both customers and staff.

In discussing technology at MTA David says "We wanted to implement a new Case Management System - and having address validation integrated into it was in the top 3 requests from management.

We took the opportunity to have the quality of our address data analysed using AFD Software's Address Healthcheck Service. We were disappointed at the poor state of our address book and the results highlighted the need to put into place a method of validating addresses.

If we could go back and implement tighter controls at initial data entry we would have done – hindsight is a wonderful thing! Nevertheless, the results from the Address Healthcheck allowed us to correct a lot of the erroneous data that we had in the database - though this was much harder work than it would have been getting it right from the start."

Having remedied the past, David and his team turned their attention to how they could eliminate the entry of incorrect address data going forward. Having been introduced to AFD Software through their partner Lexis Nexis, Postcode Plus was selected as the solution that could deliver the high-quality address data that they needed. Integration of Postcode Plus was seamless, saving both development time and integration cost.

The Customer Journey

Call centres are renowned for being a fast turnover environment. Speed, accuracy, customer satisfaction are all challenges – how does MTA ensure success?

Andrew Gray, MTA's Call Centre Team Manager, highlights the benefits that AFD Postcode Plus introduces into their Call Centre. "We need to guarantee the customer's journey is as smooth as possible. Often customers have already spoken to their motor insurers, garages, etc., repeating information each time.

Spelling errors and address formatting errors are taken out of the equation. Call Centre staff are able to build better rapport with clients and get straight towards a solution. It is very difficult having a customer spell 'L-l-a-n-f-a-i-r-f-e-c-h-a-n' or constantly being asked to repeat a line of their address. Our team enters the postcode and then immediately begins helping the client."

Tangible Benefits

Whilst all these benefits are essential, we asked David what is the biggest tangible benefit to MTA Solicitors?

"For us, the biggest driver was the time saved by not having to key in data manually. On average we would make between 4 and 7 address checks on any new case, taking between 2 and 3 minutes to enter all the address data per case. On average we receive 2000 cases per month. That translates to a saving of between 4,000 and 6,000 minutes, 66 and 100 hours each month!"

Postcode Plus is deployed using AFD's "Installed Evolution Service" giving the resilience of an installed solution with virtually zero maintenance and automatic data updates. David says "Having up-to-date address data is essential as we rely on it for service documents. In this sector, we simply cannot get addresses wrong."

MTA Solicitors are investing in their IT systems to stay ahead of the competition and ensure their customer interaction is as efficient as possible. They have managed to accomplish this whilst saving valuable staff time and ensuring contact data in their database is accurate.

AFD Software has over 30 years of experience in providing Name, Address and Bank validation software – currently helping over 7,000 organisations regain control of their data.

If you know or suspect that your address data could be much better – or if your customer's journey isn't what it should be – why not try AFD's free Address Data Healthcheck – or have a chat with Helen Torr, one of our Data Quality Consultants on **01624 811711** or email **postcode@afd.co.uk**

MTA Solicitors' journey to data excellence began with a FREE Address Healthcheck. See below and discover the current quality of your address data:

1. Register and Upload a CSV file to our secure site **www.afd.co.uk/healthcheck**
2. Allow upto 3 working days whilst the data is analysed
3. Receive a report detailing the accuracy of your data and understand how AFD can help

Is Poor Process Preventing Perfect Performance?

Joel Miller, Sales and Marketing Officer at AFD writes:

When you look on an issue from the outside the new perspective can make issues and their possible solutions clearer. While at University I worked as a retail sector shift-manager for a busy multinational restaurant chain.

To measure satisfaction, all customers were asked to complete an online survey in the restaurant prior to leaving. Many would abandon the task – saying it took too long. During a week the restaurant would serve around 900 customers. About 30 surveys would be completed each week, detailing what was good and bad about the customer's experience – just 3%. If the completion rate could have been raised even to 10% that would have been 90 customers with feedback that could have better shaped the organisation.

Having made the switch from working in retail to computer software, I have gained a real understanding of how process can be key to successfully achieving objectives and desirable outcomes. Customers complained that the survey was time-consuming, especially from a smart phone. The most time-consuming part of the process was entering the address – yet that was essential for analysis of drive-time and demographic profiling. I can now see that there were just three necessary steps:

Having a survey system in place that was intuitive, fast, and accurate would have led to a higher percentage of completed surveys. Each one would bring more insight into how the business could improve, provide customers with specific offers and redeemable vouchers, and fill the restaurant during quiet times.

Accurate contact data powered by AFD Software would have ensured the customer would have received their rewards, and would have increased levels of customer satisfaction and growth for the restaurant.

This "ideal world" scenario is achievable now

AFD Software has been helping organisations in the retail sector streamline their address capture processes for the last 30 years. Over 7,000 organisations directly benefit from AFD Software's address management solutions in a variety of environments. How could your organisation benefit?

One of our Data Quality Consultants can help you identify how today! Call Joel Miller on 01624 811711 or Email joel.miller@afd.co.uk

Our New Home!

AFD Software is delighted to announce its relocation to the Mountain View Innovation Centre (MVIC). The £3 million investment delivers spacious office accommodation, recreational and social facilities.

MVIC provides unparalleled levels of internet connectivity and redundancy, ensuring we are always able to serve our customers with innovative products and excellent technical support.

Our new address:

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Casey Bolton
Trainee Software Tester

Casey started training to test software at AFD in early July 2015. As the newest recruit to our permanent technical team, so far she has really enjoyed helping to ensure customers receive well-tested and correctly functioning software - and it keeps her busy which she is very happy about.

What does a software tester do outside of work? Crown green bowling is Casey's real passion and she is already highly decorated in the sport. On the Isle of Man, Casey has been Junior Island Girls Champion and also Mixed Junior Island Champion & Runner up. These accolades led to Casey representing the Isle of Man in the British crown green bowling associations mixed juniors and junior ladies championships. Casey was the first girl to ever qualify for the mixed juniors in the UK!

Although born on the Isle of Man, Casey is half "Brummie" and supports Aston Villa FC; Gabriel Agbonlahor is her favourite player. Having played football throughout school as goalkeeper and team captain, Casey also played Netball, Basketball, and Hockey.

On a recent trip to Portugal, Casey was dubbed the off-road queen of Albufeira, she raced around an active volcano in an off-road buggy at speeds in excess of 50Mph. Hot stuff!

AFD Data News   Q.4/15

Last quarter there were significant updates to data on the Royal Mail Postcode Address File (PAF). These included 38 new localities; 6,906 new postcodes; 120,097 new delivery points and 42,479 delivery point changes.

The most up to date data is available now in our latest Q.4/15 update. The Q.4/15 Names & Numbers is due for release in August. You can order updates for any AFD solution by calling **01624 811711** or email **postcode@afd.co.uk**

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