Passion, Energy and Customer Loyalty

We love helping thousands of organisations get contact name, address and bank data right – the first time.

We find that passion energises, and this leads to loyalty. You can read how Safestore upgraded their AFD Address Management solutions - saving time and money in the process.

Over 50 charities will begin this year by spending a total of over £750,000 donated by AFD Software. Find out more inside.

Safestore

We Don't Store Dogs!

With nearly 50,000 customers across 107 branches, Safestore is the largest UK self-storage group.

"Some people ask if we can store their pets. Of course we can't for lots of obvious reasons – but we do store teddies, drones and mannequins!" explained Tiffiny Franklin, Digital Outreach Executive at Safestore. Tiffiny continued "We do get interesting customers. Some move house and plan to store furniture with us 'temporarily'. Then ten years later it's still here. We don't know people's exact reasons for storing over long periods of time; maybe it's because they feel guilty about getting rid of inherited or large items, or they hold onto things in the hope that the value may increase".

Safety in Abundance

A key customer concern when choosing a store for things they value is security. The Safestore buildings have CCTV in every corridor and intrusion and sensor alarms that automatically despatch security vehicles. "Each customer has their own padlock to which only they have the key and padlocks are never re-used" added Tiffiny.

For security, legal and financial reasons Safestore requires customers to provide a full, accurate postal address. This is not as easy as it seems. Head of IT, Phil Fryer explained: "Domestic customers are often in transition when they arrive at a Safestore. Those about to move into a new home or rented accommodation don't necessarily know their new postcode. We need to quickly search and find the precise address out of the 30 million addresses in the UK."

Always Improving

Safestore has a bespoke system designed around its specific needs and processes. This is installed on 200 computers across the UK. Until recently a locally installed version of AFD Postcode Plus was distributed and updated with software upgrades, using drive imaging and group policy updates.

Safestore is always looking to make things more efficient and wanted to move as much of the client software system as possible away from mass electronic distribution. The biggest files were the monthly address data update files. Phil started to investigate a better, more efficient solution and realised that AFD Software offered multiple platform and deployment options: "We decided to have each desktop computer carry out postcode lookups and address searches by calling the AFD Postcode Plus Evolution hosted service. By using the AFD Software hosted services we have cut internal IT costs.

We didn't even need an integration as we used the AFD Robot which automatically detects a Postcode entered onto our system and returns the exact address or a pick list of options. We no longer need to distribute or update or manage address validation services as AFD do it for us so reliably."

Saving Time and Money.
Improving Cash Flow and Compliance

Invoices, statements and changes to terms and conditions for all 107 Safestore branches are consolidated, printed and mailed by an outsourced fulfilment company. Phil continued: "We need to minimise the possibility of returned invoices. Each one returned carries an increased risk of non-payment and can result in significant internal costs to research and correct an address. We also face financial penalties on data inaccuracy from our mailing house. AFD Postcode Plus is saving us time and money and improving cash flow and compliance – through excellence in address capture."

Passion, Energy, Loyalty

When we talk to Safestore we can feel the energy that comes from being passionate about what you do. Passion breeds new customers and keeps them. Did you know that 75 percent of AFD customers have been with AFD Software for over 5 years? Safestore is one of them.

Did you know?

Each Safestore branch supports a charity by offering a free storage unit. This equates to hundreds of thousands of pounds in value for over 100 deserving charities around the UK. One of these is the Twins and Multiple Births Association (Tamba) who store special support packs for new parents who have had twins, triplets or more!

Are You an Existing AFD Customer? Want to Upgrade?

If, like Safestore, you are updating your internal systems or applications, now may be a good time to upgrade and enjoy the benefits of the latest version of your AFD Solution. Our experts can advise and guide you.

Call **Joel Miller** today on **01624 811709** or email **joel.miller@afd.co.uk**

Not yet an AFD Customer?

Join hundreds of customers who switch to AFD Software to enjoy automated data updates, multiplatform support and a wide choice of installed and hosted address validation options from the exclusive distributor of the source PAF® data from Royal Mail's mainframe systems.

www.afd.co.uk/postcodeplus
www.safestore.co.uk

The highlight of our year – AFD Charity Event 2016

Imagine being able to choose a charity and have a donation made on your behalf by the company you work for. That is what happens each year at AFD Software and our colleagues love it:

Lisa (Admin Team): I like to choose a different charity each year. It's usually something important to me at that particular time in my world.

Julia (Accounts Team): I think it's wonderful. Children are dear to my heart and the world is in a pitiful state. Children are the future and we need to invest in them.
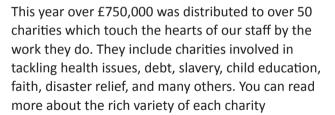
Olegs: (Sales Team) Gives me a chance to express myself and my interests and make a difference and contribute in a way that I choose.

Colin (R&D Team): Having seen my father battle dementia for the past few years I wanted to give to a charity pushing hard for a cure. Jackie Stuart's wife has dementia and he has a charity called 'Race Against Dementia' pushing hard for a cure.

Neville (Sales Team): This opportunity is such a privilege. Our business has a strong sense of social awareness and responsibility – and empowers its staff to do something about it with the profits we all create.

This year over £750,000 was distributed to over 50 charities which touch the hearts of our staff by the work they do. They include charities involved in tackling health issues, debt, slavery, child education, faith, disaster relief, and many others. You can read more about the rich variety of each charity nominated by staff at **www.afd.co.uk/charity**

Between October and December 2016 there were significant updates to data on the Royal Mail Postcode Address File (PAF).

These included 19 new localities; 7,885 new postcodes; 113,025 new delivery points and 33,232 delivery point changes.

New Localities

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BA9 0			WINCANTON
CB24 1		NORTHSTOWE	CAMBRIDGE
DD10 0		ECCLESGREIG	MONTROSE
EX5 2		BLACKHORSE	EXETER
IV2 8		TORNAGRAIN	INVERNESS
KA11 5		I3 IRVINE INNOVATION & INDUSTRY	IRVINE
KA19 9			MAYBOLE
KY8 9			LEVEN
LA12 7		MANSRIGGS	ULVERSTON
LE19 4		LUBBESTHORPE	LEICESTER
M90 5		AIRPORT CITY	MANCHESTER
MK43 8	WEST END	STAGSDEN	BEDFORD
NE22 6		BROADOAKS	BEDLINGTON
NE42 5		COTTIER GRANGE	PRUDHOE
PL9 8		SHERFORD	PLYMOUTH
SR8 3	GRANTS HOUSES	HORDEN	PETERLEE
ST16 1		REDHILL BUSINESS PARK	STAFFORD
TF4 3		LIGHTMOOR VILLAGE	TELFORD
YO42 1	YAPHAM MILL	POCKLINGTON	YORK

The most up to date data is available now in our latest Q.1/17 update. The Q.1/17 Names & Numbers update is due for release in February. You can order updates for any AFD Software solution by calling **01624 811711** or email **postcode@afd.co.uk**

Lee Langridge
IT Support Trainee Technician

"Football" has to be the first word in any bio of Lee. His father holds many records including top goal scorer for the Isle of Man national team. Lee traces his family back to Northern Ireland and the Republic of Ireland - his great uncle played in a European cup match for the Northern Ireland national team.

Lee started at AFD just over a year ago. His main role is to assist the externally-facing technical support team. He takes incoming customer calls and deals with customer support emails and is involved in the distribution of updates to those customers who choose to receive them by CD.

He enjoys the team environment where is he constantly being stretched and learning new things. This makes each day different, interesting, enjoyable and fresh.

You may have guessed by now that football is Lee's main hobby! He is a key figure in his local club Braddan AFC. Their team won the title last season and has an unbeaten run since October 2015. The same cannot be said for Chelsea – the team Lee supports in the Premier League.

Football was the theme of a holiday to Barcelona, where Lee was struck by the sheer scale of FC Barcelona's stadium the Camp Nou. It's not all about football though: Lee is also a big fan of music festivals and events, and takes regular trips to the UK for gigs including five visits to T in the Park.

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