



Postcode News 88

Summer Q.3/17



Did the ball cross the line?

Was a goal scored? The subject of arguments, abuse and even financial losses for football clubs. The answer can rest on a referee's judgement of just one millimetre – an impossible call.

Now goal-line technology introduces certainty and protects against controversy and complaints. Sir Geoff Hurst wishes it had been introduced 50 years ago to stop Germans complaining about his controversial World Cup final goal (pictured) in 1966!

Inside Postcode News we look at how The Professional Footballers' Association is using the address data management equivalent of goal-line technology to achieve consistent, reliable, accurate address data to raise their game.

Also, are you an AFD customer? Are you looking to switch to AFD? We look at a great way of adding £4,000 worth of value to your organisation every year – at no cost to you. Find out how, inside.

Protect and Thrive

The Professional Footballers' Association (PFA) has an important role in English football. It protects, improves and negotiates the conditions, rights and status of thousands of professional players – and has done so for over a century. Today, it is the longest-established professional sports union in the world, enabling its members to thrive.

The PFA is committed to providing excellent service to its members and has a comprehensive database which drives member communication, which includes regular mailings. It had used a non-AFD rapid address entry system for around 10 years, but the PFA recognised there were issues with the process and decided to work with AFD Software to put that right. PFA IT Director Jon Kilburn explained the background:

Problem Solved?

"We'd receive a call from a professional player wanting to join the PFA, and originally their details would be noted on a paper notepad and then typed into the database. Some member details were pretty scant, perhaps just a name and telephone number with no address. Then we started using address validation software and thought it would solve all our problems, but it didn't. This was because not all our staff were able to access the address management tools."

Undeliverable

Jon Kilburn explained the impact on the organisation: "The PFA quarterly magazine '4 The Player' is sent to all PFA members – it connects them to our services. We publish player interviews with personal stories that highlight how our services are being used.



Readers also find out about new initiatives, keep up-to-date with football news and get to see details of offers from our corporate partners such as LG and Virgin Atlantic Airways.

Before we signed up with AFD, hundreds of these magazines were being returned as "undeliverable" due to the poor quality of the address. The magazine is an important part of the member benefits package and we had to do everything possible to ensure each member received it, so we looked for a better solution."

Getting to grips

Jonathan Stocks, AFD Data Quality Consultant, was asked to work with the PFA, and gave this advice: "The first step was to clean up the existing member address data, so the PFA purchased a license for AFD Refiner. This allowed the cleansing of data against the definitive Royal Mail Postcode Address File (PAF®) through a simple automated process." He explained: "Goal-line technology determines precisely whether a goal was scored. Refiner can determine precisely if an address is accurate or not. If it can be cleaned automatically, that is what happens. If not, the user can use Refiner's powerful interactive mode to find the precise address."

Finishing the job

A particular issue for the PFA was that some addresses were either missing altogether or were so poor that they could not be safely corrected by AFD Refiner.

Jon Kilburn added: "The consequence was the time-consuming and expensive work of trying to get in touch with members by telephone or email to complete or correct their contact details. It took two months to confirm 2,000 member details – but we finished the job!"

Plugging the gaps with straightforward licensing

Jon continued: "Having brought order to our database – we were determined to maintain it. During our discussion with AFD Software, we identified the root cause of the address data issues. We then worked out how to ensure that all addresses entered by our team or by online applicants would be validated when we upgraded to AFD Postcode Plus.



With our previous address management software supplier, we found it complicated to add or change licenses. AFD were able to offer sound advice on licensing, making it straightforward for us to 'plug the gaps.'"

Adding real value

Jonathan Stocks concluded: "I was delighted that we were able to add real value to the PFA. When they upgraded to AFD and increased the number of users by over 40 they were able to do so with no corresponding increase in cost."



Would you like to make sure address validation is reaching each part of your organisation and that you are achieving maximum value?

Our data quality consultants listen carefully to you and offer expert advice. To book a free expert session call Joel Miller on 01624 811711 or email him at joel.miller@afd.co.uk

Boost Insight. Boost Business



In your customer, prospect, supporter or member data is hidden valuable insight and understanding waiting to be discovered. Imagine being able to better understand the patterns of success in your organisation and use this knowledge to increase the effectiveness of your marketing, communications and planning. With Censation® you can.

Censation is a Geodemographic classification system designed to release this insight by revealing relative affluence, life stage and lifestyle at postcode level. It does this through a simple but highly effective system which assigns one of 52 codes to each UK postcode.

How much is a license?

To license such a system would normally cost around £4,000 per year – but every End User of an AFD Software name or address management solution receives this FREE OF CHARGE.

How Censation is built

Leading UK statistics and demographics analysts DataTalk have built this bespoke system in partnership with AFD Software and ensure it is kept up-to-date. Inputs include over 600 variables from the national census and other reputable

sources about where people live, how affluent they are likely to be, what 'life stage' they are in, data about housing, employment and education. All this data is analysed together with residential and commercial data and an ongoing extensive programme of face-to-face interviews with people from every part of the UK. Censation is in thousands of organisations from almost every UK organisational sector including commerce, education, finance, charity and government.

Raise your probability of success

Our guess is that your organisation would like to gain new insights that help focus activity and resources in the right place, toward the right people at the right time. How can your mailing be better targeted for response? Where will you open your next outlet? How can you increase the probability of success and reduce the possibility of failure? Could the shape and style of communication be more appropriate? These are real questions for almost every organisation – Censation helps you find answers.

To discover more about Censation or to discuss other data needs within your organisation Call **01624 811711** or email joel.miller@afd.co.uk today!



www.afd.co.uk/censation

AFD Data News Q.3/17

Between April and June 2017 there were significant updates to data on the Royal Mail Postcode Address File (PAF). These included 37 new localities; 8,018 new postcodes, 121,519 new delivery points and 29,260 delivery point changes.

New Localities

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BN99 9			LANCING
CO3 4		LEXDEN BRIDGE HAMLET	COLCHESTER
CT1 2		ST. RADIGUNDS	CANTERBURY
CW6 9		FOUR LANE ENDS	TARPORLEY
DD8 9			KIRRIEMUIR
DN6 9		STUBBS WALDEN	DONCASTER
EH32 2			LONGNIDDRY
EX32 2			BRAUNTON
FK6 9			BONNYBRIDGE
GL14 9			WESTBURY-ON-SEVERN
HP18 1			AYLESBURY
HU15 1		HUMBER ENTERPRISE PARK	BROUGH
IP12 9		MELTON	WOODBIDGE
IP32 6		MARHAM PARK	BURY ST. EDMUNDS
IV51 0			PORTREE
KY14 7	PITLOUR	STRATHMIGLO	CUPAR
L19 3		GARSTON	LIVERPOOL
LL49 0			PENRHYNDEUDRAETH
MK43 1		CRANFIELD	BEDFORD
NE61 3		FAIRMOOR MEADOWS	MORPETH
NE63 3			NEWBIGGIN-BY-THE-SEA
NE66 1		SWORDY PARK	ALNWICK
OL3 5	KILN GREEN	DIGGLE	OLDHAM
PE16 6		TICK FEN	CHATTERIS
PE2 8		STANGROUND SOUTH	PETERBOROUGH
PE6 9	LANGTOFT FEN	LANGTOFT	PETERBOROUGH
PE7 3		ALWALTON HILL	PETERBOROUGH
PL13 9			LOOE
PO20 4			CHICHESTER
RG20 9		WASH WATER	NEWBURY
SA61 2		PRENDERGAST	HAVERFORDWEST
SK14 9			GLOSSOP
ST19 5	LYNE HILL	PENKRIDGE	STAFFORD
TD12 9			CORNHILL-ON-TWEED
WV11 9			WOLVERHAMPTON
YO1 0		KIRK HAMMERTON	YORK
YO42 4	THORNTON	MELBOURNE	YORK

The most up-to-date PAF data is available now in our latest Q.3/17 update. The Q.3/17 Names & Numbers update is due for release in August. You can order updates for any AFD Software solution by calling **01624 811711** or email postcode@afd.co.uk



Hotspot – Helen Torr

Sales Administrator

When Helen started working with AFD Software in 1997, the company had just moved to the Isle of Man from Scotland and she was the first person to join after the move. During nearly 20 years at AFD, Helen has developed a unique set of administrative and people skills that are valued by colleagues, and by customers too, though Helen aims for customers to notice her as little as possible by running a tight ship.

Helen and her family are Isle of Man born and bred, and as part of her healthy lifestyle she enjoys walking the glens in the stunning Isle of Man scenery – although even her desk provides a great view across mountain scenery. Walking is supplemented with regular swimming and evenings are often finished enjoying a good crime drama on TV and trying to work out “whodunit”.

Last December Helen fulfilled a life-long dream to visit Father Christmas (please don't tell her it's just a story), by taking her daughter to Lapland. During a trip which Helen describes as “absolutely amazing”, the husky sledding was a highlight and they were both expert “sledgers” by the end of the holiday. Helen says she would love to go every year - with or without kids!

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