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Spring Q.2/19



Spring has Sprung!

April is one of the most promising months of the year. After a long winter spent indoors temperatures are rising, both society and nature emerge and new growth is everywhere to be seen.

Following the welcome springing forward of the clocks, gardens, parks and green spaces are once again enjoyed. The countryside is awash with colour, birds are singing and the migratory species begin to fill the air.

In this Spring edition of Postcode News, we look at the RSPB, whose work is central to celebrating and preserving this pivotal season. We also hear about an online company selling houseplants discovering the true cost of a failed delivery. Read how AFD's solutions are helping them achieve accuracy in their data and more.

The bird is on the wing



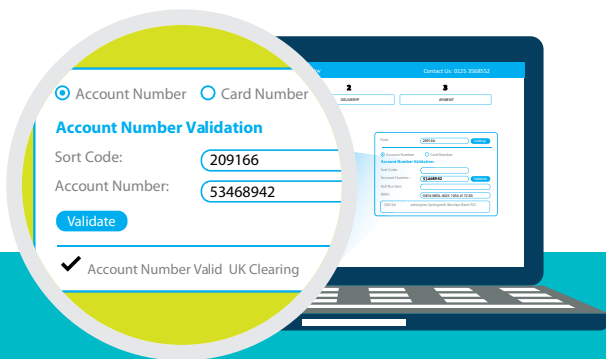
As the largest conservation charity in the country, the Royal Society for the Protection of Birds is instrumental in ensuring the protection of wildlife and the countryside. Numerous examples of safeguarding species at risk of extinction by the RSPB include Ospreys, Red Kites and the White-tailed Eagle.

In the early 1900's Red Kites were extinct in most of the UK with a low number isolated to Wales. The remaining birds were carefully protected and slowly began to increase in number following the Second World War. In 1989 a plan to reintroduce the birds was established to ensure the species' survival in Scotland,

England and Wales. By 2003 Wales had in excess of 400 pairs and Red Kites can now be seen majestically hunting around Snowdon by the thousands of tourists attracted there each year. Scotland and England now have a sustainable population and the reintroduction programme successfully saved the species. AFD's Bradford-based team even report seeing them flying around Leeds! This is just one example of the many vital projects undertaken by the RSPB.

Since its inception 130 years ago, the society has grown to over a million members, whose regular donations support the RSPB's vital work in "giving nature a home". It's therefore essential that there are no barriers to members wanting to join and donate.

AFD Software has provided bank validation software to the RSPB for the past 17 years. One of our team (an RSPB member himself!) caught up with the organisation to discover the importance of bank data accuracy during the signup process of new members.



“We use AFD’s BankFinder solution online as part of the new member onboarding process,” says Melissa Werry, Application Development & Support Manager. “We have to ensure that our systems are not a cause of failure when an individual is completing a membership application. To facilitate this, our systems have been designed to make that initial joining experience as smooth and pain-free as possible.”

In describing how the software prevents inaccurate payment details being entered, Hilary Mackenzie, Manager within the Supporter Data Management Unit continues: “When bank details are entered incorrectly or the account being used does not allow direct debits, a popup message appears notifying the prospective supporter that the entered combination of sort code and account number is invalid. Introducing an error is very easy to do, especially when reading an account number and sort code from a card and typing them in.

Although it may be awkward initially when a potential member is alerted that their bank details are invalid, they are able to resolve the issue instantly as opposed to failing the signup process, receiving an email or a follow-up call and being told there is an issue with their direct debit.

There are a number of reasons people drop out of the sign-up process which we monitor; luckily the bank validation software ensures payment details are not one of them.”

www.rspb.org.uk

Account Number Card Number

Debit / Credit Card Validation

Card Number:

Expiry Date: (MM/YY)

X Card Number not Valid: Visa Debit

AFD can help your organisation validate bank details at the point of entry today!

Contact Sammy Miles today to discuss how on **01624 811711** or email sammy.miles@afd.co.uk

www.afd.co.uk/bankfinder



Bringing the outdoors in

House plants have recently seen huge growth in popularity as people have switched on to the benefits they bring.

With living costs increasing and living space decreasing, plants add both colour and life to indoor spaces. Houseplants offer more than just visual appeal, they also offer a wealth of benefits to our wellbeing. The boffins in the science community have concluded that plants lower levels of stress and reduce anxiety. Recent studies by NASA have shown house plants naturally purify air from harmful toxins.

Verdure House Plants, an online business in West Yorkshire, recently shared an issue they had around finding a customer's address; Google

Maps had been the go-to solution until its shortcomings began to cost the business.

The true cost of "free" solutions

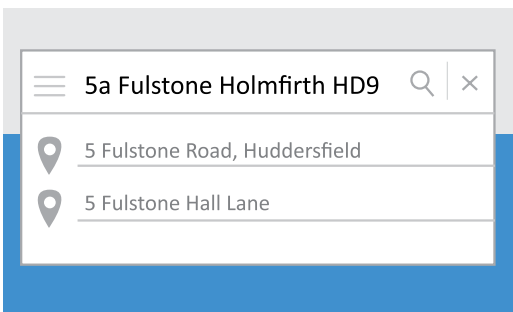
A customer provided the delivery address as "5a Fulstone Holmfirth HD9", a delivery slot had been selected and payment had been made.

This was entered into Google maps which returned directions to 5 Fulstone Road, Huddersfield, HD4 6YD – an address not in Holmfirth.

Using different search parameters of "Fulstone, Holmfirth, HD9" showed a road called "Fulstone Hall Lane" which had a number 5, and as the customer could not be reached to clarify the address, a quick decision

was made that this was the closest address match to the information provided.

When the courier arrived at the location the app had guided him to, the only property at that location was a farm – no numbered houses. Time and money have been wasted, the delivery abandoned and the customer's expectations were not met.





Call on the experts

Where was the delivery address?
Could AFD have solved the problem
from the information provided?

Entering “5a Fulstone Holmfirth
HD9” into Postcode Plus, AFD’s
property level validation solution
instantly found the address:

5a Fulstone
New Mill
HOLMFIRTH
HD9 7DL

AFD can provide latitude and
longitude coordinates at the
property level, showing a pinpoint
location of an address. Using the
same mapping tool that the driver
was being guided by, a search of
the property’s geo code found the
precise location.

Point of entry address validation
would have solved the address
issue immediately, and identifying
the property with latitude and
longitude would have given the
accurate delivery location of the
address.

This is one example of the cost of
error for an organisation not using
AFD Software’s address validation
solutions.

When this issue is scaled to an
organisation making thousands of
deliveries a day, the cost of error
increases and brand perception
plummets.

Can your organisation continue to
rely on “free” addressing solutions?
What is the true cost when a
delivery failure occurs?



Get in touch today with Sammy
Miles on **01624 811 711** or
email sammy.miles@afd.co.uk
to discuss how AFD can ensure
your deliveries are only going to
validated addresses.

Between January and March 2019 there were significant updates to data on The Royal Mail Postcode Address File (PAF). These included 14 new localities; 7,813 new postcodes; 111,425 new delivery points and 23,317 delivery point changes.

Postcode	Double Dependant Locality	Dependant Locality	Post Town
BA2 3		SPRING WHARF	BATH
BS10 6		SOUTHMEAD	BRISTOL
CF62 4	ST. ATHAN AEROSPACE BUSINESS PARK	ST. ATHAN	BARRY
CH3 9	GATESHEATH	TATTENHALL	CHESTER
EX14 0		HEATHPARK INDUSTRIAL ESTATE	HONITON
IM9 5		PORT ERIN	ISLE OF MAN
IV2 7		STRATTON	INVERNESS
NE20 0	JAMESON MANOR	PONTELAND	NEWCASTLE UPON TYNE
OX18 1		BRIZE NORTON	CARTERTON
PL21 0		STOWFORD MILL	IVYBRIDGE
RG7 2	WEST END GREEN	STRATFIELD SAYE	READING
RH4 1		PIXHAM	DORKING
RH5 6		PIXHAM	DORKING
TF13 6	PRESTHOPE GRANGE	PRESTHOPE	MUCH WENLOCK

The most up-to-date PAF data is available now in our latest Q.2/19 update. You can order updates for any AFD Software solution by calling 01624 811711 or email postcode@afd.co.uk



Nick Walker

At his interview with AFD, Nick is well remembered for falling off his chair! After that early slip, he successfully navigated the interview and has become a vital member of the sales team.

Responsible for the Midlands and South West of England, Nick enjoys nothing more than helping organisations overcome real problems they face around address (and any other) contact data.

Having joined AFD in the summer of 2013, fresh from graduating Leeds Beckett University with a Business degree under his belt, his life has changed dramatically over the past (almost) 6 years as his career has progressed.

“As of next month, I will be married to my amazing fiancée at our chosen venue in my home county of Yorkshire, much to the dismay of my future father-in-law who’s a Mancunian! Together, we have one incredible daughter who turns two years old this month – where has the time gone!?”

Outside of work Nick enjoys spending time with his family, travelling and sampling different cultures (he means food). “One of the best places I’ve visited would be Tuscany, Italy. The landscape is something to be admired with vineyards, rolling hills, and mountains that never end. Their culinary know-how is second to none as it seemed everyone knew the exact ingredients of what you were being served, where the ingredients were sourced (always locally), what exactly the dish should be eaten with, and which wine would best accompany it.”

Sticking with the spring theme, Nick has recently planted both Lavender and Rosemary in his front garden, as he seeks to bring a part of Tuscany to Huddersfield.

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