PAF® Managing Databases Effectively

Organisations rely on the accuracy of **PAF** for keeping their customer records up to date. PAF is used to correct errors, fill gaps, remove duplicates and organise address information into a standard format.

Using **PAF** ensures your organisation has an accurate address and Postcode for all of your customers.

Capturing addresses in the **PAF** format ensures standardisation and accuracy of all new records, before they are entered into your customer database.

ADDRESS, POSTCODE	✓
ADDRESS, POSTCODE	✓
ADDRESS, POSTCODE	✓
ADDRESS, POSTCODE	✓
ADDRESS, POSTCODE	✓

PAF gives organisations confidence that mail is going to the right address.

With **PAF** you can reduce time spent on manual updates and corrections.

Different datasets frequently include Postcode as a common field. Postcodes are used to easily link separate sources of data and for matching customer records.

PAF ENABLES

ERRORS TO BE REMOVED

GAPS TO BE FILLED

AND FORMATS TO BE STANDARDISED

PAF can help to clean your existing databases. ✓

Daily **PAF** updates enable organisations to maintain the highest level of accuracy.

To learn how to better manage your database, contact us:

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