

**PAF is widely recognised as the UK's most up-to-date and complete address database. It contains over 30 million business and residential addresses, and 1.8 million postcodes, which are verified each day by Royal Mail's 65,000 postmen and women.**

## **Your business should use PAF if:**

1. You are looking to create or maintain a customer database or a CRM system
2. You need to capture address details online or in an inbound call centre environment
3. You rely on address data or mailing lists for sending customers letters and orders

## **Tell me more...**

### **PAF underpins customer databases, mailing lists and CRM systems**

The address and postcode records contained within PAF are the building blocks of many customer databases. Whilst the names of people living at an address change regularly, the address and postcode are less likely to so it's important you get this information right.

### **PAF aids accurate address capture**

New sales leads are the lifeblood of many companies. If you have a potential customer on your website or call into your customer services team, you want to ensure that you capture their correct address details as easily as possible.

Many companies use PAF powered rapid addressing systems / address auto-fill on their websites to make it easier and quicker for their customers to enter their address details and complete transactions, to simplify their checkout process and reduce abandonment's.

### **PAF supports the accurate delivery and helps reduce mailing costs**

By verifying addressing records against PAF your business may save money by reducing those costs associated with returned and undelivered mail. At the same time, it can improve the efficiency and speed of getting mail and parcels to your customers and may help you to qualify for discounts on Royal Mail mailing services.

## **Who uses PAF?**

Approximately 37,000 UK businesses use PAF in many innovative ways including satellite navigation, mapping and customer profiling. PAF is used by businesses from all sectors of the economy from banking, insurance, retail, distribution companies, utilities and many more besides.

## **Where can I find more information about PAF?**

**Visit:** For detailed product and licensing information, technical specifications or to find a list of licensed PAF Solutions Providers visit [www.poweredbypaf.com](http://www.poweredbypaf.com)

Alternatively, you can download sample data [here](#).

If you want to get in touch with the Royal Mail Address Management Unit

**Call:** 0845 606 6854 (option 3) Calls cost 5p per minute plus your telephone company's network access charge.

**Email:** [address.management@royalmail.com](mailto:address.management@royalmail.com)

