

PAF® Making Online Transactions Easier

When you're selling online, **PAF**-powered addressing solutions make it quicker and easier for customers to buy from you. Using PAF addressing solutions helps improve customer experience, reduce abandoned baskets and minimise the cost of undelivered items.

Address look-ups using **PAF** make it easier to capture address information quickly and correctly: in a standardised format that ensures efficient postal deliveries.

Find address

1 Rose Street
2 Rose Street
3 Rose Street
4 Rose Street
5 Rose Street
6 Rose Street
7 Rose Street
8 Rose Street

PAF ensures your customer's address details are correct when entered into your customer database or CRM system.

PAF address look-ups help reduce abandoned baskets, which can hit 67%.

Royal Mail May 2013

PAF-powered address look-ups deliver a better customer experience and can increase repeat custom.

Using **PAF** helps with the accurate sortation and effective delivery of mail.

PAF can help eliminate orders to addresses that don't exist and reduce the cost of fraud.

PAF reduces the cost and time associated with processing returns.

To make online transactions easier for your business, contact us:

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