

# PAF<sup>®</sup> Verifying Customer Identities

If you speak to your customers either face to face or over the telephone, it's essential that you quickly verify that they are who they say they are. Organisations use **PAF**-powered address look-up solutions to confirm their address exists and matches their records.

Verifying a customer address helps establish their identity.



30 Kingsway North  
HOLTON HEATH, BH16 5LR

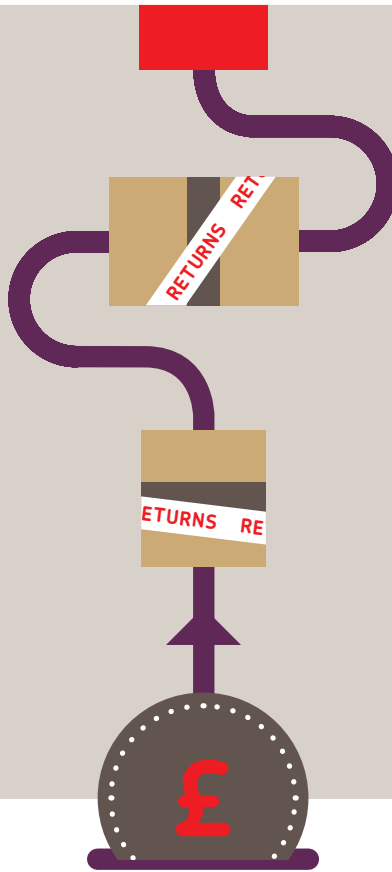


87 St Andrews Lane  
DAGLINGWORTH, GL7 0LT

Call centres need only a Postcode and house number to validate a caller's address against **PAF** and their own customer records.



Using **PAF** helps more mail get delivered first time and on time.



Fraud costs UK businesses **£85 billion** per year.

Source: The Financial Cost of Fraud Report 2013 from BDO LLP

**PAF** address verification supports the efficient delivery of items that can be sent to a home or business address.

By establishing customer address details up front, organisations provide a much better experience for their customers further down the line.



To help verify your customers' identities, contact us:

w. [www.poweredbypaf.com](http://www.poweredbypaf.com)  
e. [address.management@royalmail.com](mailto:address.management@royalmail.com)  
t. 0345 606 6854

