

Postcode Look Up

Postcode Look-Up

Having a Postcode Look-Up facility will raise the level of professionalism of your operations, and help to minimise human error.

What's it all about?

Who hasn't phoned for an insurance quotation and been pleasantly surprised when the only information you're asked to provide is your post code and your house number? The time saved in relating the information, or having to laboriously spell difficult sounding place names can be a welcome relief. Conversely, if the customer feels he's going to be held up with a lengthy questionnaire, he's more likely to hang up, or make the fabled promise 'I'll call you back!'

Some postcode look-up services can be like using a sledgehammer to crack a wall nut- a huge burdensome service, completely over-sized for your operations, and priced accordingly. However, the Eskimo recognises the importance of gaining and retaining customer information, and consequently has a postcode look-up facility which can be added at a reasonable cost.

What it means for the retailer

Having a postcode look-up facility within your operations undoubtedly adds to a professional environment. Added to that is the time-saving it affords which helps the retailer in providing superlative levels of customer service.

- Setting up of customers, including company name (if relevant), becomes a smooth, swift procedure.
- The potential for human error is reduced. A reduction in grammatical mistakes and an end to the phonetical spelling of difficult sounding place names.
- Valuable time-saving where address labels are being printed on a regular basis.
- Address discrepancies can be rectified before money is spent on wrongly addressed mail.

Cost of Ownership

As mentioned certain postcode look-up services can cost as much as £600-£700 p.a. which can put the facility out of reach of the smaller retailer. However, by using the services at www.simply-postcode-lookup.com the Eskimo can incorporate a postcode look-up resource to suit everyone's budget.

- Entry level postcode look-up @ £50 p.a. (+vat)
This provides 500 look-ups per annum on one machine. **N.B.** use of the entry level facility on more than one machine is not available.
- Regular postcode look-up facility @ £280 p.a. (+vat)
This provides unlimited post code look-ups, and the price is applicable per machine should the facility be required at more than one station.

By signing for the service with Nebula Systems you will qualify for a **10%** discount.