

# **Decoding Eircode**

**Is the introduction of Eircode  
an  
Opportunity or Overhead?**

# Opening Address

Dave Furney  
IDMA



# IDMA Event: Decoding Eircodes

- 8:00am: Welcome by IDMA Chairman, Dave Furney
- 8:05am: Keynote: Paul Allen and Liam Duggan, Eircode
- 8:45am: Darina Heavey, Data Ireland
- 9:00am: Gary Delaney, GPS Ireland
- 9:15am: Lorcan Lynch, DataXcel
- 9:30am: Eileen Carroll, Puca
- 9:45am: Panel Discussion with Question and Answers
- 10:15am: Event Summary and Close, Dave Furney

# Paul Allen

## Eircode

# Darina Heavey

## Data Ireland

# Data Ireland





Whats our Problem?  
Digital Overload SOLOCOMO???



# Emotional Engagement

## Conversations with Consumers

# What do we need

- Find them
- Know them
- Be Relevant





# Data Ireland

# Whats different?

- Eircodes
- Innovation
- Experience

# What do we need

- Find them
- Know them
- Be Relevant



A photograph of three lit candles in a dark setting. The flames are bright yellow and orange, with a blue base. The candles are in glass holders. The text "Find Them" is overlaid in a large, white, bold, sans-serif font.

# Find Them

A close-up photograph of a blue motorcycle headlight. The headlight has a red lens and a chrome bezel. The background is blurred, showing parts of the motorcycle's body and a yellow object.

# Know Them

Motor market

# Be Relevant

Retail

A close-up photograph of a red vintage-style soda machine. A glass bottle is being filled with a dark liquid, likely Coca-Cola, from the machine's spout. The bottle has a white label with the word "Coca-Cola" visible. The machine has a black power cord and a black knob on the left side. The background is a solid red color.

# Paradigm Shift

My Coke



# Eircodes

Accuracy

# DATA

# Data Ireland

- Personalisation
- Targeting
- Partnership

# Gary Delaney

## GPS Ireland

# Decoding Eircode!

**Gary Delaney**

*GPS & Navigation Consultant*



**Navigation:** related to the safe & efficient conduct of a journey whether on, in, over or under land, sea, air or space

# I Learned Navigation Here!



Sometimes you may have  
to book couriers.



The Navy !

# Survey, Mapping & Navigation

## *Training & Consultancy*



# Global Position Intelligence (GPI)

## *Position & Timing Forensic Investigations*



### WHO WE ARE



Global Position Intelligence is a collaboration of principal practitioners and consultants who have over 140 years' experience in corporate, regulatory and security aspects of positioning and timing covering all of air, land and marine disciplines.

You can download our brochure [here](#)

# Loc8 Codes

*Modern Alternative to Traditional Mail Focused Codes*



**GARMIN**



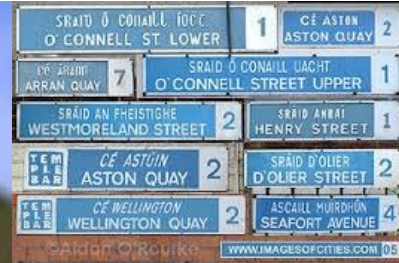
*Launched By*

*Charley Boorman July 2010*

# Eircode Navigation

Design & Roll  
Out?

A65 F4E2



# Eircode Navigation - DM

Targeting?



A65 F4E2



# Eircode Navigation - DM

# Sorting?

A65 F4E2

**To:**  
Print the delivery office where the bag is circulating for final delivery. This data is based on one of the destinations from pre-sort 3.

**Booking Number:**  
Print the booking number assigned to you when you made your PostAim booking. This number is also shown on your Mailing Schedule.

**Sorting:**  
For mailings of 2,000 items or more you must sort to Pre-sort 3 (Pre-sort 15.1); these should be sorted to Dublin District and Post Town level.

**MAILING PRESENTED AT**  
MAILS CENTRE/DSU: \_\_\_\_\_  
To: \_\_\_\_\_  
DSU/DSO \_\_\_\_\_  
BOOKING NO. \_\_\_\_\_  
POSTAIM SORT 2. ☐ 3. ☐  
(SEE OVERLEAF FOR DELIVERY DETAILS)

**POSTAIM**

**Mail Centre/DSU:**  
Print the name of the An Post acceptance office where the full PostAim mailing will be presented. Example: Dublin Mails Centre

**Bag Number:**  
Print the sequential number of each bag based on the Mailing Schedule which lists the total number of bags and their individual contents. For example: 1 of 61

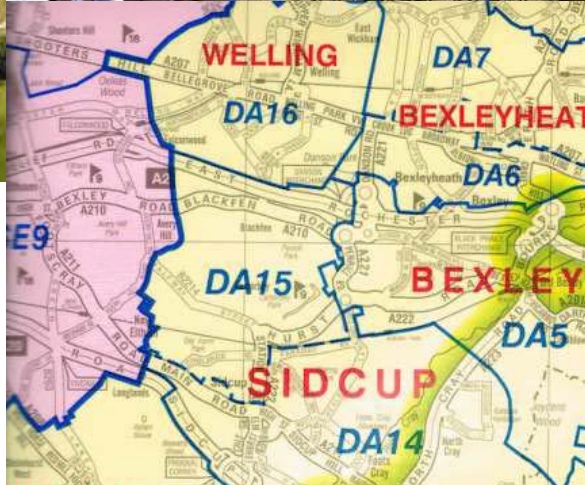
**BAG NUMBER**  
(e.g. bag 3 of 50)

**post**

Zone	Area	Address Count
Zone 11* Special Urban	Cork City Centre (South), Cork City Centre Barrack St.	8,200
Zone 12* Special Urban	Cork City Centre North West (Knocknaheeny, Sunday's Well, Gurranbraher, Faranree, Fairhill)	10,500
Zone 12A* Special Urban	Cork City Centre North (Ballyvolane, Blackpool)	5,500
Zone 13* Special Urban	Cork City Centre North East (Mayfield, Montenotte, Tivoli, White Cross)	8,100
Zone 14 Urban	Ballincollig, Ovens	8,400
Zone 15 Urban	Macroom, Ballingeary, Ballymakeera, Coachford, Inchigeelagh, Kilbarry, Kilmichael	7,200
Zone 16 Urban	Carrigaline, Crosshaven, Myrtleville	8,600

# Eircode Navigation - DM

Delivery?



# Conclusions – Eircode for DM?

- Not Tested
- Definitive Irish Address Database for An Post delivery points worthwhile for DM targeting
- Usefulness as new Unique ID will be judged by Irish population in context of public postcode
- Dubious value for sorting
- Little value for delivery using An Post
- Supporting competition to An Post for DM?
- Relegated to 3 Character Postcode?
- Missed opportunity for wider uses
- **Not there yet!**

# Lorcan Lynch

## DataXcel

# How Will Eircodes Affect The Data Industry?



# Will Eircodes change what we currently do with data?



- Match one address to another – quickly, accurately and can be automated in time similar to the UK PAF file
- 35% non unique = nearly 600,000 homes
- 25% vanity = I made up my address as my preferred address
- Matching/verifying data is a core value proposition for data owners
- Pre - Eircode average rate to match a name to a building circa 60%
- Post - Eircode average match rate circa 60%
- Eircodes will hold the entire address database including multiple alias address formats but to match a name to a building you need the unique code from the consumer??

# Are Eircodes mandatory ?



- Yes for any public sector database
- No for any private sector database
- Some data owners due to lack of a postcode built there own

# Will the Geo Directory Disappear



- View from the data industry - no need for a secondary data set
- A lot of the geo directory is built into the Eircode matching tables
- If your address matching is built around the geo directory ??

# Conclusions From The Data Industry



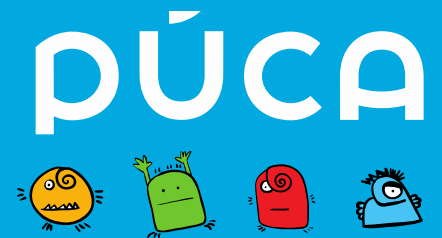
- Not mandatory by the consumer so will wait and see
- How much will ECAD cost?
- I have invested heavily in our internal address matching will this become redundant?
- Very useful for catchment area analysis around a branch or shop location.
- Only with full engagement and scale can eircode become the industry standard match key how long will this take?
- How long will it take to populate names with non unique addresses?

# Eileen Carroll

## Puca

# Eircode Mobile Marketing opportunities

Presented by: Eileen Carroll, Púca Client Services Director





## What are customers saying?

pÚCA



**83% surveyed**

Feel that Eircodes are relevant to their role



**58% surveyed**

Will use Eircodes for Deliveries or other Logistics



**67% surveyed**

Will use Eircodes for Marketing or CRM

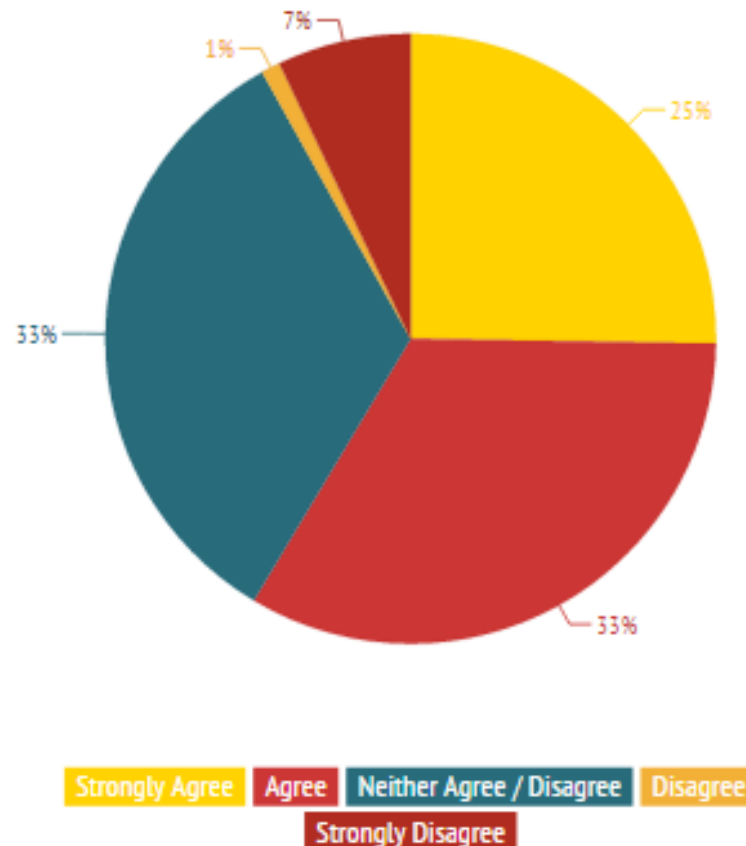


**17% surveyed**

Feel sufficiently informed about Eircodes



## Is Eircode going to Benefit my Business?





“ ”

**Lack of information and lack of communication from the Government on this issue.**

Channel Marketing Manager,  
FMCG

“ ”

**Apart from hearing about it on the news, we know nothing about Eircodes, its structure or implementation. We think if it is structured well, it will greatly benefit businesses but if not, it will not be used.**

Finance Director, Utility  
Company

“ ”

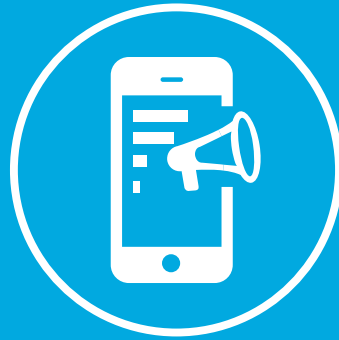
**If it's adopted fully by both customers and businesses Eircodes will be very beneficial. However there is still confusion on the customer side - it will take time for them to fully comprehend and use.**

eCommerce Manager, Retailer

“ ”

**An address identifier (such as Eircode) not a postcode, won't add value, it would only add a cost (if we used it)**

General Manager, Industry  
Association



# Mobile Marketing



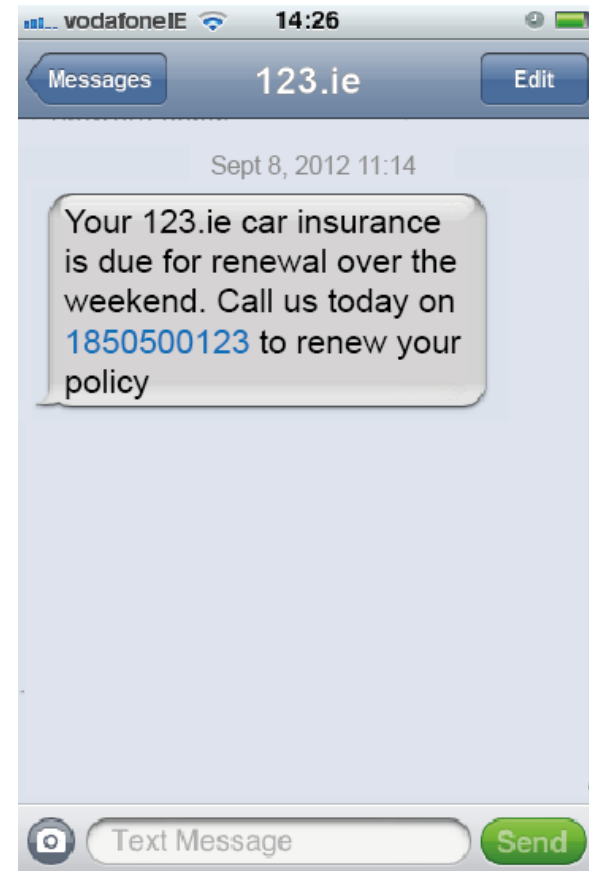
## Use Case 1: Renewals / Cross-sell

pUCA

Many service companies and utilities remind customers by SMS or Email when renewal is due and advise of payment options, and also send reminders if payment has not been completed



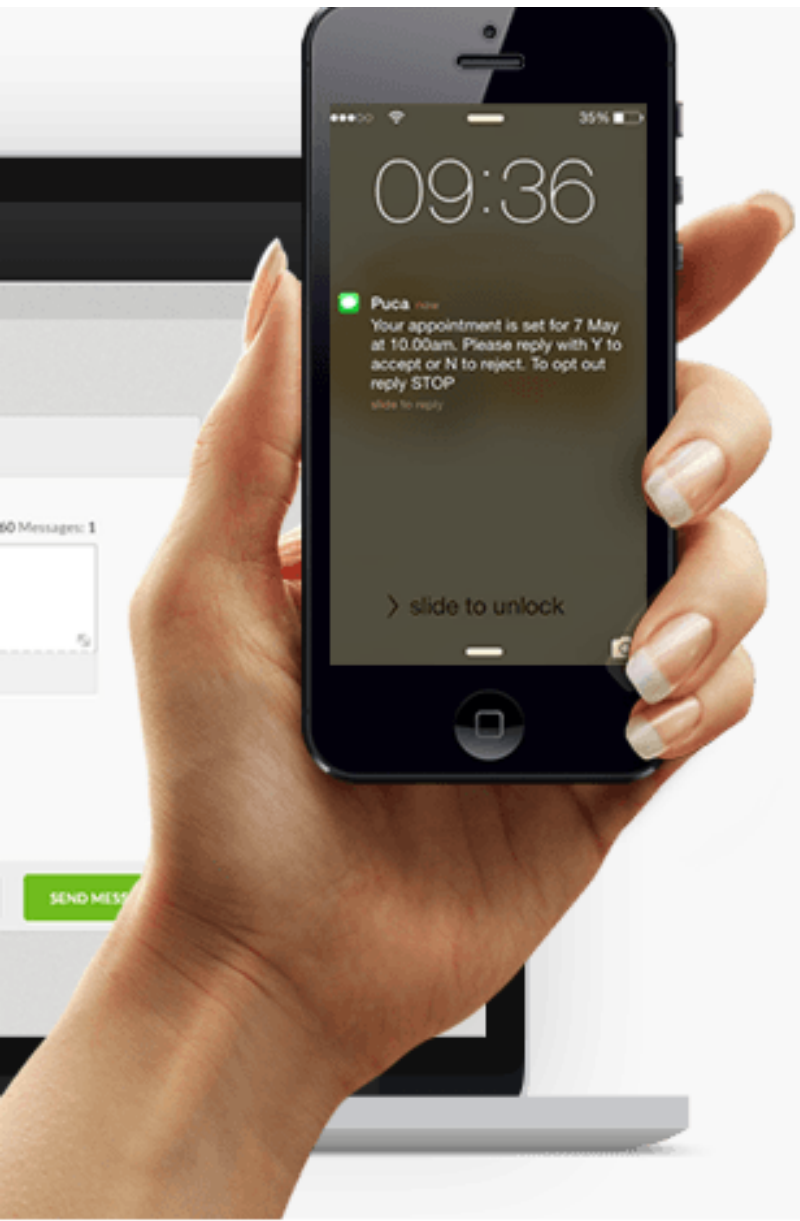
Use Case: Ask customers to reply with their Eircode if they want to change their billing address or request a brochure





## Use Case 2: Appointment Reminders

pUCA



1. Customers failing to show for their appointments or deliveries results in backlogs and delays
2. Appointment reminders to customers means a company can dramatically reduce no-shows



Use Case: Ask customers to reply with their Eircode if they want to request an appointment in a different location



## Use Case 3: Loyalty Programme

pUCA

- Include Eircode in programme registration
- Reduce data cleaning and fulfilment costs when issuing rewards





## Use Case 4: Geotargeting

- To date geo-targeted promotions have been costly and cumbersome
- Reduce costs and improve response rates by filtering your database by location Eircode



Postcode Data Label: (Geo-locate) OK \* must contain Postcode

Width: 100 Height: 114 Miles

**Create new address book**

Please enter the name of the new address book.

Name:

Create

Contacts selected: 24

< Back (103) AVIVA Contact

Message  
Today 16:43

As an Aviva Advantages member, we are offering you the chance to buy Priority tickets to ACDC [July 1st 2015](#) at Aviva Stadium. Freetext ACDC to 5010 serv [www](#) To u 5010



Add these contacts to my business group

CAPS LOCK:

Thank You!

púca



# Questions and Answers

## Panel Discussion



# Event Summary



# Loyalty Conference

<b>Planning</b>	Understanding Customer journey mapping to drive deeper engagement
<b>Retail</b>	Why budget marketer are gaining market share and importance loyalty programmes
<b>Mobile</b>	Winning strategies for short term loyalty programmes using mobile devices and gamification
<b>Technology</b>	Wearables iBeacons and other innovations
<b>Social Media</b>	Youth Marketing trends and case studies content strategies
<b>Data</b> decision-	How to ensure that the customer data you collect drives better making
<b>Privacy</b>	Finding the balance between personalised customer experiences and the invasion of privacy?





## IDMA Loyalty Conference September 2015

Planning Retail Mobile Technology Social  
Media Data Privacy



dunnhumby



# Event Summary

**Further Eircode Updates  
available in the Member Section on  
[idma.ie](http://idma.ie)**

**Thank you**