

## Eircode

### Improve business processes with Eircode data from Experian

Eircode is a powerful postcode system that can accurately identify an address across the Republic of Ireland to support logistics, planning and marketing

### Provide exciting opportunities for your business

In July 2015 the Republic of Ireland launched a brand new postcode system. It was implemented to help find addresses easier. Eircode is an advanced postcode system, with a unique Eircode for every home and business address in Ireland.

With Eircodes you are able to locate every individual address in the country using a single code at the end of a current address like postcodes in the UK. Eircode will help accurately direct mail and services to Irish addresses.

#### What is an Eircode?

An Eircode is a seven character alpha-numeric code. The seven characters are divided into two parts: a Routing Key and a Unique Identifier.

**Part 1 - A Routing Key** consists of three characters and defines a main town span of delivery.

**Part 2 - A Unique Identifier** is unique to an address and distinguishes one address from another.



An Eircode is able to identify an individual address in both rural and urban locations. It will show exactly where it is located. It is different from a traditional UK postcode, it works as a sophisticated smart location code for all Irish addresses.

#### Who will receive an Eircode?

##### Residential properties such as:

- Each house on a street
- Each flat in an apartment block
- Both units in a duplex unit
- Each house in rural locations

##### All non-residential addresses such as:

- Office buildings
- Factories or warehouses
- Shops, hotels, bars or any business premises
- Health centres, hospitals or any public building
- Each unit in a shopping centre
- Each unit in a business park or industrial estate

#### Why is Eircodes important for businesses?

##### The benefits and opportunities for your business are significant:

- Eircodes enhances aids logistics planning and providing essential services within towns and communities
- Eircodes will optimise routes and facilitate better planning and delivery schedules – an Eircode will accurately identify delivery and pick-up points
- Eircode enables swifter and more accurate capture of address information through call centres and online
- Eircodes will improve an organisations customer service and efficiency by obtaining a customer's exact location

# Eircode

## How can your business benefit and use Eircodes?

Make sure that your industry sector reaps the efficiency benefits that Eircode can bring:



### Government and Public Services

For a public service organisation an Eircode can be used to plan and deliver important services within communities such as social education, housing and health services.

- Enhanced operations
- Data management
- Service planning and improved data analytics



### Financial Services

Financial organisations will be able to undertake better assessments based on location and improve accuracy for checking addresses against other databases.

- Risk assessment and fraud detection
- Enables operational savings
- Customer analysis
- Data management and service planning



### Retail

Eircode can help you know your customer and make it quicker and easier to shop online. An Eircode provides a more reliable address with faster and more accurate address capture. Knowing a customer's exact location can improve an organisations customer service. Customer addresses can be used by Sales and Marketing for market and data analysis.

- Customer analysis
- Data management
- Service planning



### Logistics and distribution

With each Eircode being unique to each property a more straightforward process to find delivery and pick-up points is enabled

- Effective delivery and pickups,
- Improved productivity,
- Dynamic routing,
- Improved operations,
- Improved consistency of address information

Stay up to date with the latest industry changes, businesses will continue use Eircode data in new ways. The market is constantly evolving with new and emerging offerings which will use the new Eircode for better planning of services to stay ahead of competition.