

## Appendix E: Customer naming convention in UFS

Departments must use procedures and naming conventions as set out in *the Income Collection Manual* (see <http://ufs.admin.cam.ac.uk/reference/upgrade/ar/customers.pdf>).

- **Corporate abbreviations** – common abbreviations

ASSOC	for	ASSOCIATION
CO	for	COMPANY
CORP	for	CORPORATION
DEPT	for	DEPARTMENT
INC	for	INCORPORATED
LTD	for	LIMITED
SERV	for	SERVICES
PLC	for	PUBLIC LIMITED COMPANY
- **Punctuation marks** – common symbols

&	for	AND
()	e.g.	(UK)
- **Punctuation marks - NOT to be used**

.	Full Stop
/	Backslash
“	Speech marks
:	Colon
;	Semi-colon

### Customer contact names

For customer-related correspondence, the default salutation is *Dear Sir/Madam*. This default is overridden by any contact name shown against the customer. UFS works by selecting the first name followed by the surname of the contact *e.g. Debra Turner*.

### Individual Naming

The conventions relating to supplier/customer names should also apply to individuals. In addition, the following protocols should be applied:

PROF, DR, MR, MRS, MS and MISS (or any other Title) may be used.

Enter last name, (,) title, full first name and initials,

*i.e.* SMITH, Mr ROBERT M  
SMITH, PROF ROBERT M

The use of the comma after the last name will enable the output documentation to reformat the name such that the title and forenames appear before the surnames *e.g. MR ROBERT M SMITH*.