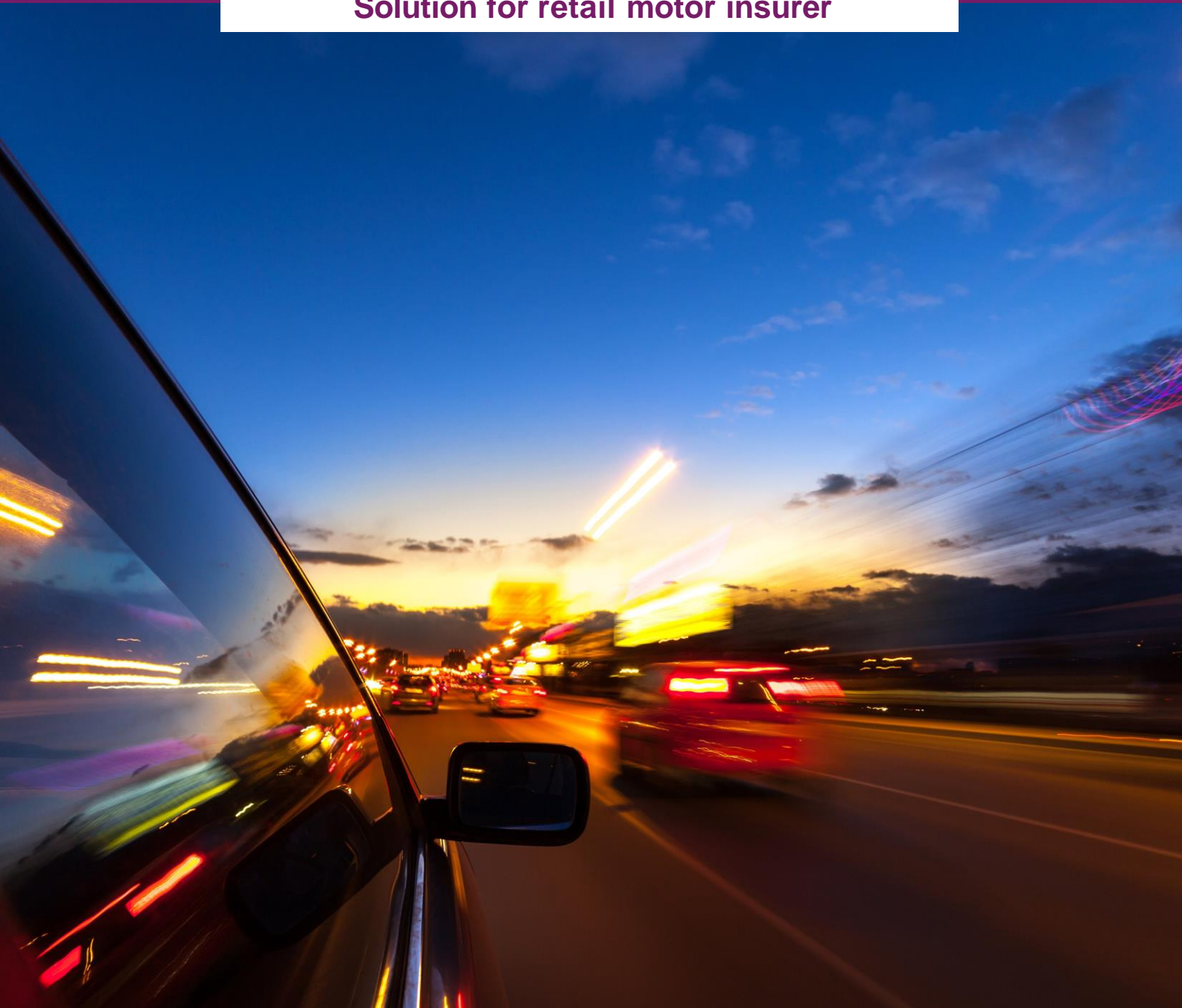


COMPLEX CUSTOMER REMEDIATION PROGRAM ACHIEVED WITH COMPUTERSHARE

Solution for retail motor insurer



The effective delivery of communications and payment refunds to 41,000 impacted customers, reduced negative brand reputation for a retail motor insurer.



SITUATION

Our client, who was a subsidiary of a large insurer, had an immediate need to issue refunds and communicate to approximately 41,000 customers who had previously purchased retail motor insurance. There were varying complexities in the types of refunds issued, including factors such as age of customer, date of sale and the kind of policy taken.

The nature of the situation meant their customers needed to be informed promptly in a delicate manner, premiums refunded quickly, customer enquiries managed, and activities recorded for regulator reporting.

Our client attempted a pilot program to manage this process internally, however soon found the complexity required a reliable partner to manage the end-to-end process.

Our client sought a trusted organisation to manage the sensitive situation, avoid privacy breaches, and manage the process end to end from issuing payment, customer engagement and enquiries, and records management.



SOLUTION

Our client engaged us to manage the entire process, including:

1. Printing and issuing of customer communication and cheques
2. Procurement of envelope and cheque base stock
3. Management of returned mail
4. SMS campaign to reach consumers whose mailing details were out of date
5. Document archival and recording
6. Inbound and outbound call handling and record keeping
7. Management of customers who opted in for policy cancellation and a refund

"We were confident with Computershare's ability to manage this critical requirement. Their level of rigour, superior quality standard, speed and technical capability allowed us to achieve the best outcome possible."

Computershare were professional, easy to work with and understood the critical nature of the project. Their solutions were customer focused, which helped our customers understand the key messages and how to act on them."

*Program Manager,
Retail Motor Insurer*



OUTCOMES

The remediation communication and refund project was completed within 6 months, shorter than similar industry-related remediation programs taking 9+ months.

Met compliance requirements

Our client was successfully able to demonstrate to the regulator (ASIC) that they have gone to extensive lengths to contact and remediate impacted consumers. To demonstrate compliance, all documents and customer interactions have been recorded and are available for access by our client, its auditors or any other regulatory bodies.

As a result, ASIC has moved the program to the finalisation stage.

Data privacy protected

Through Computershare's standard of quality, technology and processes, no privacy breaches were recorded.

Customers managed with care

Customers were informed, refunds issued promptly, and enquiries managed sensitively, reducing the impact on brand reputation. An external audit report confirmed the program was designed to achieve outcomes that were fair and reasonable for all impacted customers.



customers contacted
(SMS reached 42% of customers missing email details)



received refund payment



payments cashed
(higher than expected rate of 25-40%)

DO YOU HAVE A CUSTOMER COMMUNICATION PROBLEM TO SOLVE?

Speak to Computershare Communication Services' strategic consultants

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