# Computershare

## Securityholder Experience Review

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# Securityholder Experience Review

We engage an independent third party, Prescience Research, to conduct regular monitoring and reporting on your securityholders' level of satisfaction with the service we provide on your behalf. The results from this biannual survey help us identify areas for improvement and ensure we're effectively responding to securityholder queries.

A number of new products have been introduced over the last six months, including implementing IVR speech recognition technology across all registry clients. This will be completed by the end of 2015, with the aim of delivering a better experience through advancements such as 'where' and 'why' callers are exiting the IVR, and identifying important key words and phrases. Analysis comparing retention levels from May 2014 to May 2015 already indicates positive results, with the retention average increasing by over 11%.

We are continuing to enhance our online capabilities to support the growing influx of web enquiries transitioning from other channels, which currently represents 81% of all interactions. To ensure we continue to meet customer needs when dealing with these enquiries, we've established a centralised stakeholder management support team. As a result, we have seen a 30% drop in escalations since 2014 and a greater level of insight into key trends and areas of training requirements.

As simple hard copy correspondence falls in volume with only complex queries remaining, our focus is on improving first point resolution in this area. These ad-hoc queries require a more customised, case managed approach, which could include calling the holder in addition to responding to their query in writing.
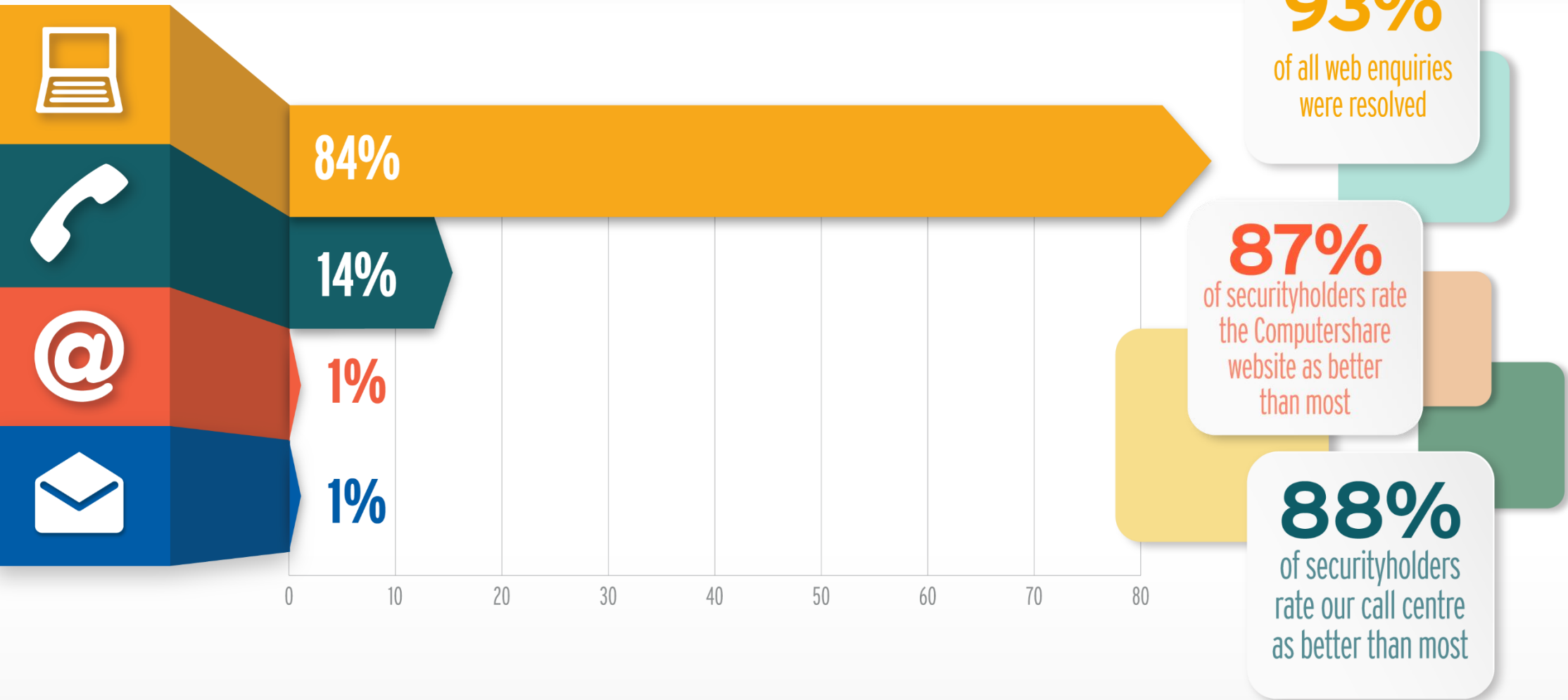
Our Global Service Model has seen a very low attrition rate of call centre staff in the last twelve months, allowing us to continue our strong focus on developing agent knowledge and skills through cross-regional resources. We have also increased the capacity of teams during periods of peak traffic, ensuring minimal turnaround time for all queries.

Policy change continues to be a key area of focus for controlling potential risk, while managing the negative impacts on the customer experience. Our approach is proactive, we contact clients regularly to ensure we have access to any relevant documentation required for security checks. We have seen positive results so far, especially in problematic areas such as deceased estates and off-market transfers.

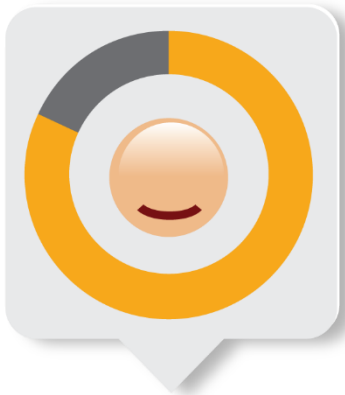Moving forward, our focus over the next six months includes:

› Driving enhancements to further improve transparency within our call centres, and providing easy access to information to help us better service securityholders

› Continued focus on ensuring the customer experience is consistent and seamless across all channels, with a focus on digital

› Leveraging best practice from other Computershare regions to improve quality and customer experience

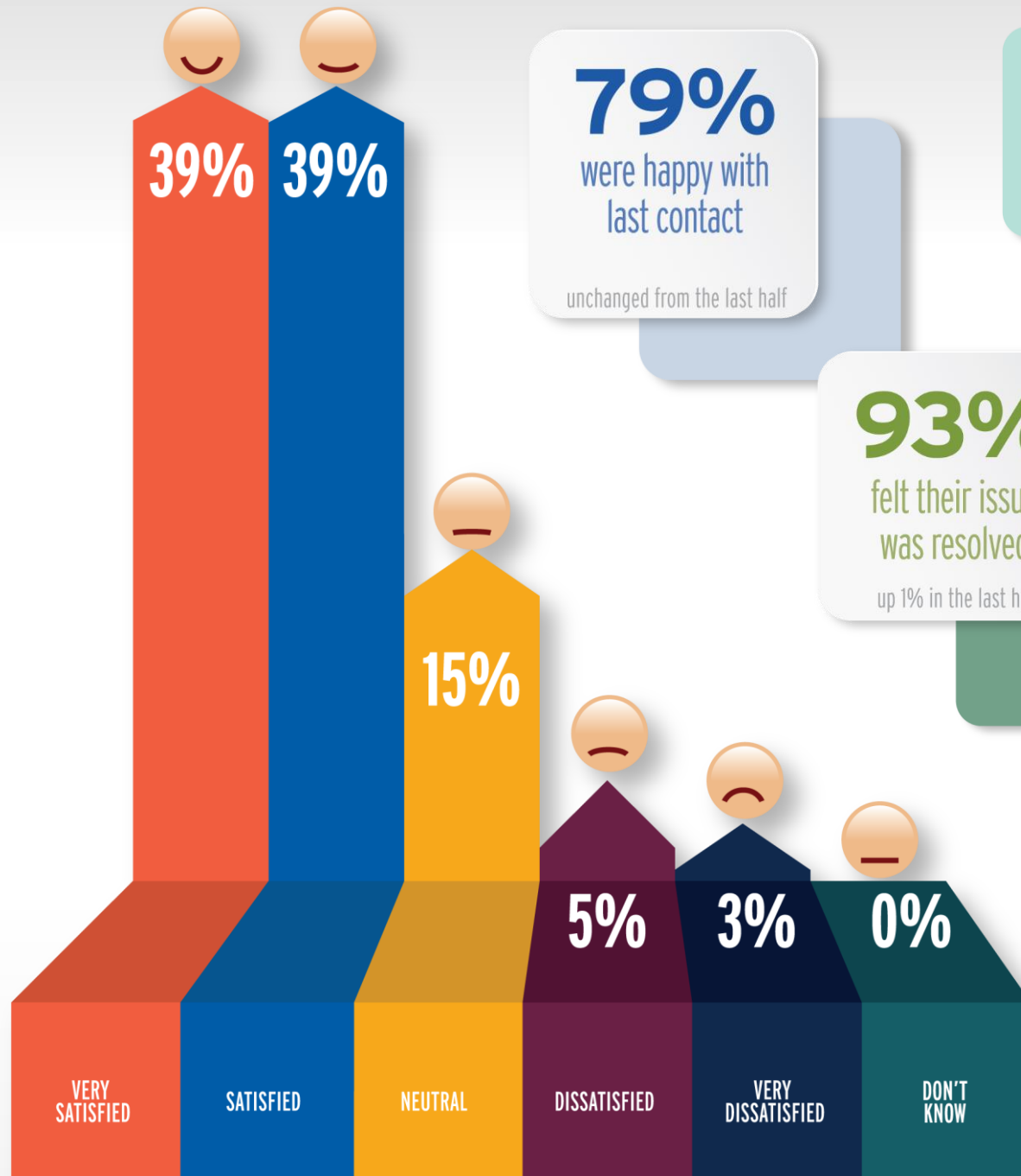Computershare

# Taking care of over 2.3 million securityholder contacts



84%

14%

1%

1%

0  10  20  30  40  50  60  70  80

**93%** of all web enquiries were resolved

**87%** of securityholders rate the Computershare website as better than most

**88%** of securityholders rate our call centre as better than most

Numbers are rounded, for more detail contact your Relationship Manager.

**Computershare**

**84%** of all communication contact is via the web

**83%** of web contacts are happy with our overall shareholding management

**39%** **39%**

**15%**

**5%** **3%** **0%**

VERY SATISFIED | SATISFIED | NEUTRAL | DISSATISFIED | VERY DISSATISFIED | DON'T KNOW

Satisfaction with the online response

**79%** were happy with last contact

unchanged from the last half

**93%** felt their issue was resolved

up 1% in the last half

**87%** say we are equal to/better than most

up 2% in the last half

**94%** are happy or even more favourable towards YOU after dealing with US
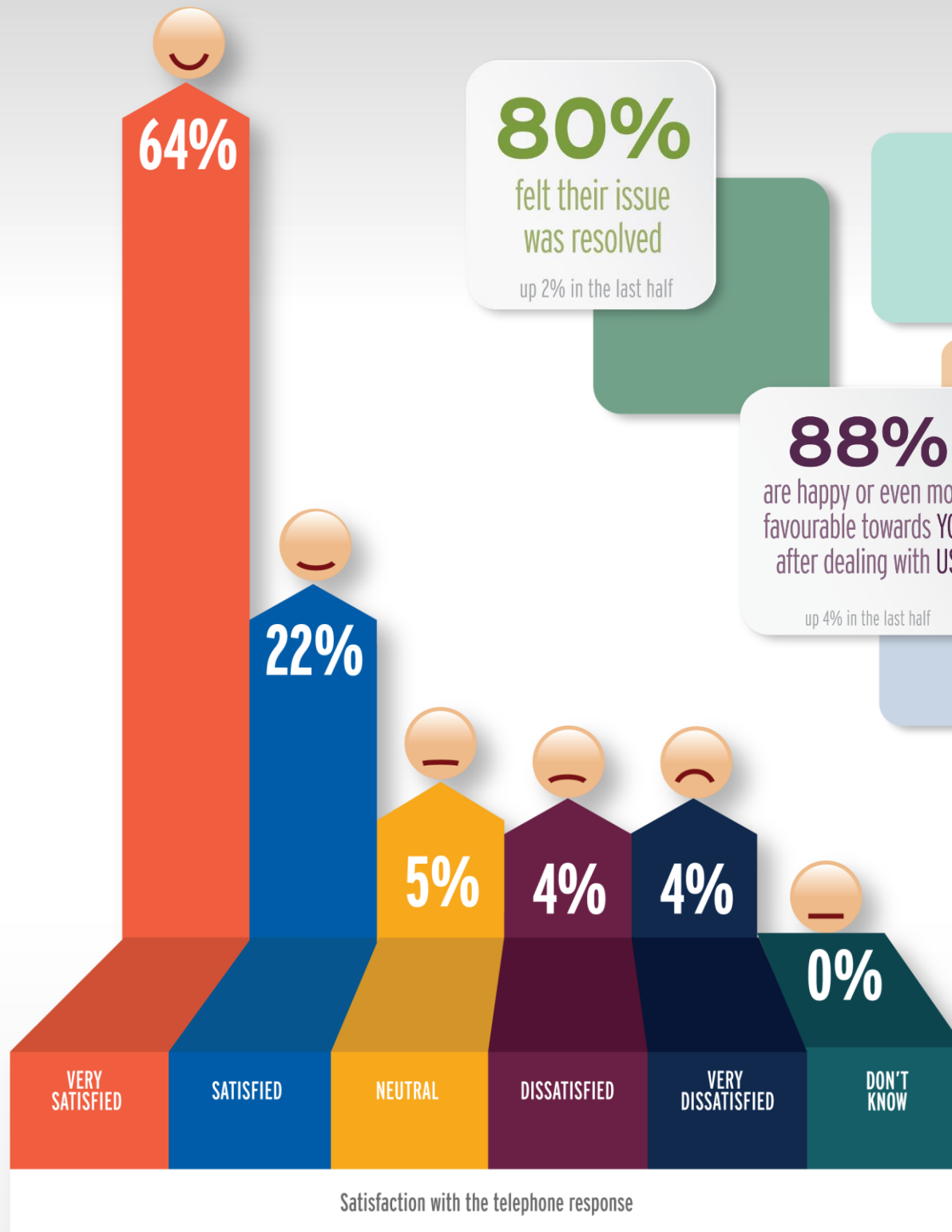
up 1% in the last half

If the variance to the previous report is within the margin of error (2.60%) for this survey of web contacts it is not statistically significant.

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**14%** of all communication contact is via the telephone
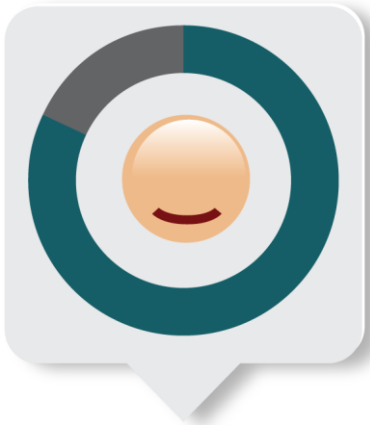
**80%** of telephone contacts are happy with our overall shareholding management

**64%** VERY SATISFIED

**22%** SATISFIED

**5%** NEUTRAL

**4%** DISSATISFIED

**4%** VERY DISSATISFIED

**0%** DON'T KNOW

Satisfaction with the telephone response

**80%** felt their issue was resolved

up 2% in the last half

**89%** say we are equal to/better than most
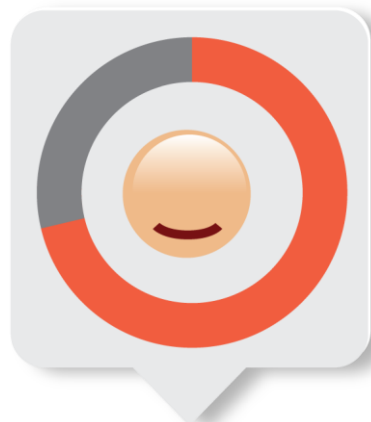
up 1% in the last half

**88%** are happy or even more favourable towards YOU after dealing with US

up 4% in the last half

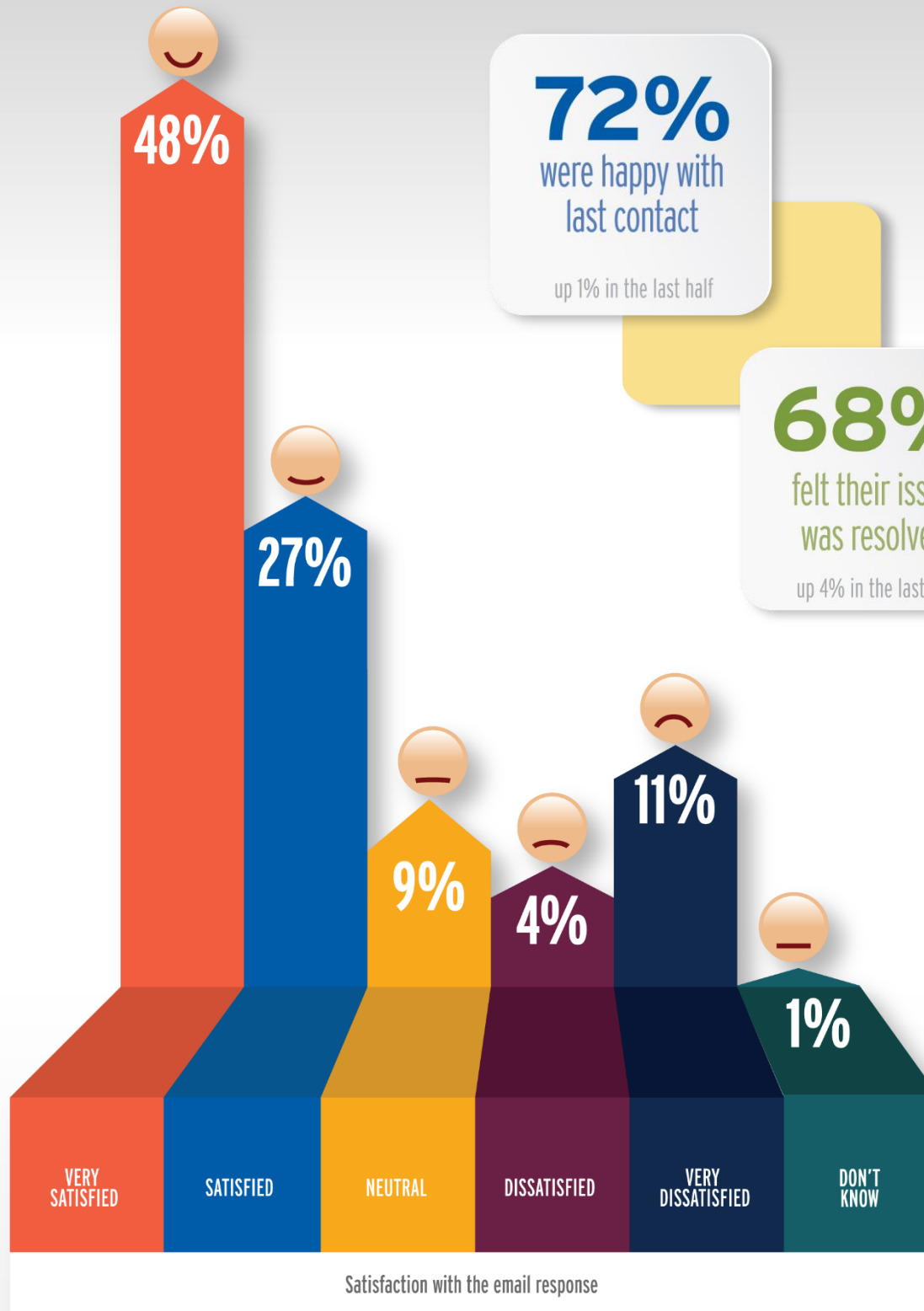**79%** were happy with last contact

unchanged from the last half

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**1%** of all communication contact is via email

**70%** of email contacts are happy with our overall shareholding management

**48%**

**27%**

**9%**

**4%**

**11%**

**1%**

| VERY SATISFIED | SATISFIED | NEUTRAL | DISSATISFIED | VERY DISSATISFIED | DON'T KNOW |

Satisfaction with the email response

**72%** were happy with last contact

up 1% in the last half

**68%** felt their issue was resolved

up 4% in the last half

**88%** are happy or even more favourable towards YOU after dealing with US
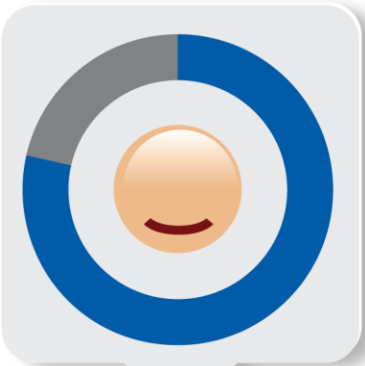
down 3% in the last half

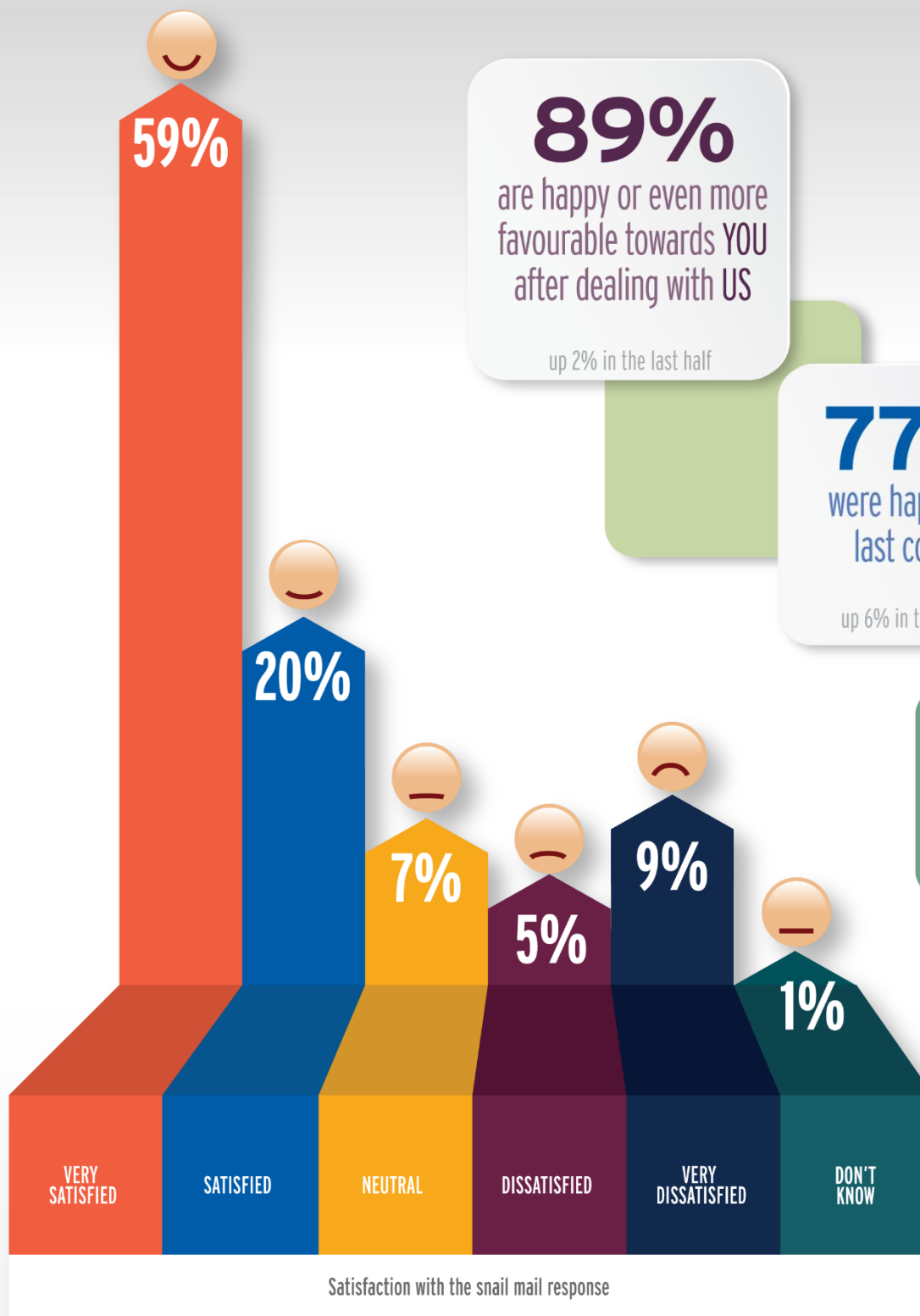**86%** say we are equal to/better than most

up 3% in the last half

If the variance to the previous report is within the margin of error (2.60%) for this survey of web contacts it is not statistically significant.

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**1%** of all communication contact is via snail mail

**78%** of snail mail contacts are happy with our overall shareholding management

**89%** are happy or even more favourable towards YOU after dealing with US

up 2% in the last half

**86%** say we are equal to/better than most

up 1% in the last half

**77%** were happy with last contact

up 6% in the last half

**77%** felt their issue was resolved

up 6% in the last half

59%

20%

7%

5%

9%

1%

VERY SATISFIED

SATISFIED

NEUTRAL

DISSATISFIED

VERY DISSATISFIED

DON'T KNOW

Satisfaction with the snail mail response

7

If the variance to the previous report is within the margin of error (2.60%) for this survey of web contacts it is not statistically significant.

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