Staying in touch with shareholders who have moved

AMP was able to reconnect with thousands of shareholders who had recently changed their address, by matching their data with Australia Post’s data – derived from the National Mail Redirection service.
**Snapshot**

**Customer**  
AMP  

**Website**  
amp.com.au  

**Industry**  
Finance / Insurance  

**Product**  
Reconnect – a suppress and update solution

**Challenges**
- When individuals move house, they may not remember to let all their suppliers know their new details – resulting in potential loss of contact.
- AMP has an obligation to make contact with shareholders to keep them informed.
- If shareholders are not contacted within a specified time, AMP must hand their shares over to a government body.

**Solution**
- Australia Post processed AMP’s shareholder data against the National Change of Address database to find and contact shareholders who had moved.
- 700,000 records were washed and 23,000 shareholders were contacted by mail over a four month period.

**Results**
- The mailing achieved a 66% response rate (over 15,000 shareholders).
- Return-to-Sender rates were greatly reduced thanks to the updated data.
- Due to the positive ROI (just $2.50 per successful reconnect), future projects between AMP and Australia Post are being considered.

“**Australia Post, through the campaign management team, assisted us throughout the process. They worked with us on the data match, assisted with personalising the communications, and issued the letters to meet our deadlines. All in all, it was a fantastic result and we will be using this service in the future.”**

Marnie Reid  
Head of Shareholder Services, AMP

“**The process enabled us to reissue unclaimed dividends to around 500 shareholders.”**

Marnie Reid  
Head of Shareholder Services, AMP
Background

When AMP demutualised in 1998, over 1.2 million people invested in its shares. That’s a lot of shareholders to keep informed and up to date.

This can become difficult when people move house and forget to inform AMP of their updated details.

If a shareholder is unable to be contacted within a certain timeframe, AMP is required by law to hand the relevant shares over to a government body for safekeeping until they are claimed.

15,000+ replies were received a response rate of 66%

700,000 records were washed

Great ROI – just $2.50 per successful reconnect

An additional 6,000 email addresses were gathered

This case study is based on information provided by AMP and illustrates how one organisation has used Australia Post’s suppress and update services. Many factors contributed to the results and benefits described. Australia Post does not guarantee comparable results elsewhere. This campaign was delivered using Australia Post’s suppress and update services. For more information, visit auspost.com.au, call 13 11 18 or speak to your Client Account Executive.
Challenge

With so many shareholders, and an even larger database, ensuring their data is up to date relies primarily on shareholders keeping their contact details current.

The amount of returned mail is used as a guide as to who is not receiving their information, however, not all of the mail that is delivered to an old address is returned – making the task even more challenging.

Solution

AMP had previously used Australia Post’s Reconnect service and trusted in the process and results. So it was an easy choice to use the same service again.

It started with ‘washing’ the existing AMP database against Australia Post’s National Change of Address database to find any ‘missing’ shareholders.

Once the discrepancies were identified, a letter was sent from Australia Post to the shareholder, informing them of the need to update their details with AMP.

Letters are sent on AMP’s behalf for privacy reasons and because when it comes to postal service matters, people trust Australia Post. This helps cut through any barriers of individuals questioning the validity of the communication.

Results

The 66% response rate for the campaign far exceeded expectations. Plus, AMP was still receiving responses a year after the campaign. Giving shareholders the option of replying by mail, email or phone meant even more data on each shareholder was able to be captured.