

CONSUMER RESPONSE SERVICE

> BUILD LASTING RELATIONSHIPS WITH YOUR CONSUMERS

FACT SHEET

Engage more effectively with your consumers through a professional, secure and accurate response service that promotes long-term, loyal relationships.

As competition for market share intensifies and consumer awareness and activism continues to grow, the need for a strong, differentiated brand has never been more important.

Computershare's consumer response service combines highly experienced and professional representatives with leading processes and technology to be the voice of your brand - allowing you to focus on your core business.

ENHANCE YOUR REPUTATION

Increase satisfaction, customer retention and loyalty by responding to all consumer queries promptly and effectively.

Communicate positive messages to consumers, resolve complaints and quickly assemble a team to support product recall and the anticipated increases in call volumes, delivering scripted messages to satisfy customers.

MANAGE SENSITIVE INFORMATION TO MITIGATE RISK

With 25 years experience managing commercially sensitive information for more than 14,000 clients, Computershare ensure your consumer contact information remains secure using software and systems protected by strict access and all representatives trained in risk awareness, guaranteeing protection of your brand.

IDENTIFY TRENDS IN CONSUMER CONTACT

Understand consumers and their intentions, transforming raw consumer response into actionable insights that you can use to drive product and process improvements.

Accurate compilation of consumer information allows detailed reporting to pinpoint key issues that will ensure corporate success.

SUPPORT YOUR MARKETING INITIATIVES

Support promotional strategy and deliver key messages to consumers. Direct dialogue with consumers will increase understanding and the impact of marketing messages and encourage successful outcomes for your promotional activity.

COMPUTERSHARE
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