

MAX - COMPUTERSHARE'S UNIQUE CALL MANAGEMENT SERVICE

> INFORMATION CAPTURE EFFICIENCY

FACT SHEET

Achieve your strategic objectives by increasing the efficiency of your register and maximising the value of each securityholder interaction.

Maintaining an up to date register and tracking missing securityholder information is a costly and time consuming process for most publicly listed companies.

Computershare's innovative call centre service "Max", can provide you with a cost effective way to maximise the value of inbound securityholder inquiries by prompting call centre staff to request missing information when a securityholder calls in, updating it immediately on the register.

COLLECT MISSING INFORMATION

Utilise inbound securityholder calls to update registry information such as:

- > current address details
- > direct credit instructions
- > Tax File Number or Australian Business Number
- > email address
- > eCommunications (for all available options)
- > contact numbers (mobile/telephone)
- > date of birth
- > replacing outstanding/unpresented payments.

TURN EACH CONTACT INTO AN OPPORTUNITY

Build securityholder profiles by capturing up-to-date information with every customer service call and gain further insight into securityholder sentiment.

REDUCE COSTS

Drive eCommunications uptake, reduce your print and fulfilment costs and encourage securityholders to use lower cost payment and communication channels.

PROMOTE SELF-SERVICE

Influence securityholder behaviour by guiding them to your preferred method of payment or communication every time they make a customer service call.

KEEP YOUR REGISTER UP-TO-DATE

Set count thresholds against each question to keep information up to date over time such as 'ask again in one year' and ensure securityholders aren't repeatedly asked the same questions by setting the number of times a question should be asked.

FULLY CONFIGURABLE SYSTEM

"Max" can be configured to identify the desired or missing information and prompt call centre operators to request it when a securityholder calls in. Options criteria and scripts can be set at a company or transaction level, as required.

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For more information please contact your Relationship Manager