

Preserving Shareholder Assets: How a Mutual Fund Firm Prevented Escheatment

THE SITUATION

A mutual fund company needed to contact shareholders urgently to prevent their assets from being escheated to the state. The firm had just two weeks to:

- Complete a shareholder notification mailing
- Establish a call center to handle inquiries
- Execute a proactive call-out campaign

Complicating matters, many shareholders were high-net-worth individuals expecting a premium service experience. The firm was concerned that the surge in call volume could overwhelm its call center, but securing additional facilities, hardware and staff on short notice was unrealistic.

THE SOLUTION

SS&C Flex responded immediately, developing and executing a detailed project plan under which:

- Shareholder file transmissions were processed within 24 hours
- Mailings were launched within two days
- Call center operations were activated with evening callouts initiated by day three
- After-hours voice messaging service was established within three days

THE RESULTS

- Retained 90% of assets at risk of escheatment
- Maintained service levels despite the call volume surge
- Delivered a seamless, high-touch experience for shareholders

SS&C Flex: Unmatched global support for business events

SS&C has 30+ years' experience in helping companies respond to seasonal, disruptive or extraordinary business events, with proven expertise in best practices, processes and systems.

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