

# 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

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