

# FINDING LOST CUSTOMERS

Before mailing out its major annual benefit statement, the Government Superannuation Office made an extra effort to locate lost customers – and the effort paid off.

It has been a busy year for businesses operating in the area of superannuation. On top off the usual scheduled quarterly and annual mail-outs there has been a massive undertaking to help members reclaim lost funds as well as to inform them of important changes within the superannuation industry.

The Government Superannuation Office (GSO) is administrator of the Victorian State Superannuation Fund and manages the superannuation entitlements of approximately 143,000 current and former Victorian government employees.

GSO has made customer communication a big priority for 2005. "We are going through some major changes at GSO – as is superannuation in general – and we want to make sure that our members are kept abreast of these changes," says GSO Document Manager Ralph Ross. "The ability to maintain

accurate contact details of our members is vital to our commitment of providing service to them."

Having previously used the National Change of Address (NCOA) service provided by Geospend (a division of Australia Post) to update its database with members who had moved, the GSO went a step further and used Geospend's Re-Connect Service. This is a second step in locating lost and lapsed customers.

The NCOA service updated GSO's database with the new addresses of people who had moved. This was made possible through the Australia Post NCOA file, which contains new address details collected through Post's Mail Redirection Service. Customers indicate, when they fill in the mail redirection form, whether they want Australia Post to pass on new address details in line with current privacy legislation.

Because GSO knew there were some members still unaccounted for, it decided to use Geospend's Re-Connect service. Geospend wrote a letter on behalf of the GSO to members who hadn't provided permission for their new address details to be passed on. The letter advised them that the GSO was interested in obtaining their new address and they were encouraged to contact the GSO by telephone or by using an enclosed Reply Paid envelope.

Around 225 previously lost members responded to the letter and provided their new address in time for the annual benefit statement mail-out.

The GSO was happy with the response. "Geospend's Re-Connect Service took us a step further in locating lost customers," explains Ralph. "Not only were we able to reach a greater number of members, but we also reduced our return-to-sender mail."

