

# CHARTER

> STRATEGIC COMMUNICATIONS CONSULTING

## FACT SHEET

### Streamline the design and production of your customer communications to maximise their effectiveness and ensure alignment with your overall business objectives.

Customer focussed companies are continually seeking to increase the value of their customer communications – such as statements and bills – by using them to influence behaviour and drive loyalty and top-line sales.

The challenge is achieving the objectives of key internal stakeholders – such as IT, marketing, call centre and billing – within a single, visually appealing customer communication.

Computershare's Charter methodology maximises the effectiveness of your customer communications through streamlined design and production of professional, engaging and influential communications.

#### GENERATE COST EFFICIENCIES

Leverage the cost of your mandatory communications – such as statements and bills – and realise their potential as a valuable one-to-one communication with your customers. Charter delivers significant return on your communications investment and helps to reduce unwanted call centre enquiries through better customer understanding. Through Charter your business will also save costs by reducing paper usage and maximising postage discounts.

#### INFLUENCE CUSTOMER BEHAVIOUR

Inform and influence your customers through targeted messaging and improved document layout and design. By identifying and prioritising the information presented in your communications, key promotional and call-to-action messages, such as directing your customers towards a preferred payment option, can be delivered more effectively.

#### FLEXIBILITY AND SCALABILITY IN PRODUCTION

Meet your timing, budgetary and compliance requirements. Charter allows you to adapt quickly and cheaply to new document formats while implementing rapid changes to document content – without altering your data structure.

#### GENERATE INTERNAL EFFICIENCIES

Improve your internal business processes and allow your staff to focus on your core business. Through Charter your business maintains control of its customer communications while Computershare manages the implementation – saving you time, costs and resources.

#### GET THE MOST FROM YOUR INTERNAL STAKEHOLDERS

Utilise our staff's experience in facilitating input from disparate internal stakeholder groups such as IT, Marketing, Call Centre, Finance and Billing to ensure their requirements are seamlessly integrated into your communications. Charter's unique approach ensures that consultation between groups is maintained during the critical stages of the process creating transparency and minimising risk.

#### COMPUTERSHARE COMMUNICATION SERVICES LIMITED

ABN 76 007 153 184

[www.computershare.com](http://www.computershare.com)

#### AUSTRALIA

Melbourne (03) 9415 5000  
Perth (08) 9445 7000  
Sydney (02) 8877 3000

Is your customer churn too high?

Would you like to lower your cost to serve through paper and insert rationalisation and maximising DPID and postage savings?

Are you capitalising on your marketing spend by using your essential communications as an effective marketing tool?

Are you producing too many overdue notices because your customers are not paying on time?

Would you like to reduce your print and mail costs by sending, receiving and storing your customer communications via email and the web?

Does the use of industry jargon instead of 'plain english' create confusion; causing high-cost, unwanted call centre activity?

**When the actions of and feedback from your customers do not correspond with your communication objectives and targets it may be time to think of employing the services of Charter and seeing the difference streamlined communications can make to your business' overall strategy.**

**Charter can help you reach your target market more effectively with clear and succinct messages using their preferred communication channel be it print and mail, web, email, fax, SMS, phone and online bill pay. Your communication strategies can even be localised to a specific region to better target segments within your target market.**

**BRAND**  
Strong brand presentation emphasising key information

**COMPLIANCE**  
OCR processing for APCA compliance and ABN numbers to ensure legal adherence

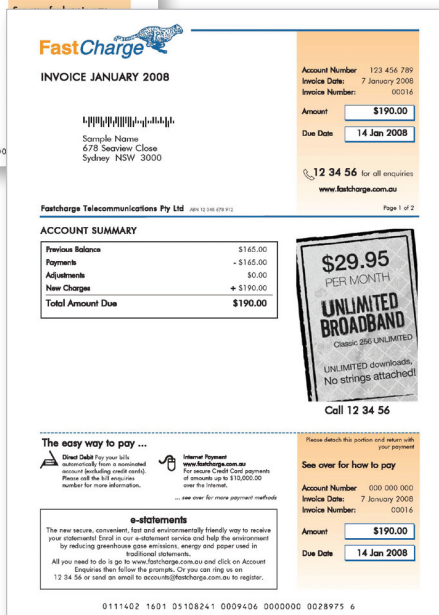
**PREFERRED PAYMENTS**  
Front page features only the lowest cost to process payment channels

**ESTATEMENTS**  
Meets market expectation of customer choice, eliminating the need for a promotional flyer and increasing the likelihood of customer retaining important information



**AMOUNT & DATE DUE**  
Given prominence to fulfil the main priority of the communication

**CONTACT**  
Highlights phone and web as preferred methods of contact



**TARGETED VARIABLE MARKETING MESSAGE AND GRAPHICS:**  
Prime positioning for targeted messaging to the right person based on data received

**Contact Computershare today and see the difference Charter can make to your customer communications tomorrow.**