

# Georgeson Asset Reunification

**Tracing and Engaging Missing Members**

**The Impact of Unclaimed Assets on the Life and Pensions Sector:** Results of an Industry survey

**Date: 28 February 2012**

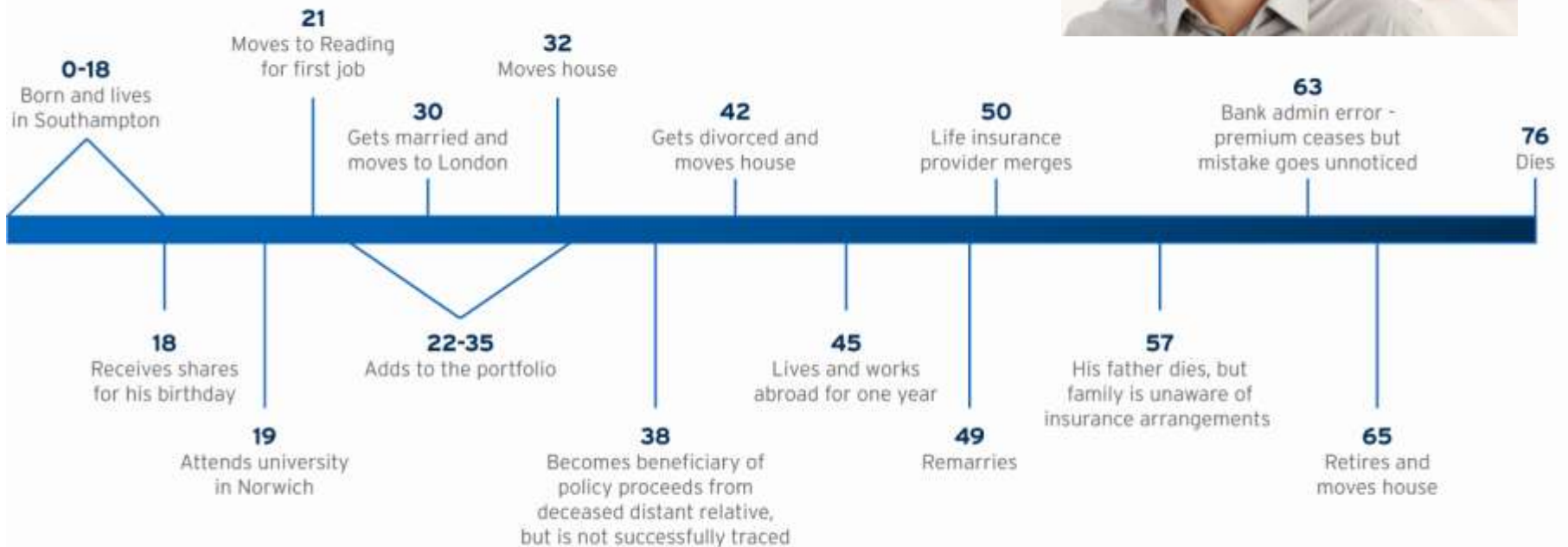
**Presenters Name: James Devon**

CERTAINTY | INGENUITY | ADVANTAGE ||

Georgeson

A COMPUTERSHARE COMPANY

# Defining the Issue



# Aims and Methodology of the Industry Survey

- › To assess the level of awareness of the issue of unclaimed assets among industry leading professionals
- › To try to quantify the size of the potential issue in the UK Life market
- › To synthesise industry opinion on the subject to increase the level of debate around the problem
- › To provide some authoritative context for the debate on this subject in the UK Life market
  - › **121 Product Providers, Advisors and Intermediaries were contacted, 50 responded positively representing 41% participation**
  - › **26 survey respondents were working for a Life and Pensions provider**

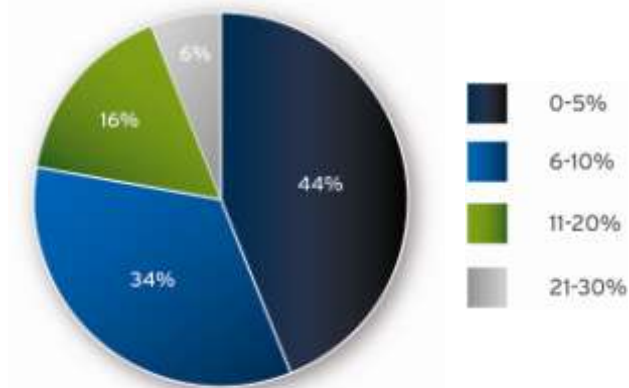
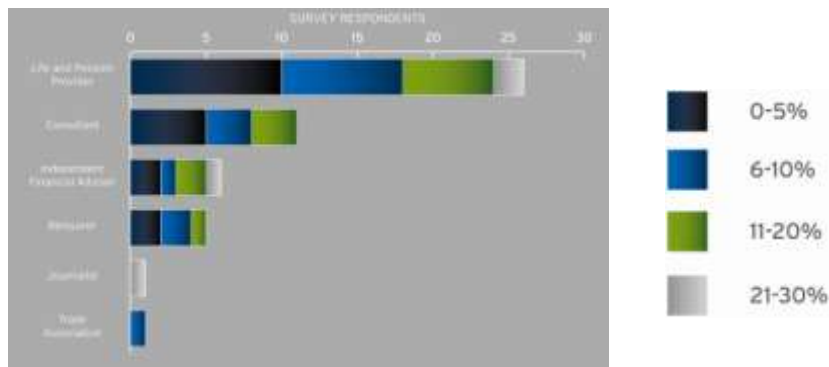
# Headline Findings

- › **39%** of the providers sampled believe the likely **level of dormant policies would have a major effect on the UK life market**
- › **32%** of the survey respondents believe that **up to 20% of in-force policies are dormant**
- › **86%** of the survey respondents believe the **issue will attract much greater regulatory scrutiny in future**
- › **15%** of the providers sampled **do not have a defined strategy** in place to deal with dormant policies
- › **17%** of the providers sampled estimated there would be **minimal cost** of dealing with dormant policies.

# Scale of the Problem

- > **32%** of the survey respondents believe that between **10% to 20% of in-force policies are dormant**

- > **22%** of the providers sampled estimated that between **11% to 30% of their customer database is dormant**

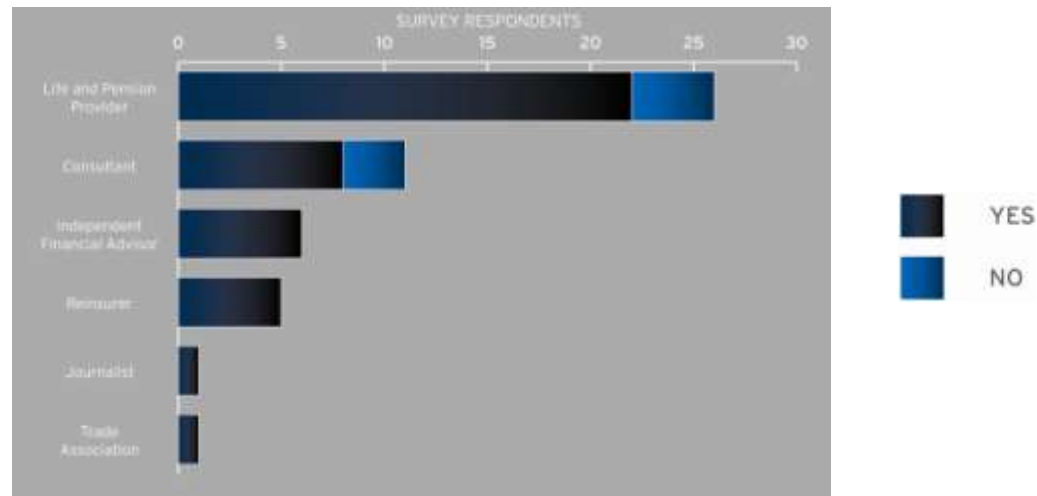


- > 10% to 20% of dormant in-force policies equates to **£6bn** \*

\*based on £41bn of in-force policies in ABI 2010 end of year report

# Regulatory Impact

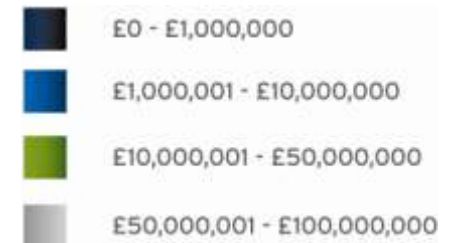
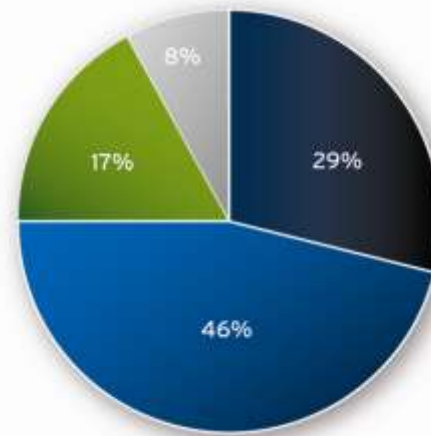
- > **The survey highlighted the FSA action against Scottish Equitable in December 2010**
- > **50%** of the survey respondents and **35%** of the providers sampled **were not aware of the final notice served**



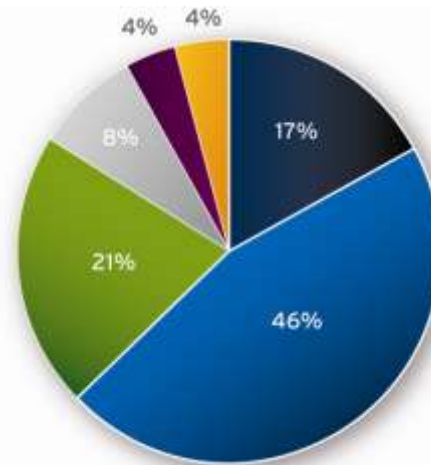
- > **86%** of the survey respondents believed the **issue will attract much greater regulatory scrutiny in future**

# Financial Impact

- > **25%** of the providers sampled estimated that the value of **benefits held in dormant policies across their customer database is between £10 and £100 million**

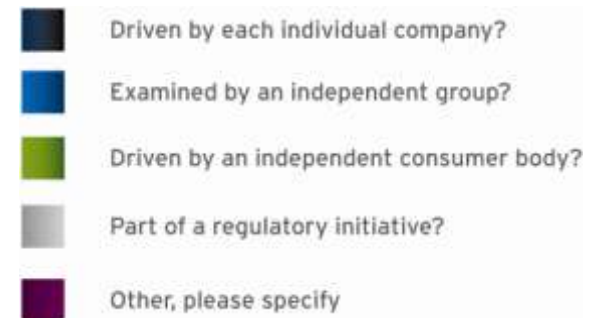
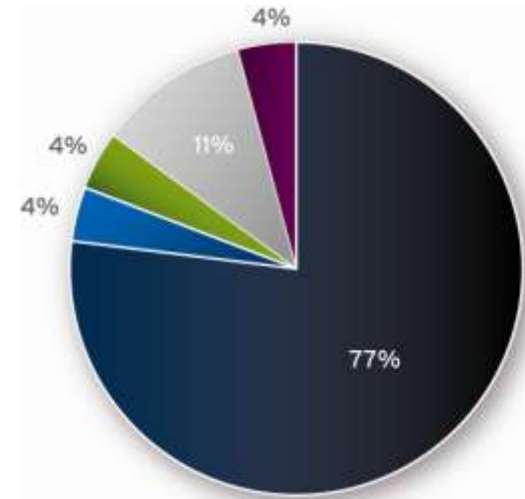
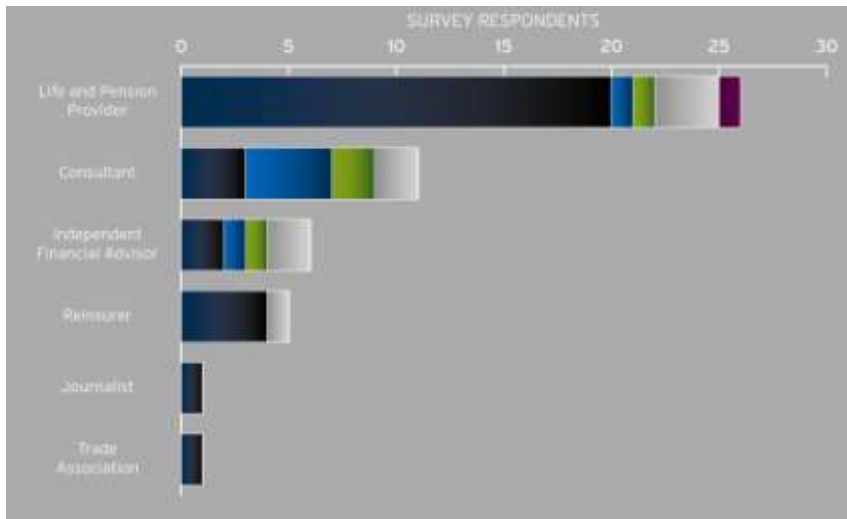


- > **15%** of the providers sampled **do not have a defined strategy** in place to deal with dormant policies.



# Operational Impact

- > **62%** of respondents and **77%** of the providers sampled believe that **any exercise to assess the amount of unclaimed assets should be driven by each individual company**





# Conclusions

- › 10% and 20% of dormant in-force policies equates to **£6bn**
- › Regulators are increasingly aware of the problem with a resulting scrutiny of efforts to locate 'lost' policy holders
- › Companies that do not fulfil their obligations in respect to dormant policies risk significant FSA fines
- › Those that have no clear strategy to address the issue, and those that are not proactively addressing this issue are most at risk from the regulator
- › The administrative cost of dealing with dormant policies should not be underestimated

# Overview of Georgeson Asset Reunification

- › Georgeson is a leading business specialising in reuniting people with their forgotten and unclaimed assets
- › Georgeson has been operating in the UK since 1995 and has been part of the Computershare Group since 2004
- › We have traced over 1.5 million people around the world and reunited them with over £1 billion of their rightful entitlements
- › We provide an outsourced tracing, identity verification and multi channel re-engagement solution to our clients
- › Georgeson is the only experienced asset reunification provider with a global footprint. This puts us in the unique position to set up and deliver operations worldwide
- › We are regulated by the FSA and adhere to all Data Protection regulations and standards

# Why Georgeson Asset Reunification?

- > **Flexible pricing** - we can offer a tiered, potentially cost free service
- > **Managed end to end** - we will fully manage your project including secure data storage, data cleansing, communications design, print and mail, and dedicated and experienced research and operations teams
- > **Increased success rates** - we have a proven track record (up to 80% response rates) of delivering large scale asset reunification and re-engagement projects on behalf of clients such as Aviva, Standard Life and Reliance Mutual
- > **Tried and tested infrastructure** - we have invested significantly in developing advanced tracing technology and secure client databases, as well as enhancing communication channels, research techniques and business processes
- > **Tailored solution** - our service can be tailored to suit requirements, including pricing, multiple communication channels, business processes, verification procedures and reporting
- > **Regulated and compliant** - as part of Computershare Investor Services PLC, we are a scalable, DPA compliant and FSA regulated business

# Proven Expertise

Bradford & Bingley plc



Rolls-Royce



AVIVA

J Sainsbury plc

Ladbrokes<sup>PLC</sup>



BRITISH  
AIRWAYS



RELIANCE  
MUTUAL

STANDARD LIFE



ScottishPower

Cadbury



P&O  
Ferries



RAC  
the driving people

RBS  
The Royal Bank of Scotland Group

# Programme Dynamics

## Client Approval

Agreement drafted and signed

Programme validation criteria agreed

Project communication (correspondence, claim forms, templates and web site) approved with client

Customer data received and project audience agreed

Customer data loaded to Georgeson proprietary systems

Internal and external communication of launch date

## Data Cleansing

Customer data cleansed in house and using third party suppliers

Data segmented into target audiences

## Proactive Research

Proactive research completed using a multitude of data compliant software and resources

Individuals traced to a new address

Verification mailings sent and outbound calls made to engage traced individuals

Inbound phone calls received by our dedicated research team

Claim forms sent to traced individuals once verified by our in house research team

## Verification

Mailings to individuals traced to a new address

Verification mailings sent to traced beneficiaries of an estate

Outbound verification calls complete

Inbound calls received by our dedicated call centre

## Ongoing

Reminder campaigns (mail, phone, SMS and email) encouraging individuals or beneficiaries of an estate to respond

Inbound calls received by our dedicated call centre

Claims received, validated and processed

Registration changes made (e.g. address or name updates)

Customer fulfilment (e.g. cheques, address updates, welcome packs, etc) sent

Weekly progress reporting & data transfer to client

# Programme Dynamics

- › Once the data cleanse has been completed and projects agreed, research and marketing activity will commence to locate lost individuals
- › Research consists of locating individuals using specialist tracing software linked to our proprietary research database or at the probate office
- › Initial contact will be made using verification letters. Research processes will repeat throughout the programme and will be supplemented by multi channel communication to increase participation
- › Georgeson will receive phone calls on a dedicated free phone number to hand hold individuals through the process. Primary verification will be completed over the phone
- › Claim forms will be sent to individuals that have been traced and verified during research processes or that have completed primary verification over the phone
- › Georgeson will take delivery of verification letters and programme documentation from traced individuals, validate their claim and process claim forms (100% audit)
- › Automated validation using electronic data capture of agreed validation criteria will be completed where possible
- › Georgeson sends out fulfilment including cheques, address updates, welcome packs, etc.

## Contact Details

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