

BT's Quest for the Virtual Shareholder



Overview

In an ideal world all shareholders would be virtual ones, where all processes and communications are managed online.

BT and Equiniti recently worked in partnership to get their employee shareholders a step closer to this ideal. Equiniti and BT ran a campaign that positively drove their employee shareholder behaviour to online communications.

Our approach

Equiniti identified those employee shareholders (UK only) who were in the following categories:

1. Were signed up for electronic communications (e-comms) but didn't have a bank mandate or DRIP
2. Had a bank mandate or DRIP but weren't signed up for e-comms
3. Had neither

The appropriate email messages were agreed and Francis O'Mahony, BT's Head of Share registration sent them to relevant employees.

Key tasks

■ Communications:

- Those signed up for electronic communications (e-comms) but don't have a bank mandate or DRIP
 - BT informed them that they would send Equiniti their payroll details to automatically apply a bank mandate to their share holding unless they took positive action by 16th November
- Employee shareholders who had a bank mandate or DRIP but are not signed up for e-comms
 - BT asked them to sign up for e-comms by highlighting the benefits of e-comms to them and BT and directed them to Shareview to activate their Shareview Portfolio
- Employee shareholders who weren't signed up for e-comms and didn't have a bank mandate or DRIP
 - BT asked them to sign up for e-comms by highlighting the benefits and directed them to Shareview.

BT also advised that they would send their payroll details to Equiniti for a bank mandate to be automatically applied to their shareholding unless they took positive action by 16th November.

- Create an online form, hosted by Equiniti on Shareview, for employee shareholders to print off, complete, and return to Equiniti either providing alternative bank details or confirming that they want to continue receiving dividend payments by cheque.
- Incentivise employees to become virtual shareholders by entering them into a prize draw to win a trip for two to the top of the BT Tower.

Our service

- Equiniti identified the relevant BT employee shareholders and sent their details (URN, payroll number, name and address) to BT
- We managed all general shareholder queries that the project raised
- Alternative bank mandate forms and cheque requests were collated

- Confirmation was sent to BT of those employee shareholders who didn't want their payroll details sent to us
- After receiving the relevant employee's payroll details from BT, Equiniti loaded the bank mandates to their shareholdings

Delivered

- 99.1% of employee shareholders who were signed up for e-comms but didn't have a bank mandate or DRIP had their payroll details applied as a bank mandate and are now BT's ideal shareholder, the virtual shareholder
- 4.3% of employee shareholders who had a bank mandate or DRIP but were not signed up for e-comms signed up and are now a virtual shareholder
- 98.5% of employee shareholders who had neither of the above had their payroll details applied as a bank mandate and 4% also signed up for e-comms