



Top 5 **Call Center** **Best Practices** to Look for in a Transfer Agent



Large public companies need experienced service providers who can act as an extension of their business, especially when engaging with their shareholders. Therefore, a transfer agent's call center has a critical role to play in ensuring shareholders get the service and response they need.

These helpful tips can help you find a transfer agent to provide the shareholder service support you need from your call center operations.



01. Seek proactive shareholder support

As the face and voice of your company to your shareholders, your transfer agent's call center is often the most frequent interaction many shareholders have with your company. When shareholders have a question or a concern, the service the call center provides reflects directly on your business.

It's important to choose a transfer agent with a call center that prioritizes providing exceptional shareholder support. Beyond answering the phone quickly or minimizing wait times, representatives must be engaged and empathetic on every call, regardless of whether they're answering a routine question or resolving a complex problem. The service they provide may be the difference between a shareholder who stays and one who sells.

02. Look for dedicated, highly trained talent

Your shareholder call center isn't where you can afford to cut corners. Rather than outsource this critical function, the right transfer agent will invest in this critical part of the shareholder experience by hiring, training and retaining in-house talent.

By nurturing dedicated call center employees in-house, your transfer agent can help build a supportive culture where call center representatives can offer a greater continuity of service for shareholders. From staying up to date with your business processes to regulatory changes that impact the transfer of shares, these highly trained servicepeople will be better positioned to represent your business with every interaction.



03. Choose a provider with established service quality standards

Common call center service level agreements (SLAs) and key performance indicators (KPIs) define expected response times, resolution rates, caller satisfaction scores and more. Clearly defined and carefully considered service quality guidelines help ensure the call center's performance is aligned with your goals and shareholder expectations.

The transfer agent should provide a call center with key quality cornerstones in place, including being caring, courteous, responsive and efficient. Establishing clear expectations and leveraging a quality approach can help to ensure your shareholders receive a call center experience that's at a consistently high level.

04. Choose a transfer agent that provides full support service for your shareholders

Select a call center capable of fully managing shareholder inquiries from start to finish. Rather than shifting responsibility between departments, asking shareholders to contact your business directly or leaving a shareholder's issue unresolved, your transfer agent's call center should be proactive and take initiative and responsibility for all shareholder interactions.

Account notes and flags can be used and tracked to confirm representatives have access to any prior calls or correspondence with your shareholders so that they don't have to re-explain information, reducing caller frustration. Shareholder calls that require additional attention and research should be escalated and managed by a customer solutions team that's dedicated to handling shareholders' most complex and challenging questions. They should work directly with shareholders and across departments to offer solutions until each situation is resolved.

05. Look for the experience that leads to a successful interaction

Beyond general training, the right transfer agent's call center employees will demonstrate a high level of professionalism with every call. This includes helping employees acquire and maintain superior support skills, such as active listening, being solution-focused and being friendly and courteous.

With these skills, call center representatives can often defuse tension, build strong rapport and turn a shareholder with a problem into one who feels respected. The ability of the call center's representatives to set a positive tone and make shareholders feel heard is often the difference between a positive interaction and a negative one.

Best practices that work

Your transfer agent's call center operations are one of the key considerations when choosing a provider. At EQ, our consultative and collaborative approach to meeting your business goals and essential transfer agent service needs provides your shareholders with excellent service. What makes EQ the right fit for your shareholder support needs?

[Learn more about EQ Transfer Agent Services.](#)

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Transfer Agent in Client Satisfaction¹

Over 9.8 million

transactions processed for shareholders annually²

99.2%

processing accuracy rate³

¹ Group Five 2023 Shareholder Services Benchmarking Study.

² Based on EQ U.S. Proprietary Data.

³ Ibid.



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