Shareholder analysis & IR contact management – case study

ir:intouch

Client: Invesco Perpetual Specialist Funds Division
Project: Share register analysis and contact relationship management

Background

Invesco Perpetual's Specialist Funds Division offers a range of investment companies, with a variety of investment strategies.

Its Investment Companies typically attract investment from institutions, private client wealth managers, accountants & solicitors and independent financial advisors. Occasionally, short-term, arbitrage investors become shareholders and Invesco Perpetual wishes to be able to identify such investors through quick and accurate analysis.

In addition to the analysis, Invesco Perpetual required a contact relationship management system so the team could target their communications effectively and keep records of meetings.

What we did

With 140 investment trusts employing RD:IR's services, this has become a specialist area of expertise for the company.

Our working relationship with Invesco Perpetual began in 2005. We analyse the registers of the 14 investment trusts within the specialist funds division, issue the associated s793 notices and maintain the s808 registers.

As with all our clients taking our contact relationship management services, the ir:intouch team conducted an initial project, researching all existing and potential holders to ensure accuracy and relevance of contact data. The contact database is maintained on an on-going basis and a refresh project undertaken every six months. Profiles providing key data on the major investing institutions are also available to download from the system.

Like other investment trust clients, Invesco Perpetual commission RD:IR to produce and distribute their HTML newsletters and e-communications for their investment trust range. This process is facilitated through the ir:intouch software linking the e-mail to the company's targeted distribution lists.

Outcome

Invesco Perpetual has an on-line platform which allows them to view the share register analysis across their suite of investment trusts, allowing them to identify the major fund managers across the range. The platform provides them with a mechanism to record contact and meetings with their shareholders, and a targeted distribution channel for their communications.

There are over 2,000 contacts visible to Invesco Perpetual with a distribution list of around 1,500 interested fund managers and buy-side analysts.

> "Richard Davies Investor Relations has provided us with a level of service which is both prompt and accurate in nature. For the purpose of our business this is essential so that we are able to reach our clients in providing them with up-to-date information on our investment companies."
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> *Invesco Perpetual*