

# Proxytrust

## *Proxytrust's Electronic Platform Boosts Efficiency For Top Regional Bank*

### CASE STUDY >>>>

In 2002, a leading regional bank in the Southeast with nearly \$4 Billion Assets Under Management and nearly 5,000 accounts upgraded from paper proxy voting to Proxytrust's online system.

This decision has resulted in tremendous overall savings, as the company was able to eliminate cumbersome paper records and storage costs while simultaneously increasing its ability to effectively process proxy requests and review prior voting records.

#### **PAPERLESS SYSTEM SAVES TIME & MONEY**

According to an Assistant Vice President & Portfolio Manager in the company's Trust & Asset Management Department, the switch to Proxytrust has made "a world of difference." Before implementing Proxytrust, foot-high stacks of paper proxies would be piled in her supervisor's office, where he would sift through each document manually and vote. In addition, an office assistant also poured through the piles ensuring all information was correct, making copies for record-keeping purposes before finally mailing the proxies out. Once that process was complete, the proxies had to be stored for record keeping purposes. Even so, there was no easy way to pull one specific proxy should a question arise down the road.

Proxytrust's automated system has eliminated all hassles and provided additional benefits. The cumbersome task which previously involved two employees has now been reduced to an automated, highly efficient system that is easily managed by one person. Additionally, the company can review prior voting records with ease thanks to Proxytrust's unlimited historical voting record keeping and reporting features.

**"We know our clients are busy -- so we made sure the process would be instantaneous. For any given meeting, our clients can drill down and retrieve the information they need, automatically."**

- John Jansing  
Proxytrust President

## **PROXYTRUST SYSTEM IS EASY TO USE, INTUITIVE**

For organizations that choose to handle voting in-house rather than outsourcing, Proxytrust's system can prove extremely beneficial. "At the end of the day, using Proxytrust makes my job easier," stated the Assistant Vice President & Portfolio Manager. "The system is organized and easy to use. It automatically shows what is due in the next 30 days, and I receive an email notification if a due date is approaching. I can rest assured that my bases are covered and nothing will fall through the cracks."

Additionally, Proxytrust has a direct link with Edgar Online filings and company websites, so shareholder reports are available at the clients' fingertips. Furthermore, the reports are readily available – no downloading is necessary. "We know our clients are busy – so we made sure the process would be instantaneous. For any given meeting, our clients can drill down and retrieve the information they need, automatically," stated Proxytrust President John Jansing.

## **RESPONSIVE CUSTOMER SERVICE**

Proxytrust clients are very diverse in their needs, and the company prides itself on creating customized services to match those specific needs. "We have open and frequent communication with our clients and we continually refine our processes in order to provide cutting edge, customized services," continued Jansing.

In addition, Proxytrust has stringent quality control measures and often can detect problems before clients are even aware that an issue exists. "At one point I had a problem with some data regarding proxy contests," recalled the Assistant Vice President & Portfolio Manager. "Before I was even aware of the issue, Proxytrust called to inform me of the conflict. That's one of the great benefits of working with a smaller company. Proxytrust's commitment to customer service is superior."