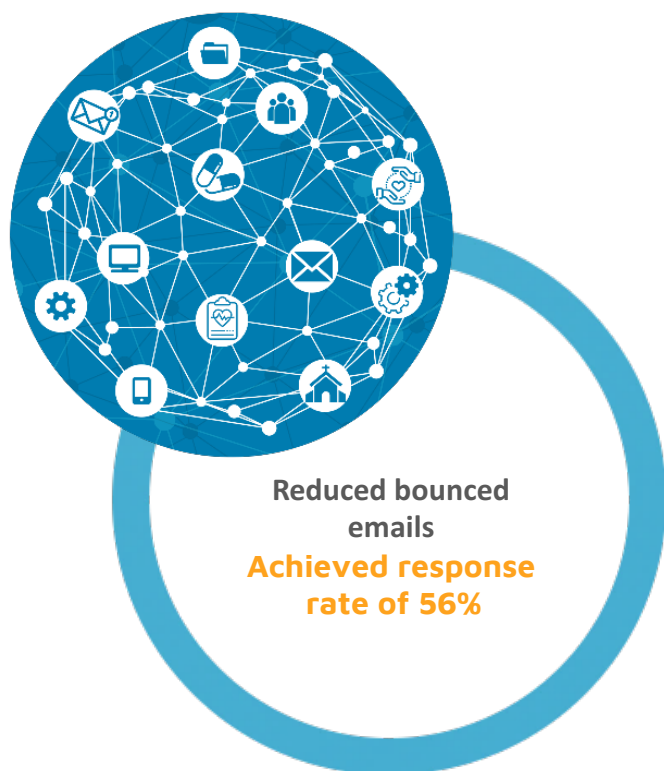


## Australian Catholic Superannuation Achieved a Response Rate of 56% with Hoosh's SMS Program

### Company Profile

Australian Catholic Superannuation is an industry fund for all Australians working in various Catholic sectors related to education, healthcare, aged care, and welfare.

As a profit-for-members super fund, Australian Catholic Superannuation assists in maximising retirement benefits, by providing all members with multiple investment options that allows a lifetime of investment.



### Challenges

The Fund saw the opportunity to reduce the amount of hard and soft bounces in their email sends, with the opportunity to improve their delivery rate and member satisfaction.

Many members had provided their work email address and had not updated their details when starting employment at a new place of work.

This was an opportunity for improvement as more than 2,000 members had invalid emails.

## Solution

**Hoosh's SMS Program** works by automatically sending an SMS to members when their email bounces.

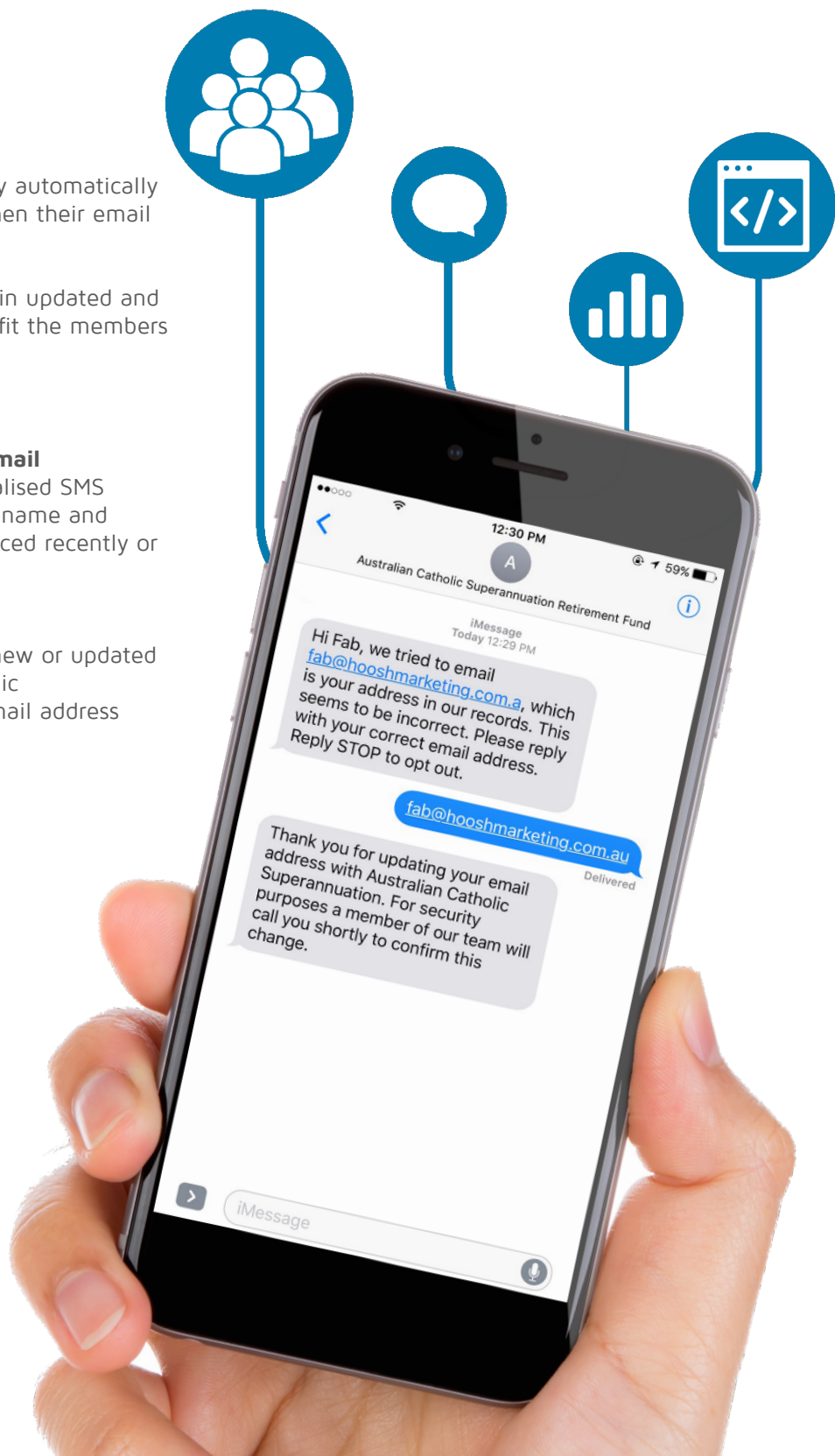
The primary objective is to obtain updated and correct email addresses to benefit the members in the future.

### Receive the new or updated email

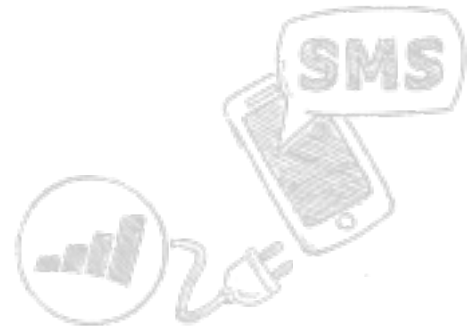
The SMS program sends personalised SMS messages with a member's first name and details whose emails have bounced recently or even a while ago.

### Confirm the email address

Once a member replies with a new or updated email address, Australian Catholic Superannuation confirms the email address again through its call centre.



## Outcome



- Amongst members whose email address had previously bounced, 56% responded via SMS with their new email address
- Of those who responded, 93% provided their new new or corrected work email address.
- This resulted in a large increase in the number of existing members who are now receiving news and updates from Australian Catholic Superannuation.
- The Fund found new opportunities to retarget and send new email campaigns to prospective members.
- Australian Catholic Superannuation was able to obtain additional data from their clients with some members replying with reasons why their previous emails bounced such as transferring to a new employer
- With the benefits of the 2-Way SMS solutions, the Fund can now have more engagement and disseminate information about their products and services.

### SENT NEW & UPDATED EMAIL ADDRESS



56%  
Response  
Rate

### SENT CORRECT EMAIL ADDRESS



93%  
Success upon reconfirming  
via the call centre

### SUCCESSFUL SCENARIO



## Testimonial



*We sought assistance from Hoosh to improve the delivery of our communication to affected members. Hoosh sprang into action, and after implementing their SMS Program, our response rate increased to 56%, and we were able to reconnect with many members whose emails bounced.*

*Not only did Hoosh Marketing's SMS Program clean up the bounced emails from our current members, but we were also able to send important emails to these members."*

**ROB DAWSON**

MARKETING MANAGER, AUSTRALIAN CATHOLIC SUPERANNUATION



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