# INVESTMENT COMPANY INSTITUTE SURVEY OF SHAREHOLDER SERVICES AND SERVICING (QUALITY OF SERVICE SURVEY - STAGE I)

May 22, 1989 TO: DIRECT MARKETING COMMITTEE NO. 21-89 MARKETING COMMITTEE NO. 14-89 OPERATIONS COMMITTEE NO. 8-89 PUBLIC INFORMATION COMMITTEE NO. 17-89 RESEARCH COMMITTEE NO. 15-89 SALES FORCE MARKETING COMMITTEE NO. 20-89 SHAREHOLDER COMMUNICATIONS COMMITTEE NO. 16-89 SMALL FUNDS COMMITTEE NO. 6-89 RE: INVESTMENT COMPANY INSTITUTE SURVEY OF SHAREHOLDER SERVICES AND SERVICING (QUALITY OF SERVICE SURVEY - STAGE I)

_____ The Investment Company Institute is currently inviting member participation in a research project on shareholder services and servicing. Stage I will analyze on an aggregate basis the types, volume, and availability of services offered (no companies will be identified individually). Each participant will be able to compare its own services with industry aggregates. Stage II will provide participants with a questionnaire that can be used to survey a sample of their shareholders on the same service issues analyzed in Stage I. Those who do so will then be able to compare their shareholders' attitudes and perceptions against the industry results obtained in Stage I. On May 19, 1989, a memorandum (copy attached) was sent to the senior Institute contact in your firm seeking your participation in this research. We hope you feel that this project is important and relevant. If you have any questions or comments, please contact one of the following ICI committee coordinators: Donald O'Connor (Operations Committee): 202/955-3550 Mike Halbrook (Operations Committee): 202/955-3553 Sandy West (Research Committee): 202/955-3509 Sue Duncan (Shareholder Communications): 202/955-3538 Donald E. O'Connor Vice President - Operations Attachment