Title: For New Apes and those frustrated with CS

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I replied to a post in the other Ape sub but thought it would be helpful for new Apes who are unfamiliar with Computershare (e.g. - CS) and for those who may be frustrated with CS processes.

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Hi Apes,

I've had stocks with CS for the past 20 yrs. The \*\*current method\*\* to open a CS account and accessing it has been their biz model and it has not changed much since making use of their services for this time.

Yes, their web interface and account registration process are terribly outdated when we think about the multitude of options available to them in 2022. Almost feels like using the rotary phone versus a cell. That said, we can certainly write them to ask for an updated and more advanced interface for its customers to interact with.

That said, the reasons why they have and continue to this is simple...

- 1- They are a "Transfer Agent" not a broker and yet many or most of us think of them as being able to turn around requests, lickety split, like dealing with a broker. This is NOT their priority nor their prime reason for being.
- 2- All of their biz processes are geared towards long-term investors so they don't expect people to be in a rush. Shares registered with CS are typically kept there for many years whereas owners sell very few over time. Think Blue Chip stocks or investments in Utility companies.
- 3- Even the way shares are sold is NOT very fast and Apes need to grasp that as well. Again, think Blue Chip investments here. Typically stock owners with CS are NOT in a rush whenever they sell whereas orders are sent to the market via a broker in batches with a bunch of other requests. Additionally, batch orders for a selling your stocks are NOT done on the SAME day. Batch orders go out the NEXT day.
- 4- Their current biz model has served them well to date. And just because Apes want changes doesn't mean it will happen. We are a very small segment of their overall customer base, although quite vocal with questions I am sure.

Last observations...

Every company needs to evolve over time otherwise they get left in the dust so we need to be vocal and ask for change as WE (Apes and other investors like us) are their new wave of customers who need to be heard. We need to ask CS and request GameStop to assist us with this change. Change, for some companies, is always difficult especially when things have been going well for a long time and are quite stable. But CS mustn't let that elusion be their guide because everything needs to evolve to survive, like it or not.

Thus my good Apes, and as first step in the right direction for CS to keep up with the times to service their customers, I believe, like all of you, that they need to at the very least completely re-do and update the web interface and forego the requirements of using the postal system. Their customers must absolutely be able to create & register their CS account via a secure web interface.

Lastly and I cannot stress this enough, CS absolutely needs to introduce 2-factor login authentication as part of this change whereas this aspect of their current login process could be done right freakin' now. I've already written to them in regards to this point. Their current access model is NOT secure from an end user's device perspective.

So let's keep up the pressure, in a nice and friendly manner, for them to change such that they understand this is in their best interest and that of their customers.

Now LFG!!! To The Moon Damn It!! ■■■■■■■■■■