



## CHANGING ADDRESS EASIER ON INTERNET

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A New Zealand-based internet start-up aims to take the hassle out of moving home or office with a website which notifies companies of a user's change of address.

The site has already signed up 50 affiliates including Vodafone, Colonial, Axa, Sky TV, the AA, Access Brokerage, Carters, Sovereign, and even the Warriors Rugby League Club and Act New Zealand political party.

Customers of the affiliates fill in their new address, and account numbers if necessary, and the details are then forwarded to the company, saving the hassle of having to write to each company individually.

The site, <[www.changemyaddress.co.nz](http://www.changemyaddress.co.nz)>, also has links to property sites such as RealENZ, Property Monster, Bayleys, Barfoot & Thompson, Harcourts, and L J Hooker, as well as a number of mortgage brokers.

There are also links to and tips about moving home, home renovations, insurance companies and utilities.

A release from the company said it aimed to become the leading internet-based portal for people wishing to change subscription, membership and account information in New Zealand and Australia.

It would save the 350,000 New Zealanders and 1.6 million Australians who moved each year time, money and the hassle of informing service providers of their change of address details.

Managing director Peter Ryan, formerly of Axa Health, said being put on hold by a company for 20 minutes was the quickest way to lose a customer and that was not good business.

The longer a customer was maintained the greater the profitability of that customer.

The site has also been promoted to businesses as a way to reduce call centre and written correspondence costs.

The site went live in Auckland on Monday and is to be followed soon by a launch in Australia. The site has been financially backed by New Zealand Funds Management.

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