



STUFF — NZ INFOTECH WEEKLY — TIME OUT — 16 OCT 2000

NZ site eases pain for movers

By FRASER ROLFE

A new website aims to ease the pain for those forced to listen to endless hold muzak in the weeks after moving house.

ChangeMyAddress will update your address details with all of your subscriptions, financial institutions, gyms and even your vet, with one visit to its website - for free.

The New Zealand website launched last week, a year after its founding last October, with New Zealand Funds Management as the major shareholder. ChangeMyAddress estimates that 350,000 New Zealanders move houses each year, along with 1.6 million Australians.

New Zealand managing director Peter Ryan says it costs about five times as much to gain a new customer as it does to retain an existing one.

ChangeMyAddress charges large corporations to receive their customers' new address details. Mr Ryan says corporations will save money because the address-updating service will reduce the demand on call centres.

ChangeMyAddress has reached agreements with more than 60 Australian and New Zealand companies so far.

The website also contains links to real estate agencies and moving companies.

The site can be found at

www.changemyaddress.co.nz

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