

Channel Shift Case Study

Guidance Area #3:	Communicate Effectively
Provided By:	Land Registry
Sector:	Central Government
Service:	e-Document Registration Service

Land Registry's e-Document Registration Service (eDRS) allows business account holders to submit property transactions and receive results electronically. Customers using the service **need** a valid business account with Land Registry. **This means that fees will be** paid by variable direct debit, **removing** the need for offline payments.

The service:

- **reduces paper and postage costs**
- **removes postal delays**
- **provides audit trail reporting tools to help with fraud prevention**
- **allows Land Registry to monitor the service**

The eDRS service was launched in December 2012. **It's** currently used by about 25% of target customers, handling about 1,700 transactions per month. Land Registry plans to increase take-up of eDRS through raising **customers' awareness of the service's benefits**.

Service users are usually qualified solicitors or licensed conveyancers because the work is highly regulated by external professional bodies (law society, council of mortgage lenders, etc). Some of the work is handled by administrative support staff or is outsourced to offshore operators, usually with internal supervision (practice managers **etc**) from within the business account holders. All business account holders - whether a qualified solicitor, licensed conveyancer, administrative staff, or an outsourced overseas operator - can use eDRS once registered.

Land Registry's service development

Land Registry developed the service using **agile** methods including discovery, alpha, private **beta** and public beta phases in the development of eDRS. Throughout **the service's** development, Land Registry **worked** with potential customers and other stakeholders **making sure that the benefits that each potential group of customers (or stakeholders) would gain from digital transaction was fully explained**.

Identified benefits included:

- **speed - transaction cycles reduced to one-day instead of 3-5 day postal cycle**
- **costs and environmental impacts - due to reduced printing, postage costs etc**
- **electronic audit trail - created by making all correspondence and debit statements electronic with operator details provided for transparency**

Land Registry worked with **major organisations (like the law society, council of mortgage lenders, etc)** to **make sure that delivery partners were aware of the benefits and could recommend them to their members**.

Land Registry customer service teams were in **continual communication** with potential customers to fully explain the eDRS proposition and its ongoing development. **This communication** also helped to **identify perceived barriers and, once identified, Land Registry were able to develop 'myth busters' to answer common misconceptions.**

Land Registry also made sure that **information about the new service was provided through digital (LinkedIn user groups) and non-digital channels (like focus groups).**

The service was launched with its own URL¹ taking service users directly to an information page about the service offering two different secure electronic routes to access the service. The URL is used in other communications including letters, emails and publicity materials. Delivery partners and other stakeholders are encouraged to use the URL on their websites to enable quick linking to eDRS.

Main lessons learnt

Sometimes **it's** better to communicate through professional bodies rather than directly with the identified customer groups.

Land Registry communicated directly with customers through various channels - **face-to-face** meetings, email campaigns, press articles etc. The effectiveness of **these channels** varied between different customer groups. ~~They~~ Land Registry also used professional bodies (such as the Law Society, Council of Mortgage Lenders, etc) who ran campaigns on behalf of Land Registry with their members.

Campaigns directly aimed at mortgage lenders were less effective when sent by Land Registry than when sent out by the Council of Mortgage Lenders on behalf of Land Registry.