



An tÚdarás Clárúcháin Maoine
Property Registration Authority

Property Registration Authority

Customer Survey

2014-2015

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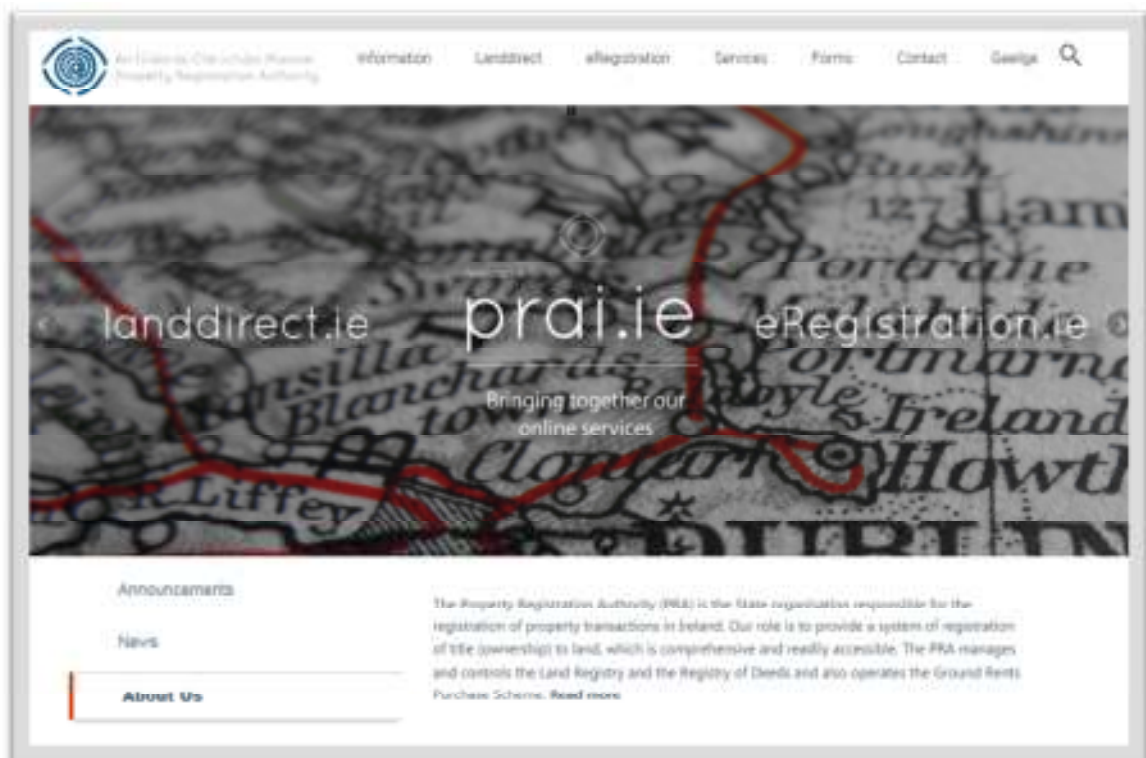
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Overview of the Survey

Objectives

The main objectives of the survey were to measure customer satisfaction with the services provided by the Property Registration Authority (PRA) with a particular emphasis on the recently upgraded landdirect.ie service and website www.prai.ie.



It was our aim to identify from the responses what changes the customers found useful and to ascertain any issues that users may have experienced difficulty with.

Methodology

A questionnaire was developed by PRA staff and published on our website in late December 2014 for a period of 6 weeks. The survey was available in both English and Irish.

An email containing a link to the survey was also sent to all landdirect.ie customers in February 2015.

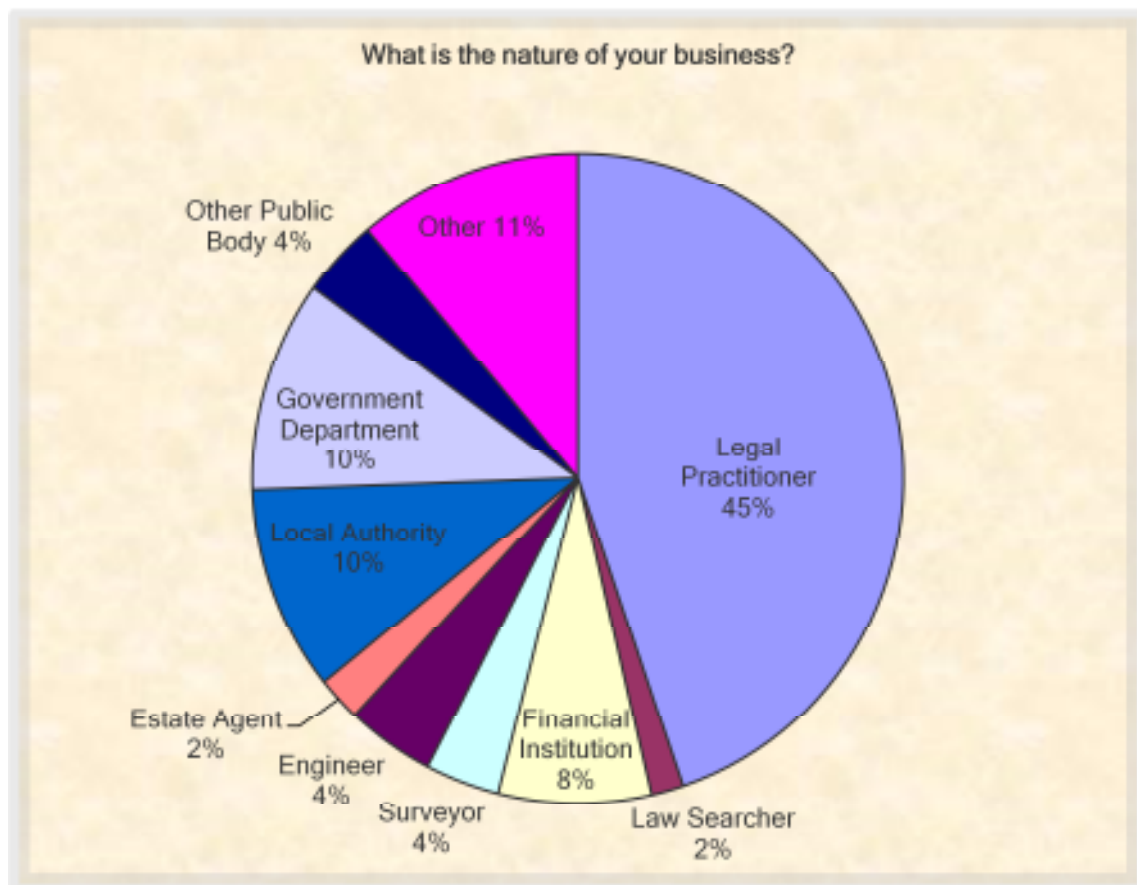


The PRA last conducted a Customer Survey in 2011 which was, of necessity, quite lengthy and comprehensive as there had been so many developments in the modernisation of the register over the previous decade. This 2014 survey was more concise as it was mainly concerned with the upgrade to the landdirect.ie service and PRA website.

The survey contained a section relating to the customers' area of business, a section on landdirect.ie which contained two subsections relating to either the business account holder or the non-account holder. There was a final section on the main website www.prai.ie. Respondents could skip any section of the survey that did not relate to their area of interest.

Responses

A total of **1408 responses** were received, including 9 in Irish. Almost **45%** (52% in 2011) of respondents described themselves as Legal Practitioners with the remainder of responses coming from a variety of other professions, Government Agencies and Local Authorities. We also received 30 responses from private individuals.



As the survey was divided into sections with a minimum of obligatory questions there were some sections that were not completed by all respondents. Some questions that were previously asked in the 2011 survey were included again with relevant data from the previous survey included in this report for comparison purposes.

There was ample uptake of the opportunity provided in the survey respondents to contribute comments on each section of the survey with over **300 comments** being received, many of which contain very constructive feedback and suggestions.

Key Findings

79% (83% in 2011) of respondents expressed satisfaction with the quality of customer service provided by PRA staff.

47% of customers confirmed that they read the notices published online detailing the impending changes to landdirect.ie and the website and **37%** of users reported receiving the corresponding email. The advertisement that was published in the Law Society Gazette was seen by less than **13%** of respondents.

Almost **87%** of respondents who expressed an opinion requested the provision of information on our services by email direct to the customer. **197** respondents suggested one or more methods of preferred communication media with strong interest being expressed in relation to the use of social media. **LinkedIn** and **Twitter** were the most commonly suggested social media platforms.

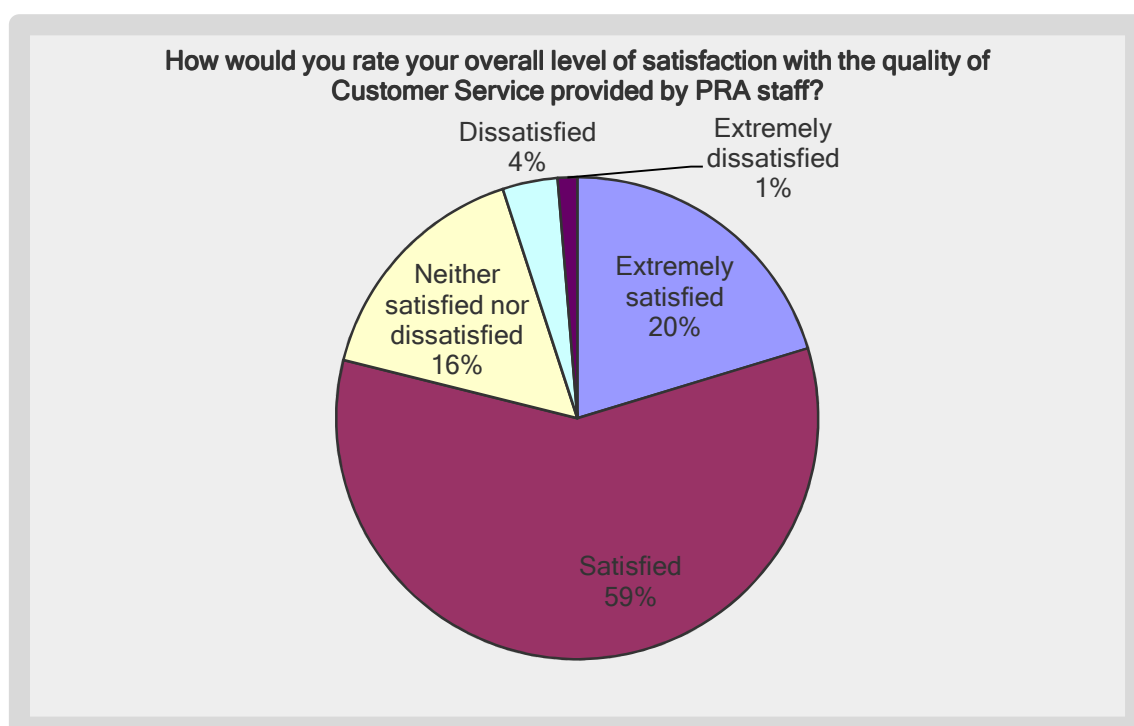


Overall feedback on our online services was mixed. There were **319** comments made by customers and **13%** (7% in 2011) of respondents rated the response times on landdirect.ie as being poor or very poor.

46% (65% in 2011) of respondents rated our website www.prai.ie as being slightly or much better than other public service websites they have visited.

Customer Service

Responding to a question about their **overall level of satisfaction with the quality of Customer Service** provided by PRA staff, only **5%** (5.5% in 2011) of respondents rated themselves as being dissatisfied with the service provided. **16%** (12% in 2011) were **neither satisfied nor dissatisfied**.



While **47%** of customers confirmed that they read the notices published online detailing the impending changes to landirect.ie and the website only **37%** of users reported receiving the corresponding email.

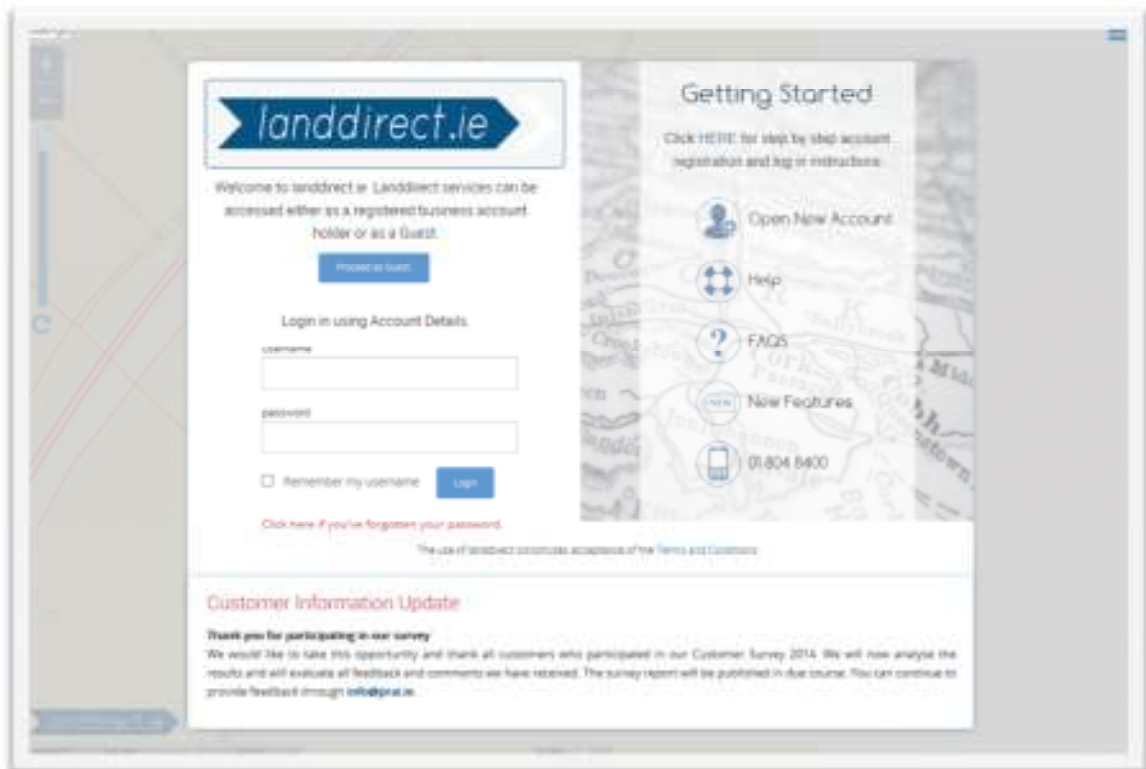
87% (1035 respondents) confirmed that they would like to be informed of future changes directly by email and **952** of these respondents provided valid email addresses for this purpose.

There were a number of comments on the service provided by the PRA staff.

landdirect.ie

Almost **97%** of respondents use the landdirect.ie service with **95%** (72% in 2011) accessing it via a business account.

Many of the comments submitted in the survey related to landdirect.ie. Analysis of these comments shows the most common themes are the **increase in fees** charged to view folios and order certified copy documents under the Land Registration (Fees) Order 2012, **slow response times** experienced when searching on the map and **browser compatibility** issues since the redevelopment of the service in July 2014.



Business Account Holder

52% of business customers responding to the question relating to the redeveloped site www.landdirect.ie rated the **Overall design of the site** as being **Excellent** or **Very Good** with **40%** of these users rating the **Map Functionality** and **User Guidelines and Helpfile** in this category.



On being asked to rate the various services available on landdirect.ie **80%** of business customers responding to the question consider **Viewing Folios** either **Very** or **Moderately Easy to Use**, with **Ordering Copy Documents** and **Conducting Searches** being the next easiest services to use receiving ratings of **76%** and **74%** respectively.

Accessing **Registry of Deeds Services** was rated as being **Moderately** or **Very Difficult to Use** by **49%** of respondents.¹

68% of respondents do not **Access EULIS Services** on landdirect.ie

13% (7% in 2011) of respondents rated the **Response Time for Retrieving Information** from landdirect.ie as either **Poor** or **Very Poor**.

83% (92% in 2011) of respondents rated the **Helpfulness and Courtesy of landdirect.ie Helpdesk Staff** as **Excellent** or **Good**.

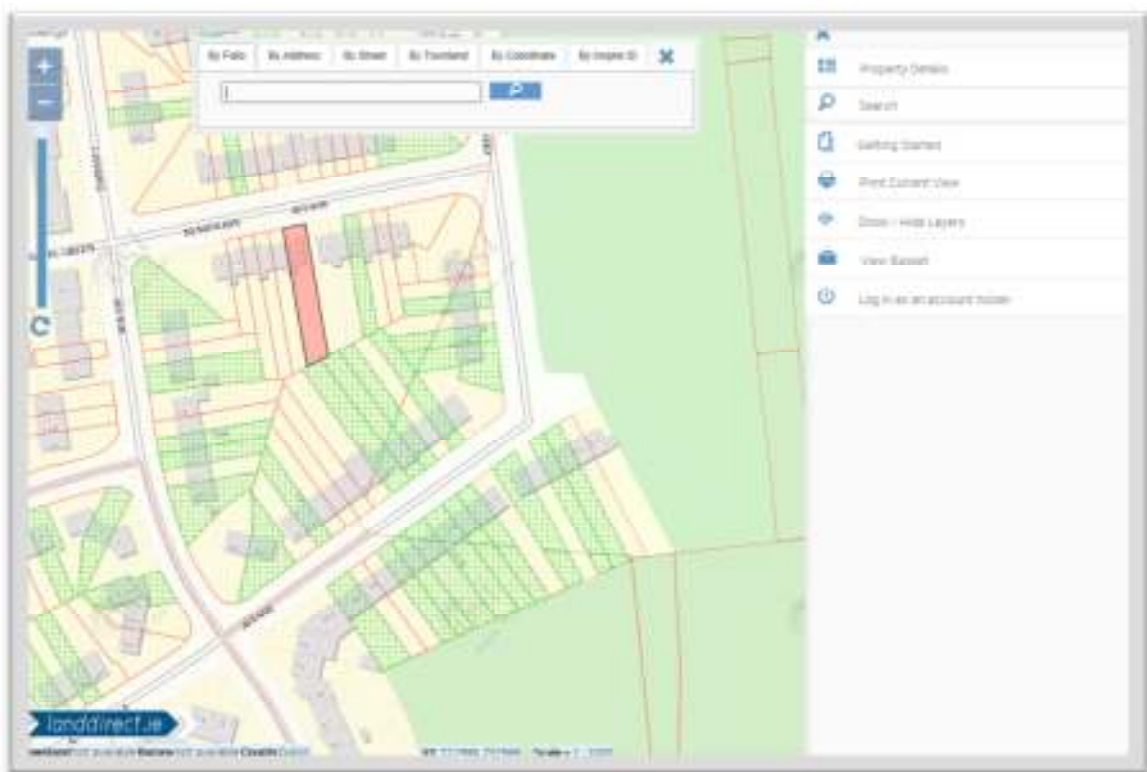
¹ This may be related more to the lack of customer familiarity with the nature of the records being searched than the usability of the online search facility.

Non-Account Holder (Guest User)

On being asked to rate the various services available on landdirect.ie **76%** of Non-Account Holders responding to the question consider **Identifying a Folio from the Map** as being either **Very or Moderately easy to use**, with **Locating a Property by Address** being the next easiest service to use with a rating of **70%**.

Locating a Property by Townland or by Street Name were the services most difficult to use being rated as **moderately or very difficult to use** by **34%** and **32%** of respondents respectively.

23% of Non-Account Holders do not use the **Checkout Procedure** on landdirect.ie

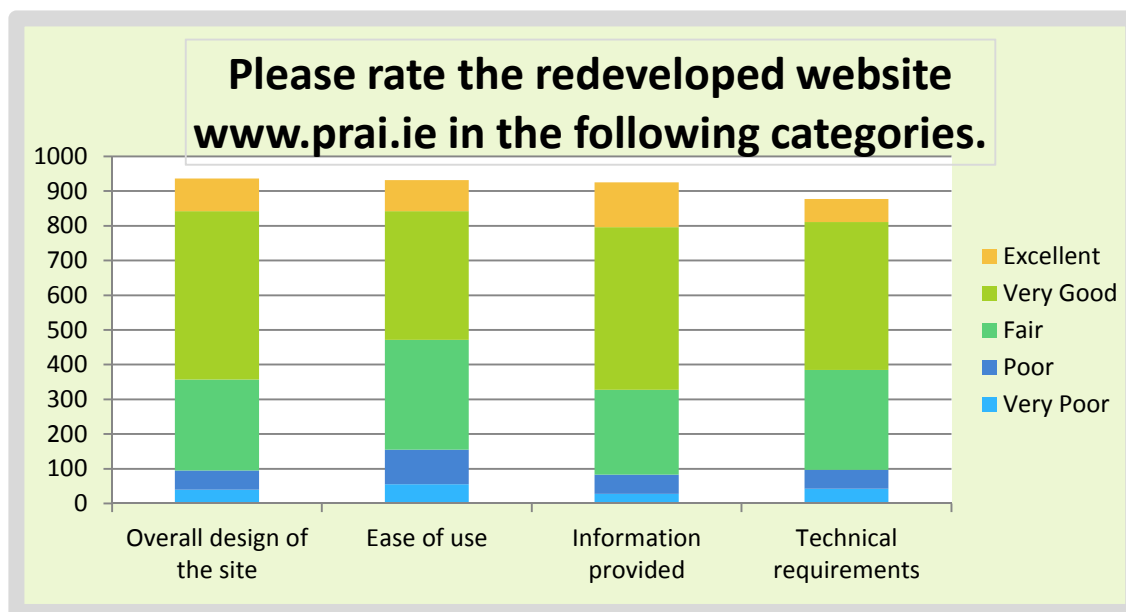


9% of respondents rated the **Response Time for Retrieving Information** from landdirect.ie as either **Poor** or **Very Poor**.

86% of respondents rated the **Helpfulness and Courtesy of landdirect.ie Helpdesk Staff** as **Excellent** or **Good**.

Website

82% (89% in 2011) of respondents access our main website www.prai.ie.



64% of respondents rated the **Information Provided** on www.prai.ie **Excellent** or **Very Good**. The **Overall Design of the Site** was rated by 62% of respondents as being **Excellent** or **Very Good** with 49% (92% in 2011) rating its **Ease of Use** in that category.

55% (66% in 2011) of respondents rated it as being **Better than Other Public Service websites** they have visited.

Comments

We have chosen some comments that were submitted in the survey. These reflect the general tone of the many comments received.

- ❖ *'The website is way ahead of many other government services, perhaps on par with the Revenue Commissioners (also an excellent website). In the 15 years I've been dealing with the LR, it has unrecognisable in how far it has come technologically. All staff also deserve a big thanks for their excellent levels of technical customer service behind the web interface.'*
- ❖ *'Viewing folio maps under the old system was much better and properties were easier to find. However, the new drag option is useful in the new system.'*
- ❖ *'If the registry of deeds searches could be improved, and also, it is difficult to find the map legend on the site, i was looking at a folio and couldn't figure out what the circle was, when i eventually found the map legend, it was closest to looking like a well, but even then the colours were off. Otherwise i find it a great site'*
- ❖ *'Loading time too long, navigation on site very slow, difficult to log into during the day - probably site unable to deal with large number of users'*
- ❖ *'Excellent website overall. Very easy to use, even for a non-technical person like myself with no previous experience with digital mapping systems. Exemplary public service website. Cost of €5 per record accessed is excessive though.'*
- ❖ *'Found new version hard to use initially but called help desk and they were very helpful.'*
- ❖ *'The impression that i got from using the site is that it was redesigned aesthetically without much consideration to functionality. You invariably have to scroll or change tab to find the most common uses of the site. I also noticed that some content was lost on the changeover. for example, there is now no section to inform you of the jurisdiction of the various offices. Furthermore, the staff on the telephones are also very poorly trained in relation to the website and often are completely unable to direct me to the information i need on the website.'*
- ❖ *'If you know where what you are looking for is - it is relatively straightforward. But I do have to telephone the PRA for guidance. The staff are extremely helpful and knowledgeable but it would be easier if I did not have to spend time looking for relatively mainstream answers.'*

Conclusions

The PRA 2014 Customer Survey is another step towards achieving customer service excellence.

In our recently updated Customer Charter we state that we are committed to providing our customers with an excellent, easily accessible service. We hope that the feedback received from this survey will help us to expand our knowledge and understanding of our customers' needs and requirements.

The main points to be taken from the survey are:

- Overall we are achieving a high level of customer satisfaction for the services we provide but some areas of online services are not meeting customers' requirements. It is clear from the feedback received that some customers are experiencing difficulties with certain aspects of our services.
- Our online service landdirect.ie has received much praise within the survey but the rise in the fees in December 2012 is an issue for customers.
- Staff in general received very complimentary ratings and comments.

Suggestions received from customers include:

- On landdirect.ie, customers would like to be able to browse from map to folio and back more easily and would also like to be able to print a copy of the map showing the boundary detail.
- Customers would also like to be able to access our Archival information on line.
- There is also a demand for the provision of more of our services electronically such as Copy Instruments.