

Property Registration Authority
Customer Survey
2011

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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 PRA and to evaluate customer needs and requirements.

It was our aim to identify from the responses what is working well and to target areas for improvement.

Methodology

A questionnaire was developed by PRA staff and published on our website during the month of December 2011. The survey was available in both English and Irish.

An email containing a link to the survey was sent to landdirect.ie customers and a link to the survey was also included in an article in the December issue of the Law Society eZine.

This is the first Customer Survey conducted by the PRA since 2004.

Taking into account the considerable developments in modernising the register including:

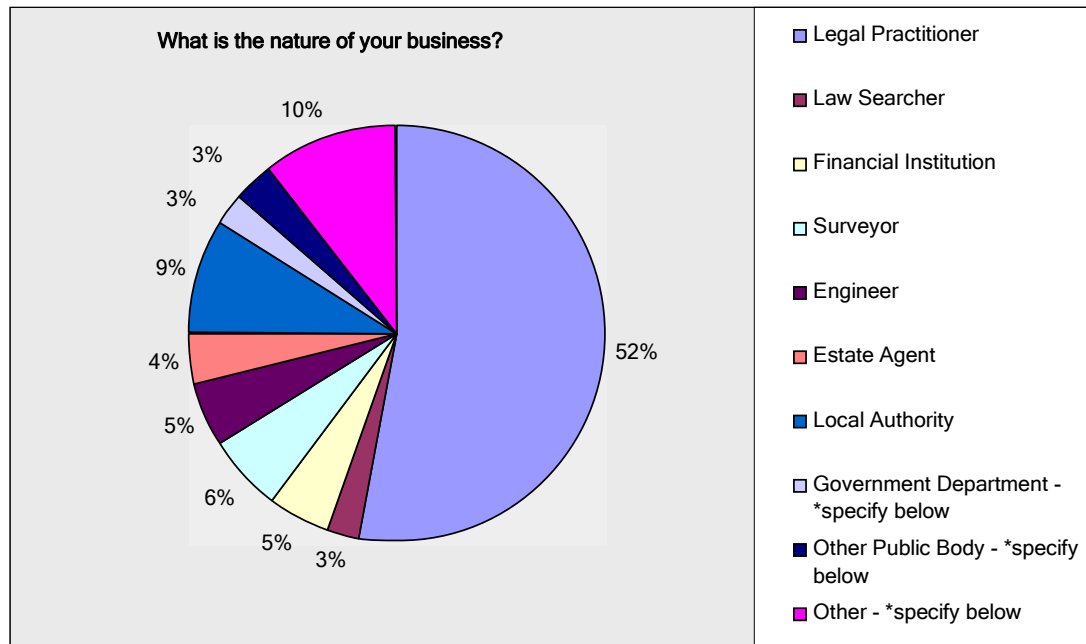
- the completion of the electronic register of folios
- the digitisation of the registry maps
- the introduction of the first phase of eRegistration and
- the expansion of services provided on landdirect.ie

the survey was, of necessity, quite lengthy and comprehensive.

The survey contained eight separate sections, the first related to the customer and the other seven related to areas of PRA services. Respondents could skip any section of the survey that did not relate to their area of interest.

Responses

A total of 490 responses were received, including 7 in Irish. 52% of responders described themselves as Legal Practitioners with the remainder of responses coming from a variety of other professions and government agencies.



As the survey was divided into sections with a minimum of obligatory questions there were some sections that were not completed by all respondents. The survey was completed in full by 69% of respondents.

There was ample uptake of the opportunity provided to survey responders to provide comments on each section of the survey with over 270 comments being received, some of which provided very constructive feedback and suggestions. A selection of the comments received is published throughout this report.

Key Findings

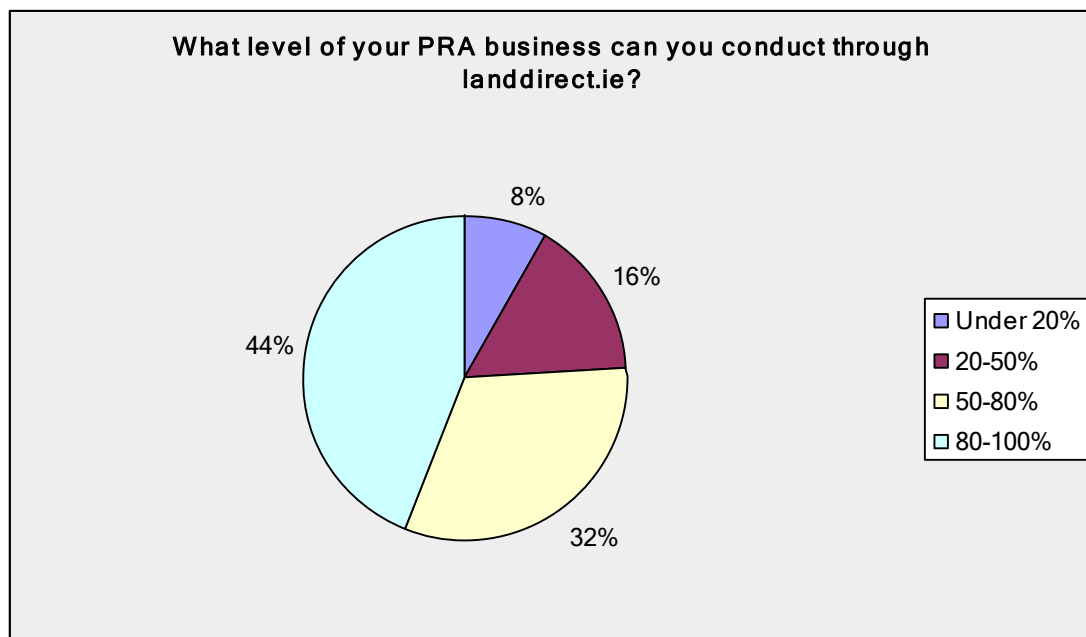
Only 83% of respondents expressed satisfaction with the quality of customer service provided by PRA staff. Overall feedback was positive. Generally when complaints or criticism of our customer service was expressed by respondents, it related to specific cases or incidents.

The Customer Service staff working in the Public Offices and on the Helpdesks received very high ratings in relevant questions.

Almost 92% of respondents expressed a preference for receipt of additional correspondence by electronic means.

Our online services received very positive feedback also with over 44% of responders able to conduct 80-100% of their PRA business through landdirect.ie. Only 7.3 % rated the response times on landdirect.ie as being poor or very poor.

65% 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, 82.7% of responders rated themselves as either extremely or moderately satisfied. A further 11.8% were neither satisfied nor dissatisfied.

On being asked to rate the commitment and professionalism of PRA staff, only 2% of responders selected 'Poor' or 'Very Poor' while over 86% selected 'Excellent' or 'Good'.

A sample of comments received relating to Customer Service:

"On going problem not resolved, But no fault of your staff its your system of working"

"Some members of staff are far more helpful than others. Overall I would say that the staff are extremely helpful. It is generally a pleasure to deal with PRA staff, this in turn makes for a more efficient service as queries are being responded to more promptly than in the past."

"staff are always excellent. they always deal with queries patiently and are extremely helpful."

"I feel that a lot of the experienced staff are gone and it is like speaking to a call centre"

"Generally the information, quality of assistance provided is very good however on occasion, queries are raised in "bullet point" form rather than full sentences which can lack clarity. Also, correspondence relating to particular applications when not initiated by the PRA has remained unanswered."

Contacting the PRA

Almost 96% of Customers who answered questions relating to contacting the PRA expressed satisfaction with the content of correspondence issued relating to queried applications with just over 82% expressing satisfaction with the content of correspondence relating to rejected applications. Some of the comments received reflected the lower satisfaction rate regarding rejections.

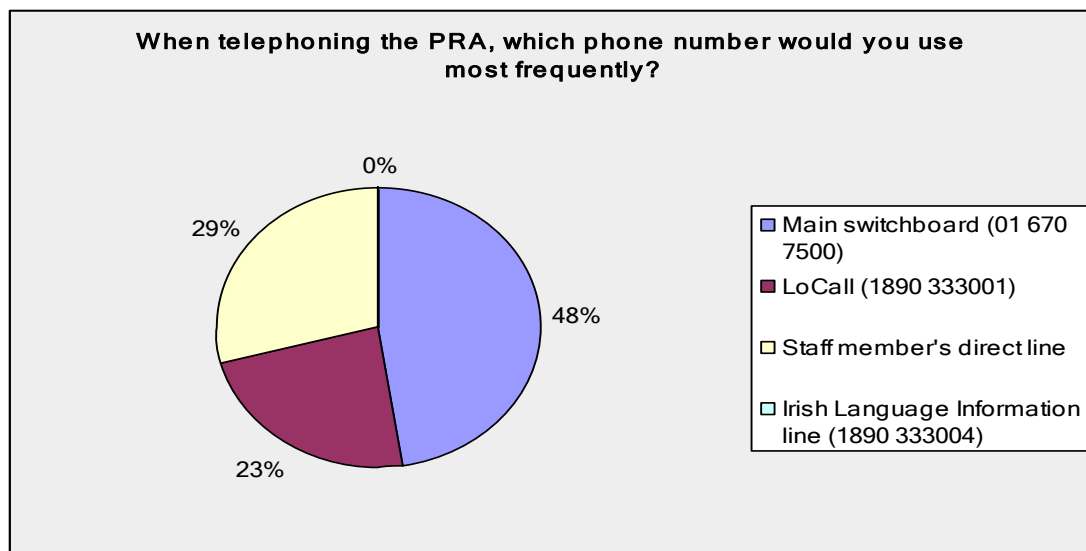
Regarding requests to clarify queries raised:

53% of respondents reported receiving a response in under 2 weeks and 44% indicated that the correspondence received clarified the particular query in over 80% of occasions.

Regarding queries on completed applications:

50% of respondents reported receiving a response to their correspondence about their completed application in under 2 weeks and 40% indicated that the correspondence received clarified the particular query in over 80% of occasions.

When asked about contacting the PRA by telephone, almost 48% of respondents call the main switchboard number most frequently with only 23% using the LoCall number and 29% preferring to dial a staff member's direct line. One respondent reported using the Irish Language Information line.



Respondents were asked to rate certain aspects of telephoning the PRA:

The helpfulness and courtesy of staff was rated by 89% of respondents as 'Good' or 'Excellent' with only 1% giving a rating of 'Poor' or 'Very Poor'.

The usefulness of information provided was rated by 86% of respondents as 'Good' or 'Excellent' with only 2% receiving a rating of 'Poor' or 'Very Poor'.

It is to be noted that while this question was not aimed specifically at staff working in the Information Unit, it is the first point of contact for the majority of our customers. A number of respondents expressed a preference for not having to go through the Information Unit.

Some comments received are reproduced below.

"I find you Information Unit personnel very helpful, informative and friendly whenever I have had cause to ring for assistance"

"I would prefer to be able to talk directly to the person who raised a query rather than the information section"

"There is no substitute however for making direct contact by telephone to discuss a complex case with a senior member of your staff."

"When I need to contact the PRA I ring the number of the staff member dealing with the registration. If that person is unavailable I am referred to another member to assist me."

"I often phone the queries line. The service varies greatly. I find some people can be incredibly helpful whereas others sound like they are being greatly put out by you phoning a helpline. Sometimes the advice given is also not consistent. Perhaps if the calls were monitored and randomly checked, this might encourage people to be more helpful and answer the queries."

Registration Services

50% of responders to the survey lodge applications for registration in the PRA.

Respondents were asked to rate speed and quality of service provided by the PRA for a variety of application types:

89% rated speed of service regarding Full Transfer/Charges as either 'Good' or 'Excellent' whereas only 42% chose the same rating for Transfers of Part and only 38% for First Registrations/Section 49 applications.

The quality of service regarding Full Transfer/Charges was rated as either 'Good' or 'Excellent' by 96% of respondents but again satisfaction rates were lower for other types of application with only 78% choosing the same rating for Transfers of Part and only 72% for First Registrations/Section 49 applications.

We received a number of comments relating to the time taken to complete registration, the majority of which were uncomplimentary. A sample of relevant comments received is shown here.

"The problems with the PRA again seem to be an increasing delay in completing dealings. For the fee charged for registration (now in some cases approaching the full fee charged by Solicitors for the entire conveyancing transaction!) there should be no excuse for delays in the registration process."

"The time lag for obtaining copy dealings is an issue."

"There shouldn't be a requirement for "expedite letters" after a certain amount of time has passed. I had one case where I had been waiting more than 4 years and when I phoned to get it hurried up I was told I would have to send an "expedite letter". After 4 years ! That's not right. The PRA should have a set target turnaround time for completion of all applications not requiring query"

"I would have issues re: * the length of time it is taking for 1st registration applications, be they big or small, to get looked at, not to mind fully processed."

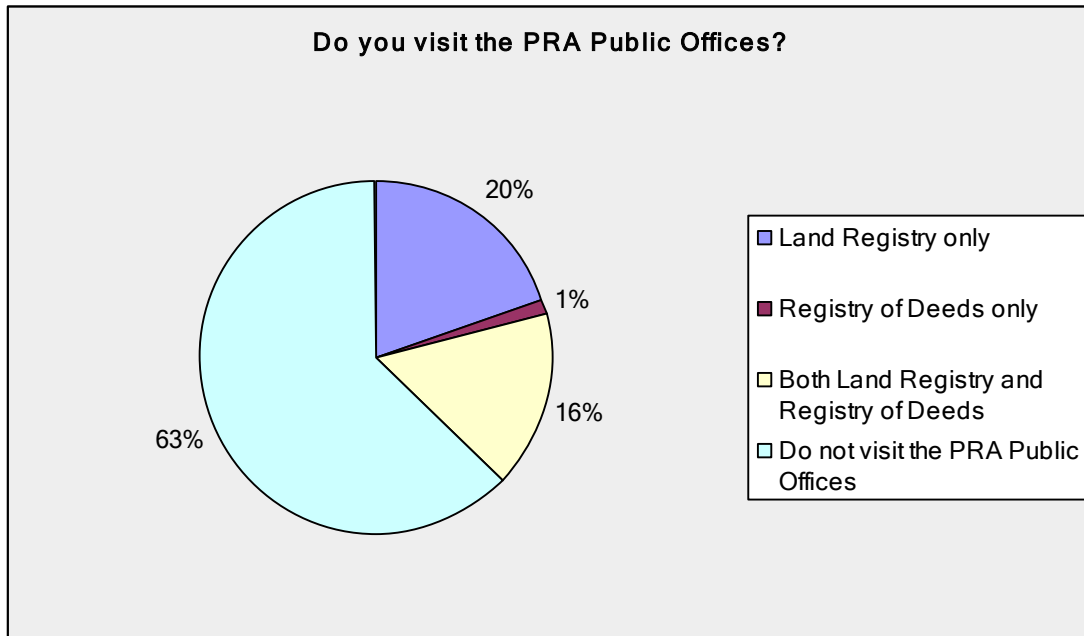
Over 63% of respondents have previously submitted a request that a registration be expedited with only 4% receiving a Notice of Completion within 1 week and 28% within 4 weeks. Over 49% reported an average timescale of longer than 8 weeks.

On being asked what, in our customers' opinion, was an acceptable timescale for completion of various application types on foot of an expedite request, we received the following responses:

Application Type	Within 1 week	1- 4 weeks	4- 8 weeks
Cases not requiring mapping	47%	49%	>1%
Cases requiring mapping	6%	56%	35%
Copy Folio/Title Plan requests	86%	11%	>1%
Copy Instrument requests	62%	34%	>1%

Visiting the Public Offices

Only 37% of our customers who responded to the survey visit our Public Offices. Of those who do, 4% visit only the Registry of Deeds and more than half visit only Land Registry offices.



Of the visitors to the Land Registry Public Offices, 80% visit the Dublin Office and 20% visit the Waterford Public Office.

None of the respondents had visited the Roscommon Land Registry Public Office (opened in early 2011).

When asked to rate their experience at the Public Offices:

77% of responders rated the helpfulness and courtesy of staff as 'Excellent' or 'Good' with only 1% rating this as 'Poor' or 'Very Poor'.

84% rated the usefulness of the information provided as 'Excellent' or 'Good' with only 1% rating this as 'Poor' or 'Very Poor'.

74% rated the facilities provided as 'Excellent' or 'Good' with 2% rating this as 'Poor' or 'Very Poor'.

landdirect.ie

72% of survey respondents are landdirect.ie business account holders.

Of these, almost 76% report being able to conduct more than half of their PRA business through the online service.

The most frequently used services on landdirect.ie are viewing folios, browsing the map and conducting searches.

The most reported difficulty with the using the landdirect.ie map was identifying map features (26% of respondents) and secondly locating a property by postal address (24% of respondents).

76% of respondents rated the response time for retrieving information from landdirect.ie as either 'Excellent' or 'Good'.

Only 1.5 % of respondents rated the helpfulness and courtesy of landdirect Helpdesk staff as 'Poor'

landdirect.ie received the highest number of comments in the survey. A lot of the comments related to the Print Map facility introduced in April 2011, the changes to the information provided about completed Land Registry applications and slow response times experienced when searching on the map. A selection of the comments received is included below.

"The service staff are excellent, but the website can be slow, and the mapping can be missing from time to time. This can be a source of annoyance, particular for users in industry. Overall staff 10/10 Website 7/10"

"landdirect.ie is an excellent service and the PRA are to be highly commended for developing it. I note the new mypropertytitle.ie service and it would appear to offer an improved interface so it is great to see that continuing development."

"A very useful tool when it works well. There appear to be times when the map search is not functioning so we cannot depend on it."

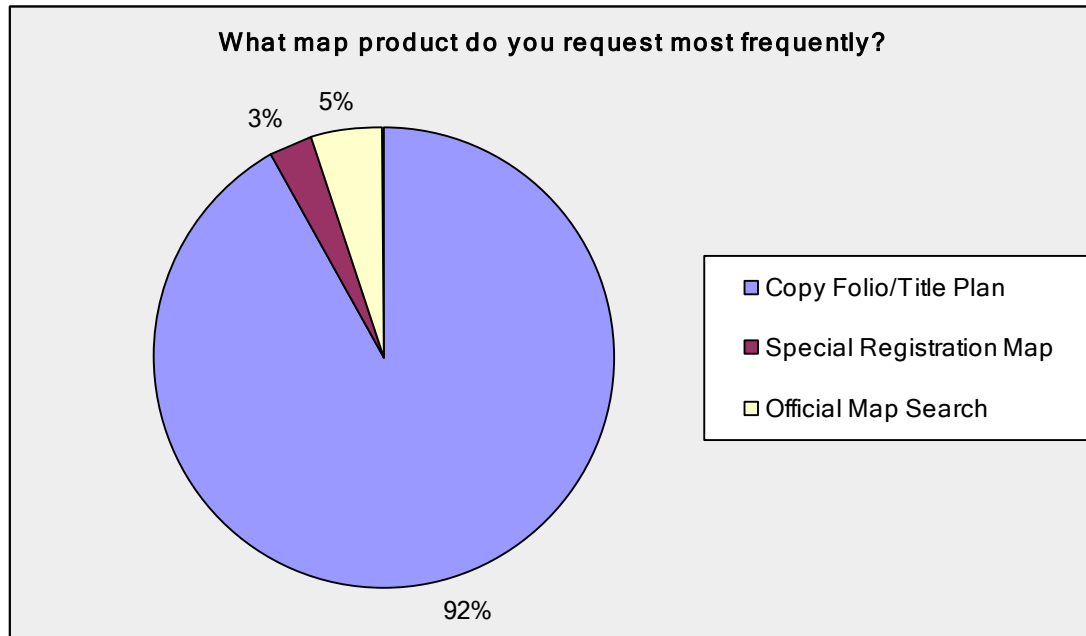
"Improve the stability of the online digital map feature"

"The map search tends to not return properly, often comes up with error reading. Could improve this."

"Not being able to print off the marked maps for the €2.50 folio's is very annoying considering you have paid for the Folio."

PRA Map Products

Almost 83% of survey respondents request PRA Map Products.
92% of respondents request Copy Folio/Title Plans most frequently.



Customers were also asked to rate certain elements of PRA Map Products, the responses are shown in the table below.

Application Type	Excellent/ Good	Fair	Poor/ Very Poor
Information provided in the Title Plan Legend	87%	12%	<1%
Usefulness of Special Registration Maps	89%	10%	<1%
Usefulness of Official Map Searches	79%	18%	3%
Copy Instrument requests	78%	20%	2%

On being asked if other methods of delivery were made available over 72% of responders said they would prefer to receive their map product by electronic means.

An option was provided to respondents to suggest any improvements or additions that they would like to have available to PRA online map services or products, a selection of the comments received is published below.

“I would like PDF map if its use for subdivision was acceptable to PRA”

“maps should be available in vector format so that accuracy is not lost / compromised. Delivering maps in Pdf format is as pointless as delivering them on paper. The only way forward is vector maps in and out of the PRA”

“Rights of way etc. are not lettered on the new maps. It is essential that this is corrected so the map can be read in conjunction with the Folio. This must be resolved otherwise the maps may as well not show rights of way - especially if there are more than one!!”

“Where a folio map has to be furnished on a number of sheets due to the size of the property, it would be helpful if the same scale could be used for each sheet. It is often very difficult to line up boundaries for different parts of the same holding on different scales.”

“Should be able to see the folio outline on the printable map.”

Website

89% of respondents access our main website www.prai.ie.

More than 92% of respondents said that the website is moderately or very easy to navigate and find information.

65% of respondents rated it as being slightly or much better than other public service websites they have visited.

74% of respondents frequently or occasionally consult our Practice Directions with 62% rating them as very useful.

59% of respondents frequently or occasionally consult our Legal Office Notices with 41% rating them as very useful.

64% of respondents frequently or occasionally consult our Mapping Directions with 44% rating them as very useful and 8% rating them as not being very clear or being very unclear.

"If I'm looking for a practise direction on a particular area I am shown all of them instead of just the one I'm interested in. So if I'm looking for a practise direction on Adverse Possession I am shown all practise directions to do with everything on the left hand side of the screen. I then end up having to scan all of them to check if they relate to Adverse Possession."

"The Google Customised Search on your website is difficult to use and often doesn't show search results, when the information is definitely on the website."

"Considering amount of money wasted by public service- you should have a better website."

"Your website is comparable to other public service websites only because the same low standards apply."

Conclusions

The PRA 2011 Customer Survey is a step towards achieving customer service excellence.

In our existing 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 data from this survey will assist us in setting targets for both service and registration applications. A new Customer Charter will be drawn up and published later this year.

The main points to be taken from the survey are:

Positive

Overall we are achieving a high level of customer satisfaction for the service we provide.

Our online service landdirect.ie has received much praise within the survey. Frontline staff in the Information Unit, Public Offices and Helpdesk received very complimentary ratings and comments.

Negative

Areas of registration services are not meeting customers' requirements, the delay in completing registrations that require mapping is very unsatisfactory to customers.

The removal of previously available information on landdirect.ie regarding completed applications has been widely criticised in the survey.

The necessity of having to go through the Information Unit when contacting the PRA was criticised by a number of respondents.

Suggestions

On landdirect.ie, customers would like to have folios and maps linked 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 more easily.

There is also a demand for the provision of more of our services electronically such as Copy Instruments.