

# Registers of Scotland

## RoS Board

April 2020

### Customer Support Activities during the COVID-19 Public Health Emergency

#### Purpose

1. To update the RoS Board on the customer support activities during the first five weeks of the COVID-19 crisis.

#### Background

2. Below is a summary of the main activities and impacts of the customer support work we undertook during the first weeks of the COVID-19 public health emergency.

#### 3. Customer Experience (including customer services)

- **Week 0** – in the week beginning 16 March the Customer Experience (CX) teams were able to ensure all in a position to be set up were able to work from home.
- **Weeks 1-2.** The customer services team dealt with 3,367 emails, 2,369 telephone calls with an average wait time of 24 secs. The busiest day saw us deal with three times our normal daily call volume.
- Main topics:
- **Public** – Are we closed, emergency settle requests, application progress and paying invoices.
- **Professionals** – Are we closed? How do I? Emergency settle and application progress.
- **Weeks 3-5.** The CS team dealt with 4,131 emails, 1,399 telephone calls with an average wait time of 18 secs.
- Main topics:
- **Public** – Are we closed? Will you tell my solicitor I can move please? Emergency settle, application progress, and what is an Advance Notice (AN)?
- **Professionals** – Are we still closed? Is CAJR still closed? How do I? (Solicitors doing tasks furloughed colleagues usually do), can I take out an AN? What is digital submission and when is it happening? Can I set up a DD account? Application progress?

4. Emergency cases triage process. Customer service managers triaged 349 specific requests about emergency registration passing 154 on to be considered by senior advisors in Registration. We received 12 enquiries from MSPs and these were all dealt with and resolved effectively.

5. External communications.

#### Weeks 1 – 2

6. Working closely with EMT and other colleagues to ensure RoS communications activity was providing the right message, at the right time, to the right audience, and was aligned to Scottish Government's response to the crisis. The communications team provided a range of support to assist the business as it followed government advice providing messaging to customers on the current position for RoS; on our plans for a range of interim processes to support the property market, and Scottish economy. Issued additional content to support the legal profession and reduce calls to our Customer Service colleagues. Key within all of this activity is the ongoing close working with the Law Society of Scotland and the joined up communication activities.

7. Created regular updates to customers, key stakeholders, the media, Ministers, and MSP/MPs: 2 MSP newsletters; 4 external stakeholder newsletters; and provided almost daily updates on our interim measures, and legislative changes. During this time our social media and website activity resulted in unprecedented engagement, (see table), which we are now focussing on maintaining and developing to drive high levels of engagement with future content.

#### Weeks 3-4

8. The focus of the team, as it moved out of the initial 2/3 week crisis communications phase was to support the business and provide stable communications channels for a range of audiences, this has been achieved with regular updates now provided to staff, using internal and external channels, to customers, their clients, and other external stakeholders, with daily and weekly updates and blogs (with a particular focus on social media and our website), and regular MSP/MP updates being issued too. External blogs, newsletters and a specific MSP/MP update is now issued weekly, and engagement levels and open rates continue to be much higher than we would expect.

<b>Social Media (Average week vs. Covid Weeks)</b>				
	<b>Platform &amp; Key Metric</b>	<b>AVERAGE WEEK (past 12m)</b>	<b>COVID w/3</b>	<b>COVID w/2</b>
<b>Twitter</b>	Follower Growth	15.4	467	58
	Profile/Page Views	1,000	25,000	3,508
	Post Impressions (total)	25,000	257,000	61,200
	Mentions	59.9	892	40
	Engagements	53.5	199	
	Link Clicks	139	23,582	3,011
<b>Facebook</b>	Follower Growth	7.7	404	46
	Profile/Page Views	166	4,447	1,457
	Post Impressions (total)	4,826	17,000	2,000
	Comments	3.7	93	69
	Post Engagement	83	6,871	149
	Link Clicks	365	4,786	217

<b>LinkedIn</b>	Follower Growth	17.9	77	83
	Post Impressions (total)	3,846	8,282	19,996
	Link Clicks	122	762	1,655

9. Property Information Team. These services also continued uninterrupted although the outputs have been impacted due to having only a single screen available for home working. The copy deeds levels dropped to 50% of normal request levels but have stabilised at 63% of BAU. The requests for level one searches are down by 59% but the more complex level 2 requests are only down by 25%. These tend to be requests from the public about who owns a piece of land and mostly are made via ScotLIS.

10. The customer community was broken down into categories for stakeholder engagement to ensure consistent and relevant communications. This proactive work ensured joined up engagement across the team disciplines and in support of the digital development activities. Primarily, in addition to the general customer support on the impact of the application record closure, this has included the customer on-boarding for the expansion of digital Advance Notices. This work is ongoing as we support the development and launch of the Digital Submissions portal and a more detailed report is being captured on these activities and campaigns as we go.

11. The Business Development team supported the successful retirement of ARTL on the 31 March 2020. This has freed up technical and customer-facing resource to concentrate on other activities.

## Conclusions

12. In October 2019 RoS introduce a cloud-based telephony and enquiry management system to sit across our customer support teams. This system works with Skype and provides multiple functionality that has improved the customer experience of contacting RoS and provides far more robust business continuity.

13. This investment has facilitated our ability to provide a uninterrupted customer support services across all of our channels.

14. In comparison to other registries in the UK and Ireland, RoS has the only fully functioning customer support in place with no interruption to service.

15. Across the five week COVID-19 period we have received 3 complaints – and 2 of these have been withdrawn in recognition of the efforts we have made to support customers. The open feedback survey on the website has had no entries since 11 March 2020. The customers have moved from expressing anger and concern at the “without notice” closure of the application record to giving RoS copious praise for the customer-facing support and the digital activities and advances made in such a short period of time.

16. Our proactive contact with the National Records of Scotland around the provision of historic deeds required to support applications, allowed us to coordinate

our communications and continuity workflow processes so that customers were clear on who could provide what. Now in place, this clearer delineation of tasks will remain in place beyond the recovery.

17. We have kept lenders and lender management companies aware of our situation and digital progress to ensure they get first hand knowledge of our position and what opportunities are available to their panel solicitors. This has led to comments about how impressive RoS has been in dealing with the situation and the rapidity of the digital solutions put in place.

18. Our investment in areas of our activities that cause the most dissatisfaction to our customers has had a measurable impact on our Customer Satisfaction Score (CSAT) which is now 83% (benchmark 80%). This has increased by 5% on last year and has a blue RAG rating as it is ahead of the Corporate Plan Key Performance Indicator Target of 80% or above by September 2020. This is a significant increase in just a year. It will be interesting to see how the above activities are reflected in the next CSAT score.

19. The latest Customer Satisfaction report has been included in the paper pack at item 17.2 as a paper for noting.

**Business Development Director**  
**Business Development Directorate**  
**24 April 2020**