

Top 10 dissatisfaction themes – ranked by C1/C2 and Board	Reason	Impact	Alleviating Activities	Measures (Impact on CSAT score)
1. Arrears	Unintended knock on effects to citizens Solicitors under pressure from client and lender	Generates multiple enquiries – across channels and teams Lenders forming policies based on inaccurate view of Scottish conveyancing and not lending Serious lack of clarity for	Arrears reduction strategy Expedite process no rejections +30 days Lender Engagement Campaign Trace my case	KPIs Enquiry levels Uptake of proactive reports Reach of lender engagement campaign (-1%)
2. Taking responsibility	Passed from pillar to post when trying to get someone to sort issue. Call routing issues	Time and resource spent trying to get a clear answer. Inefficient. Adds pressure to already stretched workforce. Poor customer journey and experience	Improved enquiry routing Subject matter experts Culture of empowering staff Embedding corporate behaviours – customer focussed	Call routing statistics Salesforce data (+1%)
3. Slow response times	Enquiries come in through multiple channels. Passed to departments and can disappear or have long wait times. Ave telephony wait times - 2 mins 33 secs	Busy customers, majority fee clients for the time, spent waiting, holds up the conveyancing process, corporate reputation.	Improved and tracked enquiry routing Tel ave wait time now under 1 min Clear service standards and SLAs in RoS Increased self service solutions - ScotLIS	Salesforce and telephony analytics Service standards (+1%)
4. Service not provided	No longer do Pre Reg or 5* Post Reg services. Don't take online payments.	Fewer conveyancing specialists and recruitment issues = less access to legal advice within conveyancing firms. RoS no longer provide. Highest volume of calls is on registration advice	Subject matter expert training Law Soc partnership Online guidance and materials University Law Faculty engagement	Salesforce enquiry analytics Rejection figures (+0.5%)
5. Inconsistency in decision making	Advice not always the same Rejected one week – not the next for same issue	Single source of truth Training on internal procedures Single source of truth	Subject matter experts Single source of truth Better training Better quality checks	Complaints (0%)
6. Poor quality/errors made	When we charge for rejections customers very angry at mistakes we make – typos through to title sheet errors	Reputational Trust and confidence Loss registration date Costly corrective conveyancing	Online submission – reduce errors Improved quality checks Enhanced training Sharing errors for learning and improvement	Quality KPI Complaints (+0.5%)
7. Issues with online services	Issues with password reset, log ins, not being able to complete full process online ANs not all digital, online payment	Delays the smooth customer journey with coming off line to do tasks, workarounds still clunky and time consuming	Online versions and completed process being considered under customer-facing domain ScotLIS support	Salesforce analytics Telephony analytics (+1%)
8. Inconsistent information provision	Different answers from different sources, and some staff more willing to share knowledge than others	Personal contacts used to get information These contact's knowledge can become out of date Same firm gets different info from different parts	We need to work from single sources of truth Quality assurance Customer enquiry routing to subject matter experts Audit of information sources	Telephony analytics Rejection stats (0%)
9. Staff knowledge - unable to answer enquiries	Looking for clear and immediate answer on registration for application process. Want the first person they speak to know the answer	Trust and confidence Longer enquiry times with more touchpoints Stressful for customer and colleague	Subject matter experts & Improved enquiry routing Buddy system and better use of in call support Learning pathways linked to telephony management system – right call to right person	Telephony analytics Website stats (+1%)
10. Mapping and data errors	This area relies on accuracy and so errors have significant knock on effects	Barrier to smooth conveyancing Customer impacts Increases transacting and lending risks	Quality assurance Digital solutions to reduce errors	Quality KPI Complaints (0%)