



Online Land Transaction Research

The Client

A direct mail marketer planned an expansion into new U.S. areas and wanted to control personnel costs and human resources administrative time by limiting staff growth.

The Issues

- Project is extremely time-sensitive because client races competitors to offer new products to targeted prospects.
- Accessing online property deeds and mortgage records from county agencies requires experience and training.
- Domain familiarity with land title, mortgage and legal documents needed.
- Provider must be able to integrate and enhance propriety software and workflow processes, and adapt quickly as web sites change.
- Top-speed fast Internet connections needed to meet productivity goals.
- Fluctuating volumes require flexibility.
- 99.5% accuracy rate required for capturing names, amounts and legal descriptions from documents.

Offshore partner selection criteria

- Western management experience, skills and business knowledge
- Outstanding communication skills
- Onshore support team for communication, planning and trouble shooting
- Monitoring systems for workflow, load balancing, contract compliance
- Exceptional data and communication security, system backup and disaster recovery

The Solution

- High-speed (T1) Internet connections allow efficient processing
- Database structures developed to export index data to client's Web-based database
- Indexing rules and decision criteria developed for training
- Systems adapt quickly to frequent changes at target database sites.
- Testing, refined procedures and business rules reduce duplicate indexing of documents filed multiple times.
- Problem resolution systems use Internet chat, email and VOIP

The results

- Lower cost per document
- Fast scale-up met time requirements
- Database updates are used immediately to contact prospects
- Trained outsource partner can support further expansion
- Reduced need for staff researchers and temporary personnel during seasonal spikes

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