

# case study

## Angela Viney Conveyancing Services

**Angela Viney Conveyancing Services is a specialist conveyancing firm with offices across the Pennines. It has grown substantially over the past twenty years, driven by a high degree of customer care that has seen a constant flow of both referrals and repeat business.**

The firm has long seen the value of software tools to simplify and speed up the conveyancing process but has always been mindful of the needs of staff, with ease of use and strong support key criteria for any core system.



Angela Viney Conveyancing Services is an intelligent adopter of technology and expert systems to help underpin its service standards. Having tried many search ordering solutions over the years, it is now a committed user of the ETSOS ordering platform. Angela Viney has also embraced the Quotation & Referral System as part of its continued commitment to enhancing the customer experience.

### The rationale

Darren Becks comments: "For us, it's very simple. Our ultimate aim is to give our clients the optimum possible service. Working back from there, we need to ensure that process aspects of a conveyance, like the searches, are done as smartly, efficiently and cost-effectively as possible. Because ETSOS is a search aggregator, handily

bringing all the major products and brands into once place for comparison and purchase, we only have to work with that one ordering portal. We only have to speak to one account manager, and we only have to operate a single account. How can it get any easier? It's all very slick and seamless, and supports us perfectly as we are able to focus our efforts on 'lawyering' and liaising with the client."



**Angela Viney**  
Darren Becks

# case study

**Angela Viney**



## The experience

“The great thing about ETSOS is that the cleverness of the basic concept – a one-stop-shop – is backed up by the technology itself. The user interface is intuitive and thanks to the familiar web standards takes no time at all from a training perspective. And they’re constantly looking at how to make things even easier too. For example, we now use the system to order indemnity insurance via CLS. We always

used CLS before but it’s much simpler from an admin point of view to be able to order everything in one place rather than having to log in and out of various platforms; plus we’re only having to deal with the one account and settlement of that is pretty much automated via direct debit, whereas previously we’d have to be settling numerous bills from different providers.

The QRS is also an incredible value-add. To be able to quote accurately to callers within less than a minute, and to then be able to follow this up with a fully formatted PDF by email, this has helped sharpen our competitive edge and customer focus even further.



## The difference

“ETSOS’s USP in my opinion is that they haven’t forgotten the human element in all of this. Despite the clever technology, they’re a supplier that still values personal contact and interaction – that’s evident not just in the friendly, knowledgeable and responsive team at the other end of the phone in the event of any query but also how they respond to client requests and feedback. Suggestions are listened to and acted upon, they communicate regularly and openly with

customers, and there’s a maturity to how they handle the client/supplier relationship that is very refreshing. Add to that their unparalleled knowledge of the sector and their unique ability to give us true oversight of the search market through their product depth and breadth, and one can understand why they are increasingly becoming the de facto choice for conveyancers.

The overall end result is that we the client get a continually evolving and improving system that is fully aligned to our needs - and the comfort and reassurance that we have a supplier who is fully engaged with us and equally invested in our success.