

客戶

服務及部門運作

Customer Services and Operations

摘要

- 土地文件的註冊量及查閱土地登記冊／土地紀錄的宗數分別較2008/09年度上升了26.3%及25.7%。
- 部門在2009年10月1日下調了「綜合註冊資訊系統」網上服務登記用戶的帳戶申請費及最低按金存額後，新增了66名登記用戶，使戶口總數達818個。
- 提升服務，包括推出電子註冊摘要表格加強版、加入中文街道名稱以充實電腦資料庫，以及更新互動話音系統。
- 部門獲取1,036個客戶表揚，較2008/09年度大幅上升167%。
- 部門榮獲「2009年公務員優質服務獎勵計劃」的「部門精進服務獎」(小部門組別)亞軍及「2009年申訴專員嘉許獎 — 公營機構獎」。

(a) 服務種類和工作量

土地註冊處的主要服務如下：

- 辦理土地文件註冊；
- 查閱土地登記冊，以及提供影像文件和其他土地紀錄的副本；以及
- 根據《建築物管理條例》為成立業主立案法團辦理註冊。

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HIGHLIGHT

- Registration of land documents and search of land registers/land records increased 26.3% and 25.7% respectively as compared with 2008/09.
- The number of IRIS Online Services subscribers reached 818 with 66 new customers since reduction of the application fee and minimum deposit for subscriber account on 1 October 2009.
- More service improvements introduced including the launch of enhanced e-Memorial Form, enrichment of computer database with Chinese street names and revamp of Interactive Voice Response System.
- 1,036 commendations received from customers, a significant increase of 167% from 2008/09.
- Received the First Runner-up of the Service Enhancement Award (Small Department category) in the Civil Service Outstanding Service Award Scheme 2009, and the Public Organisation Award in The Ombudsman's Awards 2009.

(a) Services and Workload

The major services provided by the Land Registry are:

- registration of land documents;
- search of land registers and supply of copies of imaged documents and other land records; and
- registration of incorporation of owners under the Building Management Ordinance.



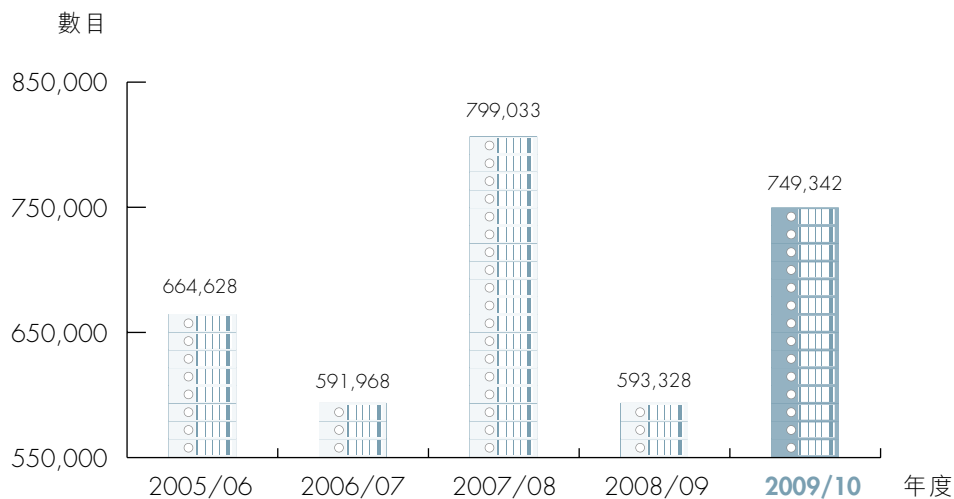
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(i) 辦理土地文件註冊

有關影響土地的文件均送交本處設於金鐘道政府合署的客戶服務中心辦理註冊。

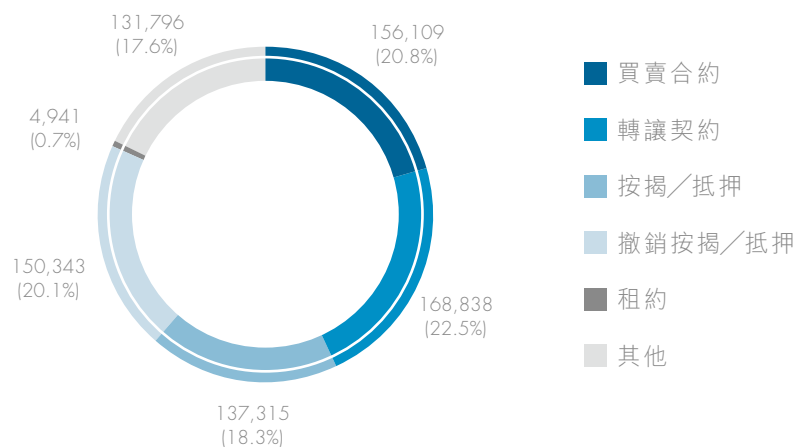
在2009/10年度，送交註冊的土地文件共749,342份，較2008/09年增加26.3%。

送交註冊的土地文件數目



年內收到的主要文件類別包括買賣合約、轉讓契約、按揭／抵押及相關的撤銷按揭／抵押，佔全年收到文件總數約82%。

2009/10年度送交註冊的土地文件類別



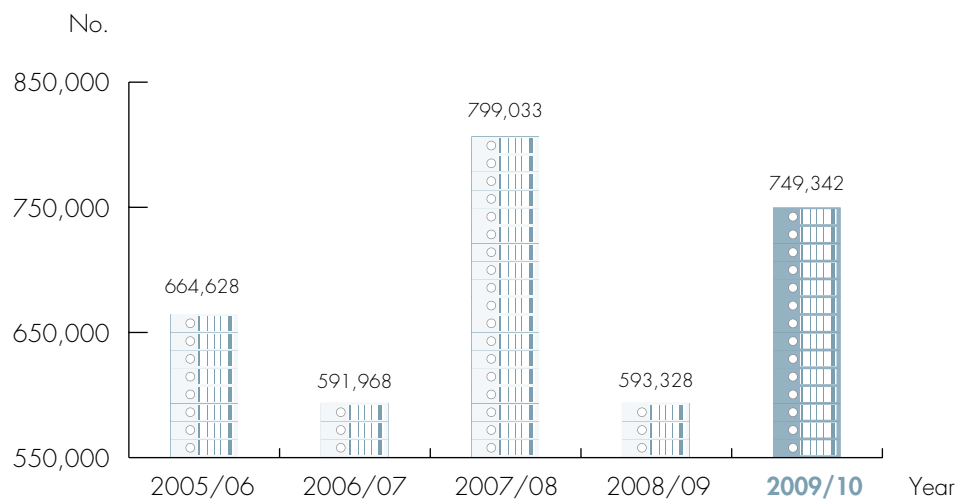
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(i) Registration of Land Documents

Documents affecting land are delivered to our Customer Centre at Queensway Government Offices for registration.

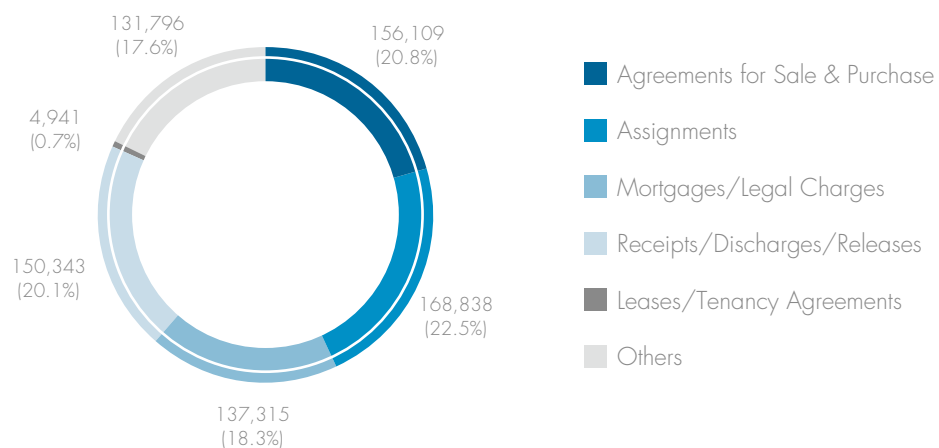
In 2009/10, 749,342 land documents were delivered for registration, an increase of 26.3% when compared with 2008/09.

No. of Land Documents Delivered for Registration



Major types of documents received include sale and purchase agreements (SPAs), assignments, mortgages/legal charges and their respective receipts/discharges/releases which collectively accounted for about 82% of all documents received during the year.

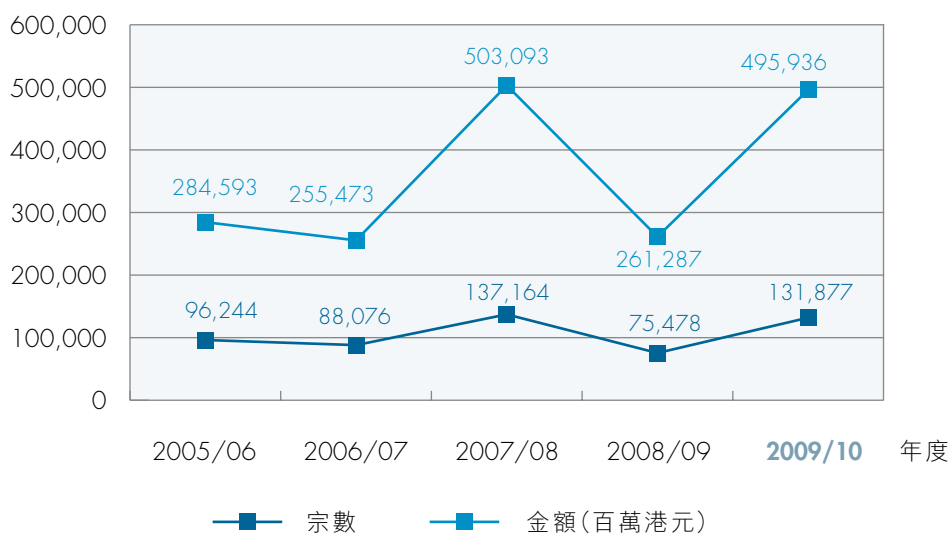
Distribution of Land Documents Delivered for Registration in 2009/10



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在2009/10送交註冊的所有樓宇買賣合約中，住宅樓宇買賣合約的宗數和總值分別為131,877份(較去年增加74.7%)及4,959.36億元(較去年增加89.8%)。一般而言，這類合約的數量是反映物業市場交投情況的重要指標。

送交註冊的住宅樓宇買賣合約宗數和金額

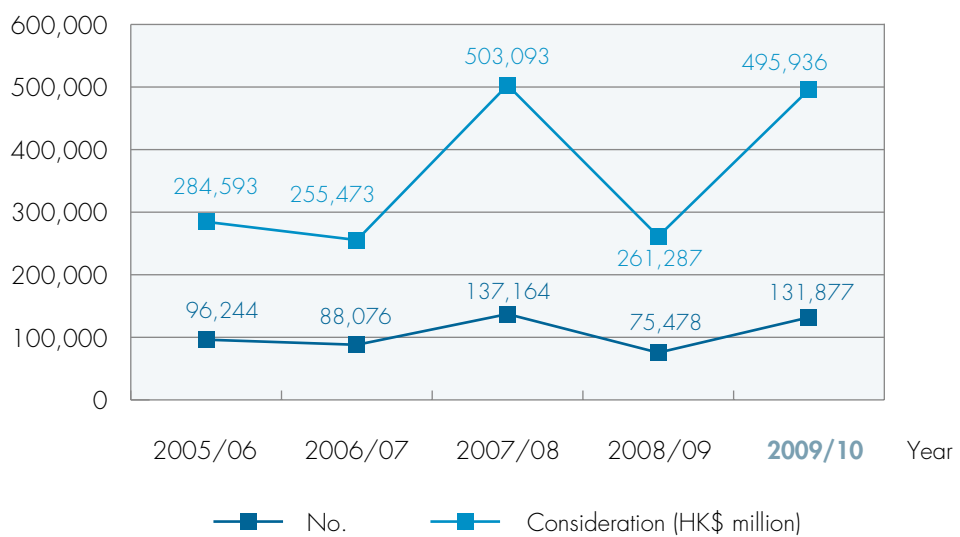


註： 上述數字源自有關期間送交土地註冊處註冊的住宅樓宇買賣合約。住宅樓宇買賣是指要繳付印花稅的樓宇買賣合約。這些統計數字並不包括居者有其屋、私人機構參建居屋及租者置其屋計劃的住宅買賣，除非有關單位轉售限制期屆滿並已補償差價。

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Among the SPAs of all building units delivered for registration in 2009/10, the number of SPAs of residential units and its total consideration were 131,877 (+74.7% from last year) and \$495,936 million (+89.8% from last year) respectively. The number of these agreements is generally regarded as a key indicator of the level of activity in the property market.

No. and Consideration of Sale and Purchase Agreements of Residential Units Delivered for Registration

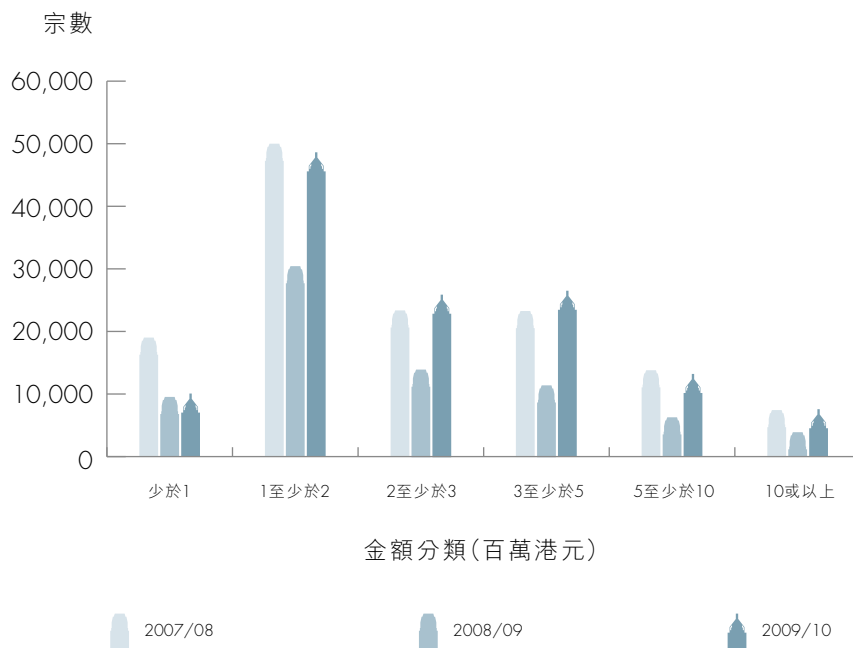


Remark: The figures are derived from SPAs of residential units delivered for registration in the Land Registry for the relevant periods. Sales of residential units refer to those SPAs with payment of stamp duty. The statistics do not include sales of units under the Home Ownership Scheme, the Private Sector Participation Scheme and the Tenants Purchase Scheme except those after payment of premium.

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2009/10年度的大部分住宅樓宇交易均介乎100萬元至200萬元之間，情況與去年度相約。

按金額分類的住宅樓宇買賣合約宗數



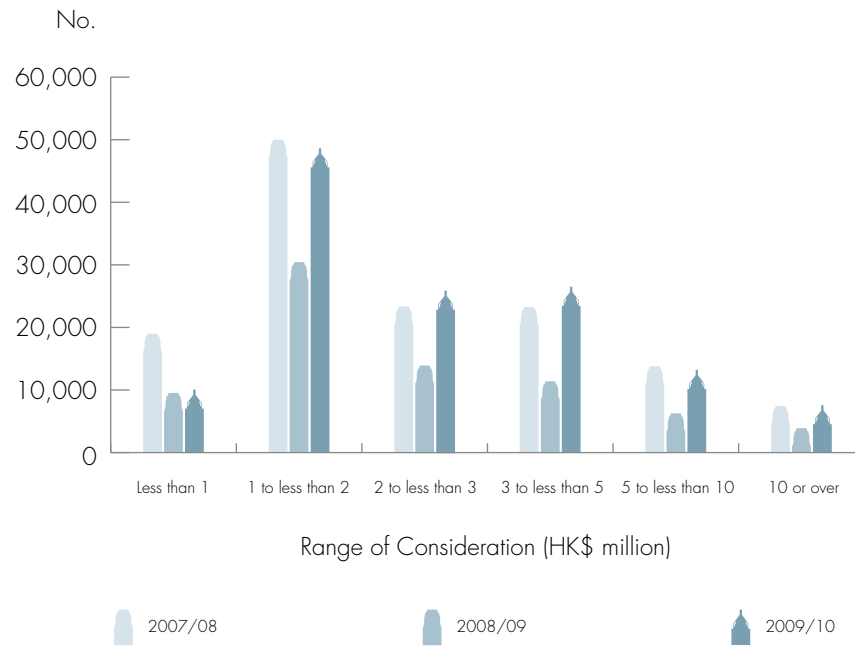
金額分類 (百萬港元)	2007/08		2008/09		2009/10	
	宗數	%	宗數	%	宗數	%
少於1	19,020	13.9	9,579	12.7	10,076	7.6
1至少於2	50,003	36.5	30,434	40.3	48,629	36.9
2至少於3	23,716	17.3	13,905	18.4	25,878	19.6
3至少於5	23,248	16.9	11,384	15.1	26,507	20.1
5至少於10	13,768	10.0	6,278	8.3	13,210	10.0
10或以上	7,409	5.4	3,898	5.2	7,577	5.7
總數	137,164	100.0	75,478	100.0	131,877	100.0

註：由於「四捨五入」關係，個別項目的百分率數字加起來可能不等於100%。

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Similar to previous years, the majority of the land transactions in 2009/10 were within the consideration range of one to two million dollars.

No. of Sale & Purchase Agreements of Residential Units by Range of Consideration



Range of Consideration (HK\$ million)	2007/08		2008/09		2009/10	
	No.	%	No.	%	No.	%
Less than 1	19,020	13.9	9,579	12.7	10,076	7.6
1 to less than 2	50,003	36.5	30,434	40.3	48,629	36.9
2 to less than 3	23,716	17.3	13,905	18.4	25,878	19.6
3 to less than 5	23,248	16.9	11,384	15.1	26,507	20.1
5 to less than 10	13,768	10.0	6,278	8.3	13,210	10.0
10 or over	7,409	5.4	3,898	5.2	7,577	5.7
Total	137,164	100.0	75,478	100.0	131,877	100.0

Note: Figures in percentage for individual items may not add up to 100% due to rounding

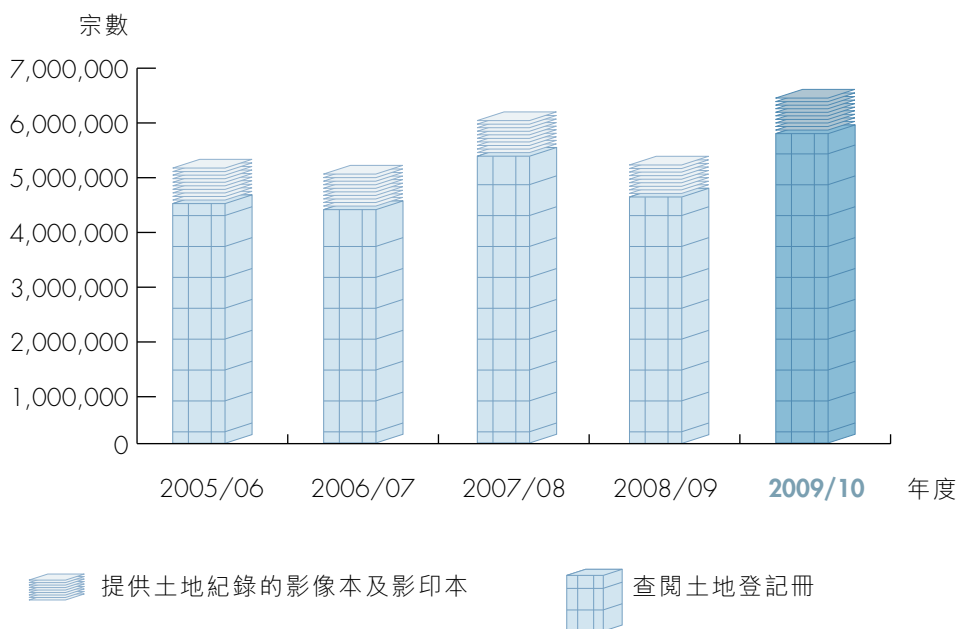
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(ii) 查閱土地登記冊

土地註冊處備存土地紀錄，主要目的是提供一個與物業相關的資訊平台，以提高透明度及促進物業交易。

在2009/10年度，查閱土地登記冊的宗數，以及提供土地紀錄的影像本和影印本的總數分別為5,819,397宗（較去年增加25.7%）及720,351份（較去年增加11.1%）。

查閱土地登記冊宗數和提供土地紀錄的
影像本及影印本份數



年度	2005/06	2006/07	2007/08	2008/09	2009/10
查閱土地登記冊	4,504,151	4,392,580	5,396,269	4,628,256	5,819,397
提供土地紀錄的影像本及影印本	670,771	648,326	704,873	648,206	720,351

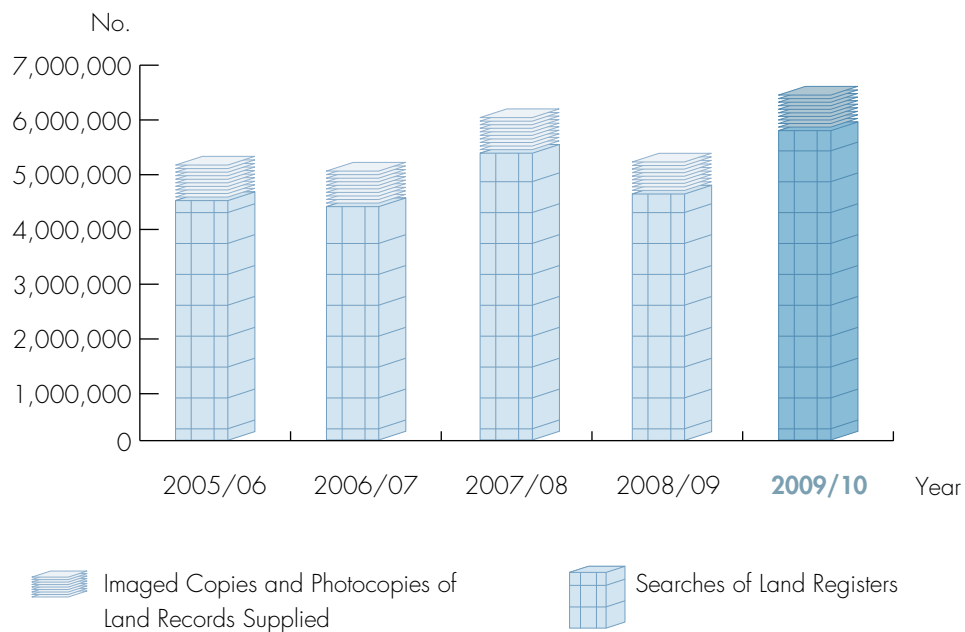
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(ii) Search Services

Land records are maintained by the Land Registry primarily for the purpose of providing a property-related information platform to enhance transparency and facilitate property transactions.

In 2009/10, the total number of searches of land registers and supplies of imaged copies and photocopies of land records were 5,819,397 (+25.7% from previous year) and 720,351 (+11.1% from previous year) respectively.

No. of Searches of Land Registers & Imaged Copies and Photocopies of Land Records Supplied

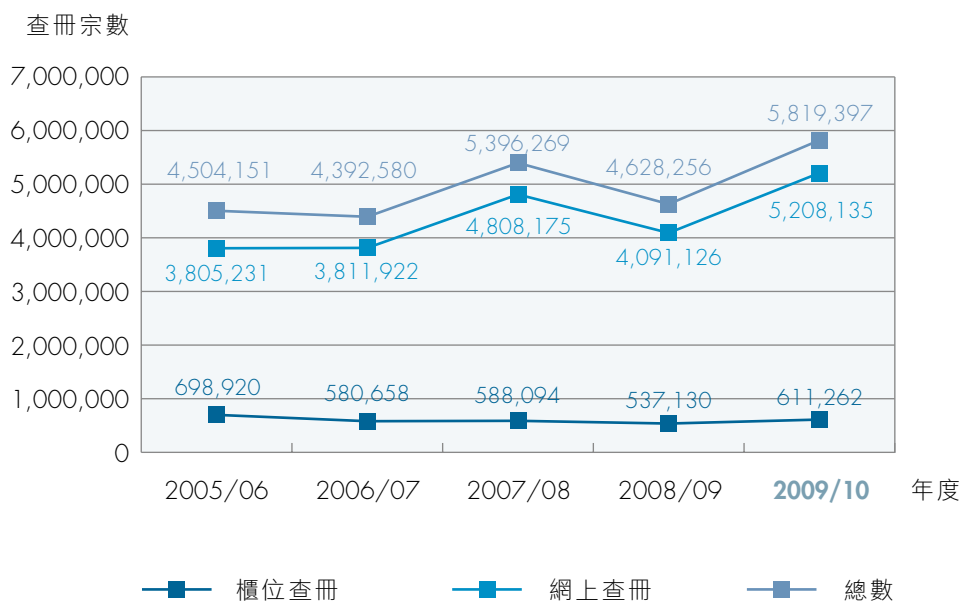


Year	2005/06	2006/07	2007/08	2008/09	2009/10
Searches of Land Registers	4,504,151	4,392,580	5,396,269	4,628,256	5,819,397
Imaged Copies and Photocopies of Land Records Supplied	670,771	648,326	704,873	648,206	720,351

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自2005年2月起，土地註冊處以「綜合註冊資訊系統」網上服務(www.iris.gov.hk)透過互聯網提供每星期7天、每天16小時的查冊服務。公眾可透過非經常用戶身分或登記用戶身分進行查冊服務。網上查冊佔總查冊量的90%，其餘的10%是在本處設於金鐘道政府合署的客戶服務中心，以及位於大埔、元朗和荃灣的新界查冊中心透過櫃位查冊服務進行。

查閱土地登記冊宗數



為進一步推廣「綜合註冊資訊系統」網上服務，本處自2009年10月1日起下調登記用戶的帳戶申請費及最低按金存額。截至2010年3月，登記用戶數目增加了66名(上升8.8%)，總數達818個。

(iii) 業主立案法團服務

根據《建築物管理條例》，土地註冊處負責業主立案法團的註冊申請和業主立案法團紀錄的查冊事務。該條例屬民政事務局的政策管轄範圍，旨在讓多層大廈的業主可自行成立法團，處理大廈的管理事宜。

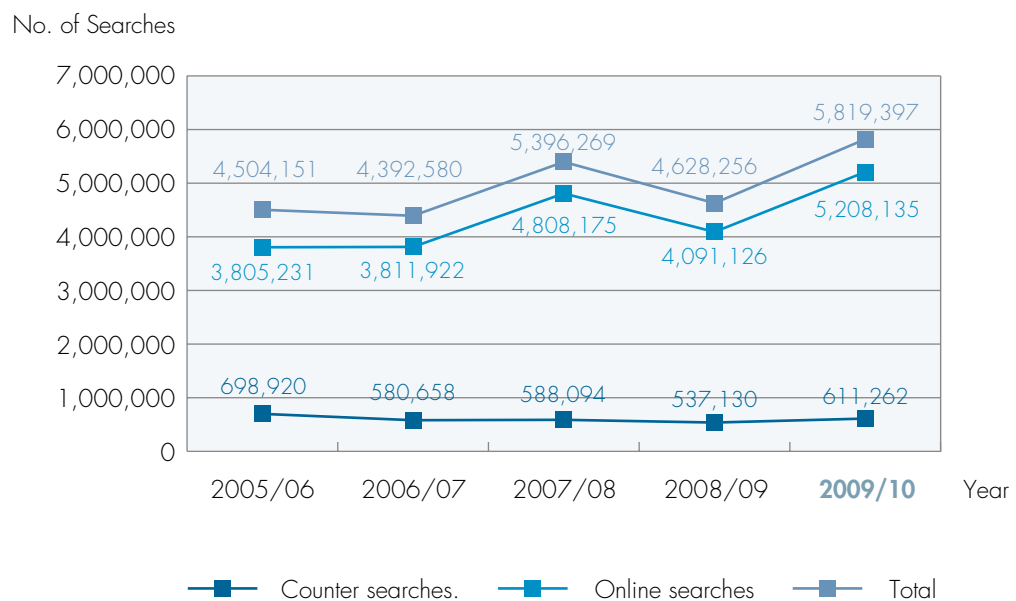
在2009/10年度，新成立的業主立案法團共有315個，全港的業主立案法團總數達9,041個。



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Since February 2005, the Land Registry has been providing search services over the Internet via our IRIS Online Services at www.iris.gov.hk for 16 hours a day, seven days a week. The public can conduct searches on either an ad hoc or a subscription basis. Searches conducted online constituted about 90% of the total search volume. The remaining 10% were conducted over the counter. Counter search service is available at our Customer Centre in Queensway Government Offices and the New Territories Search Offices (NTSOs) in Tai Po, Yuen Long and Tsuen Wan districts.

No. of Searches of Land Registers



To further promote the IRIS Online Services, the application fee and minimum deposit for subscriber accounts were reduced with effect from 1 October 2009. As a result, the number of subscribers increased by 66 (+8.8%), reaching a record of 818 by March 2010.

(iii) Owners' Corporation Services

The Land Registry is responsible for registration of incorporation of owners and search of owners' corporation records under the Building Management Ordinance. The Ordinance, which falls within the policy jurisdiction of the Home Affairs Bureau, aims to enable owners of multi-storey buildings to establish owners' corporations to deal with building management matters.

In 2009/10, 315 new owners' corporations have been formed. The total number of owners' corporations in the territory reached 9,041.

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(b) 服務承諾

本處自1993年起訂定「服務承諾」，並每年作出檢討。我們超標完成2009/10年度的所有服務承諾，並提升了部分服務承諾或標準。我們加入了在16個工作天內為再交付註冊的暫止註冊契約辦理註冊的新服務承諾。我們亦把櫃位提供電腦土地登記冊及不連過大圖則的影像副本的認證本服務指標從96%提升至97%，並把送遞按揭註冊摘要月誌資料檔案的服務標準從5個工作天縮減至4個工作天。我們將繼續提升各種服務質素和效率。

(c) 客戶服務

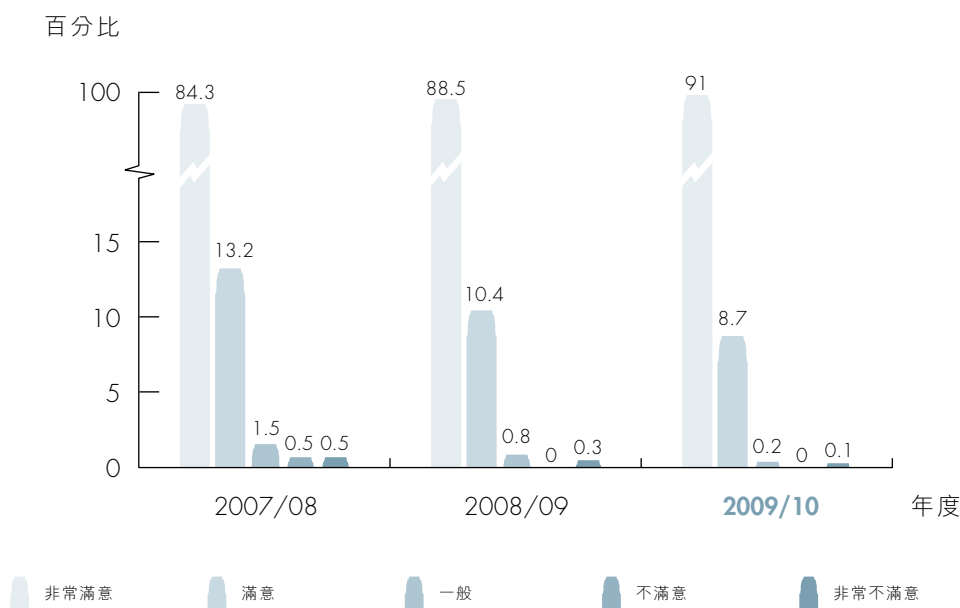
摯誠服務是本處的核心使命。我們致力向客戶提供物有所值的優質服務，並與現有客戶和準客戶建立互信的伙伴合作關係。因此，我們於年內加強了管理及客戶服務部的人手編制，以回應客戶日見殷切的需求。

(i) 客戶意見

在2009/10年度，本處透過客戶服務熱線、部門網頁、客戶意見卡、信件和電郵等途徑收到1,036個客戶表揚，較2008/09年度大幅上升167%。

下圖顯示意見卡反映的客戶滿意程度：

客戶滿意程度



我們亦在2009/10年度內收到13項建議及25項投訴。所有建議和投訴均已迅速回應及圓滿處理，使部門能持續提升服務水平。

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(b) Performance Pledges

The Land Registry launched the performance pledges since 1993, which are reviewed annually. In 2009/10, we exceeded all the performance pledges and introduced further enhancements in our pledges or service standards. In particular, we introduced a new performance pledge for registration of re-submitted stopped deeds in 16 working days. We also enhanced performance target in the supply of certified copies of computerised land registers and imaged copies without oversize plans over the counter from 96% to 97%, and enhanced service standard in the delivery of Monthly Memorial Information on Mortgage Transactions data files from five to four working days. We will continue our commitment to improve the quality and efficiency of services.

(c) Customer Services

Service is at the core of the Land Registry's mission. Our aim is to deliver value-for-money quality services to our customers, and to foster partnership of trust with our existing and prospective customers. To this end, we strengthened our dedicated Management and Customer Services Division during the year to meet the growing expectation of customers.

(i) Customer Feedback

In 2009/10, the Land Registry received 1,036 commendations through the customer service hotline, Land Registry's homepage, comment cards, letters and emails. This represents a significant increase of 167% from 2008/09.

The chart below shows the customer satisfaction rate drawn from feedback through comment cards:



We also received 13 suggestions and 25 complaints in 2009/10. All the suggestions and complaints were promptly addressed and fully responded to help us strive for continuous service improvements.

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(ii) 2009年公務員優質服務獎勵計劃

為了表彰土地註冊處致力為公眾提供優質服務，本處在公務員事務局主辦的「2009年公務員優質服務獎勵計劃」中榮獲「部門精進服務獎」(小部門組別)亞軍。

(iii) 2009年申訴專員嘉許獎

本處亦獲頒2009年申訴專員嘉許獎的「公營機構獎」。該獎項表揚本處以積極和支持的態度配合申訴專員公署調查投訴工作，從而提升公營部門的服務質素及倡導公平處事的原則。



(iv) 客戶管理評估架構(CMA101)

CMA101是效率促進組推出的系統化自我評估計劃，旨在協助部門找出可予改進的地方，從而持續加強客戶服務的管理。

本處是參與這個計劃的試行部門之一，在2008年7月已完成有關工作，並制定了策略性的行動計劃，以監察部門實行改進措施的情況。

在2009/10年度推行的措施包括「核實和更新客戶資料」及「提供客戶意見分類」，兩者對促進以客為尊的文化及有效處理客戶的建議和回應均有裨益。我們將繼續實施行動計劃的其餘項目。

(v) 客戶服務意見調查

我們在2010年3月進行了客戶服務意見調查，以蒐集客戶對本處服務的滿意程度，從而找出可提升服務的地方。

我們共收集了約450個客戶意見，整體的滿意程度達84%以上。主要服務的調查結果如下：

服務	整體滿意程度(%)	
	提供服務	員工表現
遞交契約	89.0	90.0
櫃位查冊	94.1	95.0
「綜合註冊資訊系統」網上服務	82.5	不適用

該調查亦蒐集了客戶對電子註冊摘要表格及業權註冊制度的意見，為相關的項目籌劃提供寶貴資訊。

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(ii) Civil Service Outstanding Service Award Scheme 2009

In recognition of the Land Registry's achievements and continuous efforts in providing quality services to the public, the department was awarded the First Runner-up of the Service Enhancement Award (Small Department category) in the Civil Service Outstanding Service Award Scheme 2009 organised by the Civil Service Bureau.



(iii) The Ombudsman's Awards 2009

The Land Registry received the Public Organisation Award in the Ombudsman's Awards 2009. The award was a recognition of the department's positive and supportive stance towards the Ombudsman's investigations of complaints, which helped bring about improvements in service quality and promote fairness in public administration.

(iv) Customer Management Assessment Framework (CMA 101)

CMA 101 is a structured self-assessment programme launched by the Efficiency Unit to help departments identify potential improvement areas and support continuous enhancement in customer management.

As one of the pilot participating departments, the Land Registry completed the exercise in July 2008 and drew up a high level action plan for monitoring implementation of enhancement initiatives.

The initiatives delivered in 2009/10 included "validation and updating of customer records" and "categorisation of customer feedbacks" which assisted in promoting a customer centric culture and effective handling of the suggestions and responses of the customers. We would further work on the remaining items according to the action plan.

(v) Customer Service Survey

A customer service survey was conducted in March 2010 to gauge the customer satisfaction level of Land Registry's services and for identifying areas for enhancing the services.

About 450 customers' opinions were collected. The overall satisfaction rate of our services is over 84%. Results on the major service areas are listed below:

Service	Overall Satisfaction Rate (%)	
	Provision of Service	Staff Performance
Lodgement of Deeds	89.0	90.0
Counter Search	94.1	95.0
IRIS Online Services	82.5	Not Applicable

The survey also tapped customers' views on e-Memorial Form and title registration system. Comments received provided valuable information for planning the projects.

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(vi) 互動話音系統

在2009/10年度，本處進一步提升了客戶服務熱線(3105 0000)的互動話音系統功能和線路數目，提高了系統的安全性，為客戶帶來更大的方便，當中包括：

- 拒絕為不顯示來電號碼的人士處理索取傳真資料的要求，以加強系統保安；
- 提供服務的電話線路由12條倍增至24條；以及
- 把較常用的選項如「與職員對話」移往選擇清單的較前位置，以簡化來電流程。

(vii) 聯絡客戶

客戶聯絡小組

土地註冊處分別為私營機構客戶和政府部門及公營機構成立了兩個客戶聯絡小組，與持份者保持聯絡和溝通。

成立客戶聯絡小組的目的是：

- 使本處更了解客戶的需求和期望；
- 使客戶更了解本處的政策、服務和工作程序；以及
- 就業務運作和提供服務的事宜交流意見。

私營機構客戶聯絡小組的成員來自法律界別、專業機構及工商團體。公營機構客戶聯絡小組的成員則來自經常使用本處服務的政府部門。兩個小組的成員名單見附錄(a)及(b)。



Customer Liaison Group (Private Sector) 客戶聯絡小組(私營機構)



Land Registry Joint Standing Committee 土地註冊處聯合常務委員會

土地註冊處聯合常務委員會

「土地註冊處聯合常務委員會」的成員包括土地註冊處處長、其轄下的高級管理隊伍，以及香港律師會的代表。委員會定期舉行會議，就土地註冊事宜、本處向法律界人士所提供的服務，以及實施業權註冊制度等進行商討和交流意見。委員會成員名單見附錄(c)。

客戶服務及部門運作 Customer Services and Operations

(vi) Interactive Voice Response System (IVRS)

The functions and capacity of the IVRS of the Land Registry's customer service hotline (3105 0000) was further improved in 2009/10 to enhance system security and add convenience to customers:

- fax requests from callers without caller-IDs displayed disallowed so as to strengthen the security of the system;
- number of service telephone lines doubled from 12 to 24; and
- call flow streamlined by moving popular options such as "talk to operator" forward in the menu.

(vii) Liaison with Customers

Customer Liaison Groups

Two Customer Liaison Groups, one for private sector customers and one for Government departments and public bodies, have been set up for regular liaison and communication with our stakeholders.

The objectives of the Customer Liaison Groups are:

- to improve the Land Registry's understanding of customers' needs and expectations;
- to improve customers' understanding of the Land Registry's policies, services and procedures; and
- to exchange views on operational and service delivery issues.

The private sector group comprises representatives from the legal community, professional bodies and trade associations while the public sector group comprises of representatives from major user departments. Membership of the private sector and the public sector groups is at Annexes (a) and (b).



Customer Liaison Group (Public Sector) 客戶聯絡小組(公營機構)

Land Registry Joint Standing Committee

The Land Registry Joint Standing Committee, comprising the Land Registrar, her senior management team and representatives of the Law Society of Hong Kong, meets regularly to discuss and exchange views on land registration matters, the Land Registry's services provided to the legal practitioners and implementation of title registration system. Membership of the Committee is at Annex (c).

客戶服務及部門運作 Customer Services and Operations

訪客

本處與世界各地的同業機構保持緊密聯繫，相互交流。透過這些會面，我們向海外和中國內地的到訪嘉賓講解本處的服務和信念，並藉此學效其他司法管轄區土地註冊制度的最佳做法。

在2009/10年度，我們共接待了兩個來自北京、上海及山東等地的代表團逾36名訪客，他們對本處的工作及香港的土地註冊制度深感興趣。

主動接觸客戶

為加深用戶對土地紀錄的認識及業權報告服務的了解，我們在年內為屋宇署、規劃署、香港警務處、民政事務總署及香港消防處舉行了4次的客戶交流會，出席人數共200人。

此外，我們在2010年2月和3月為私營和公營界別舉行了7次的簡介會，向來賓闡述「綜合註冊資訊系統」網上服務的新提升項目、推行新查冊系統的最新進展，以及電子註冊摘要表格的新提升功能等，參加人數共225人。

這兩項活動為我們提供有效平台，與客戶分享箇中知識和經驗、交流意見、找出簡化工序的途徑，以及收集客戶對本處服務的意見。

土地註冊處開放日

為了令大眾更深入地了解土地註冊處的角色和職能，我們在2010年3月安排了連串受歡迎的導賞活動，包括參觀客戶服務中心、中央影像處理中心及土地註冊處檔案室，共接待了170位訪客。

我們向訪客展示具歷史性和罕有的土地紀錄，包括在1844年註冊的第一號註冊摘要、日治時期註冊的契約，以及1894年出版的《街道索引》等。透過導賞活動，訪客見證了土地註冊處隨著香港發展為世界級經濟體系的過程所經歷的變革。



客戶服務及部門運作 Customer Services and Operations

Visitors

The Land Registry maintains close ties with its counterparts in all parts of the world for cross-fertilisation. Through meeting visitors from overseas and the Mainland, we introduce our services and promote the value of the Land Registry as well as learn from our counterparts' best practices in other jurisdictions.

In 2009/10, we received two delegations comprising 36 visitors from Beijing, Shanghai and Shandong who were interested in our work and the land registration system in Hong Kong.

Reaching Out to Customers

To enhance users' knowledge of land records and understanding of the reports-on-title services, four "Meet the Clients" sessions for the Buildings Department, Planning Department, Hong Kong Police Force, Home Affairs Department and Fire Services Department with a total of 200 participants were held during the year.



In addition, seven briefing sessions with 225 participants from private and public sectors were held in February and March 2010 to introduce the enhanced features of the IRIS Online Services, and provide updates on progress in implementation of a new search system and enhanced functions of the e-Memorial Form.

Both activities had provided an effective platform for sharing work knowledge and experience, exchanging views and identifying means to streamline work procedures, and collecting views on our services.

Land Registry Open Day

As part of our efforts to promote better understanding of the role and functions of the Land Registry, we arranged a series of well-received guided tours to the Customer Centre, the Central Imaging Centre and the Land Registry Archive for 170 visitors in March 2010.

Historic and rare land records, such as Memorial No. 1 registered in 1844, deeds registered during the Japanese Occupation and the Street Index published in 1894, were showcased. The event bore witness to transformation of the Land Registry over the years as Hong Kong developed into a world-class economy.

客戶服務及部門運作 Customer Services and Operations

(viii) 溝通途徑

本處透過不同溝通途徑推廣及闡釋服務的最新發展、收集客戶對本處服務質素的意見，從而了解我們需要改進的地方。主要溝通途徑包括：

土地註冊處通函

在2009/10年度，本處共發出5份通函，讓持份者知悉有關土地註冊政策、運作、實施和程序上的轉變，以及推出的新措施和服務。



《土地註冊處通訊》

本處於2009/10年度出版了兩期《土地註冊處通訊》，涵蓋部門的最新動向、服務新猷和提升項目。

資料小冊

我們在年內編製了三本資料小冊，進一步介紹本處提供的全面服務。

客戶服務熱線

透過與效率促進組轄下的1823電話中心合作，我們的客戶服務熱線服務時間與「綜合註冊資訊系統」網上服務時間互相配合，即延長至翌日零時三十分。

土地註冊處網頁

在本年度，本處網頁的瀏覽人次超逾400萬，較2008/09年度增加25%，當中70%人次是瀏覽中文網頁，其餘30%人次則瀏覽英文網頁。

「綜合註冊資訊系統」網站

為促進與「綜合註冊資訊系統」網上服務用戶的溝通，我們適時在系統的網站發放廣播訊息，以通知用戶有關係統服務的提升或轉變。

(d) 項目發展與新服務

(i) 以電子註冊摘要表格遞交文件

本處在2009年7月推出電子註冊摘要表格加強版，令表格的使用率倍增近50%，約45%的文件是使用電子表格遞交。新表格加入了二維條碼，可大幅減少註冊人員輸入資料時的傳統工序。該表格的自動化大大提高了土地登記冊更新的效率和準確性。

我們正為電子註冊摘要表格設計其他新功能，以進一步強化其效用，包括大量載入以其他軟件儲存的資料及利用物業參考編號自動填寫地址等。這些提升功能可望於2011年上半年供試用。

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(viii) Communication Channels

The Land Registry makes use of a wide spectrum of communication channels to promote and update its services, to receive feedbacks from customers on service quality, and to identify improvement areas, including:

Land Registry Circular Memoranda

In 2009/10, we have issued five Land Registry Circular Memoranda to update stakeholders of the changes in land registration related policy, operations, practices and procedures, and the new initiatives and services.

Land Registry News

Two issues of the Land Registry News on updated events, new service initiatives and service enhancements were published in 2009/10.

Information Leaflets

Three new information leaflets were produced during the year to complement the information pack on the Land Registry's full range of services.

Customer Service Hotline

Through our collaboration with the Efficiency Unit's 1823 Call Centre, the customer service hotline is extended till closure of IRIS Online Services at 00:30 hour next day.

Land Registry's Homepage

During the year, there were over four million visits (70% on the Chinese language and 30% on the English language) to the Land Registry's homepage, representing an increase of 25% when compared with 2008/09.

IRIS Website

To facilitate communication with the users of the IRIS Online Services, broadcast messages are posted on the IRIS website to notify users of any service enhancements or changes in a timely manner.

(d) Development Projects and New Services

(i) E-Memorial Form for Lodgement

In July 2009, the Land Registry released an enhanced version of the e-Memorial Form. It has raised the usage rate by about 50% to account for about 45% of the lodgements. With a 2-dimension barcode embedded in the new form, the conventional data entry work by registration staff is significantly reduced. The automation has greatly improved the efficiency and accuracy of updating the land registers.

To make the e-Memorial Form a powerful tool for preparing memorials, we are designing new functions such as bulk input and auto-filling up of address by using Property Reference Number. The enhancements are expected to be available for trial use in the first half of 2011.

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(ii) 在電腦資料庫加入中文街道名稱，有助利用中文地址查冊

「綜合註冊資訊系統」在2005年啟用時，沿用的電腦資料庫只載有英文街道名稱。為使該系統更方便易用，本處陸續在電腦資料庫加入中文街道名稱。查冊人士今後可更方便地利用中文地址查閱土地登記冊。

(iii) 標準條款文件

我們將會以《土地業權(修訂)條例草案》的相應修訂提出《土地註冊條例》所需的修訂，以供本處儲存標準條款文件。這項安排能大量減省遞交註冊文件的頁數。

(iv) 跨部門的項目

本處正向差餉物業估價署提供最新的物業地址資料和土地紀錄，並為該署的物業資訊網服務，協助進行資料劃一工作。

這項跨部門合作加強了物業市場的透明度，公眾可透過更全面和有效的方式獲取物業資訊。

(e) 未來計劃

(i) 2010/11年度的服務承諾提升

契約註冊程序包括兩個主要工序：更新土地登記冊及提供土地註冊文件影像處理。為進一步加強服務，更新土地登記冊的服務標準將從12個工作天縮減至11個工作天；註冊所需的總日數將從16個工作天減至15個工作天。

(ii) 2010/11年度客戶服務意見調查

秉承本處以客為尊的文化，我們計劃在2011年首季進行大規模的客戶服務意見調查，以評估自上次意見調查後至今的進展，亦為改進現有的服務訂定優先次序，以及為日後的發展定下目標。

(iii) 延長客戶服務熱線的服務時間

本處一向致力優化服務，為此我們計劃把客戶服務熱線的服務時間延長至24小時，以配合新查冊系統在2010年第三季啟用後，網上查冊的服務時間從每天16小時延長至20小時的安排。



客戶服務及部門運作 Customer Services and Operations

(ii) **Enriching the Computer Database with Chinese Street Names to Enable Land Search by Chinese Address**

When IRIS was implemented in 2005, it inherited a legacy database containing only street name information in English. To enhance its user-friendliness, the Land Registry has been enriching the database with Chinese street names. Searchers can now enjoy the convenience of using Chinese address information for searching land registers.

(iii) **Standard Terms Document**

The Land Registry will propose amendments to the Land Registration Ordinance, as a consequential amendment under the Land Titles (Amendment) Bill, to enable the deposit of standard terms documents in the Land Registry. The proposed provisions will reduce the bulk of documents presented for registration.

(iv) **Inter-departmental Projects**

The Land Registry is providing the Rating and Valuation Department with up-to-date address information and land records, and rendering assistance in its data alignment work for implementation of the Property Information Online service.

The concerted inter-departmental efforts have enhanced the transparency of the property market as members of the public can now obtain property information in a more comprehensive and efficient way.

(e) **Future Plan**

(i) **Enhanced Performance Pledges for 2010/11**

The deeds registration process comprises two main working procedures: updating of land registers and imaging of registered land documents. To further improve our service, the service standard for updating of land registers will be enhanced from 12 to 11 working days and the total working days for registration will be reduced from 16 to 15.



(ii) **Customer Service Survey 2010/11**

In keeping with our customer centric culture, we plan to conduct a large-scale customer service survey in the first quarter of 2011. This aims to benchmark progress since the last survey and to identify priorities for improvement and areas for future development.

(iii) **Extension of Service Hours of Customer Service Hotline**

As part of our continuous improvement efforts, we plan to extend the service hours of the customer service hotline round the clock to align with the extension of online search hours from 16 hours to 20 hours a day by the launch of the new search system in the third quarter of 2010.