

## / CASE STUDY

# Major Agents



## Introduction

Council Rates & Property departments issue notices to organisations in their area, of which nearly 80% are delivered by post.

Some councils have Property Agents that own or manage multiple properties which can represent up to 40% of the total notices issued.

Property Agents were not able to receive bulk Rates Notices electronically in a way that was efficient for them to administer, without incurring or passing on additional costs to property owners. With this slow and costly method of delivery, there was a high risk of delay or loss in the post, the potential for late payments and more administration costs to the council.

## Business Goals

The City of Melbourne council sought a way to reduce costs and improve the quality and efficiency of this process. However, a simple registration and delivery solution was not sufficient. The council sought to address the following objectives:

- / Deliver notices to Property Agents quicker than by post
- / Reduce postage costs and risk of late delivery or loss via the post
- / Speed up payments made by Property Agents
- / Provide a simple and efficient registration and delivery method
- / Reduce enquiries from Property Agents for properties they manage.

# How did we achieve the business goals

Zipform Digital's Software Development team designed a specific 'Agent Portal' to address the challenge.

The utilisation of Zipform Digital's Data Management and Essential Communication solutions enabled all Property Agents to be notified by email and download Notices as a pdf or csv file, in one easy step. The solution also allowed for bulk download of notices, which provided several benefits:

- / Quicker processing of payments
- / Reduced printing and postage costs, with no delay

All notices are digitally archived for Agents automatically, to allow fast access to accurate information, with an intuitive retrieval method.

The solution also ensured adherence to all legal and regulatory archiving obligations, by employing a combination of encryption, security, versioning, and data retention rules.

## Solutions



Data Management



Digital archiving



Essential communications



Software Development

## Outcome

With a consultative approach and full transparency, the Council increased their digital presence, reduced their costs, and improved their service offering, including being able to see the status of Rates Notices downloaded by property agents.

The solution was a low risk and simple transition, which was positively received by Property Agents, with an impressive 70% uptake since launch.

The City of Melbourne have also benefited from reduced enquiries and quicker rates payments from Property Agents.

“City of Melbourne have been using Zipform Agent Portal for two years now. We are very happy with the ease of use for both council staff and customers. The ability for agents to download copies of rate notices ad-hoc as well as reconcile bulk payments has been a huge time saver for council.”

- Manager Rates, Property, Finance & Corporate

**City of Melbourne**

# Transform your customer communications

**CONTACT US TODAY**

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