

A Conversation with Scott Bozinis and Chuanli Ding from Lisa's Law

As InfoTrack celebrates its 10-year anniversary, CEO Scott Bozinis sat down with our first ever client, Chuanli Ding from Lisa's Law, to ask him 10 questions about the last 10 years. Lisa's Law placed our very first UK order on 23 June 2015 for a HMLR Title Register.

10 years and over 86 million orders later, we're proud to still be working together. Lisa's Law remains a valued client and continues to grow alongside us. Their office is just a 10-minute walk from ours in Waterloo, a reminder that our journey began with local relationships and has evolved into trusted partnerships across the country.

Scott:

1) Chuanli, take me back to 23 June 2015. Do you remember placing that very first InfoTrack order? What made you give us a try?

Chuanli:

No, I can't. I have to be honest. First, it happened a long time ago. Second, we've made numerous orders from you guys in the past 10 years. It's not easy for me to remember a particular one. However, you did impress us at that time with your client commitment, quality service, and down-to-earth attitude – the same values we've always held in high regard.

Scott:

2) Back then, did you ever imagine Lisa's Law would still be partnering with InfoTrack 10 years later?

Chuanli:

Although I can't say that I foresaw at the very beginning that our partnership would definitely last 10 years, I never doubted it would last a long time. We select our

partners very carefully. We only choose to work with businesses that share our views on client care, business models, and social responsibility, so we can build sustainable relationships.

Scott:

3) What was conveyancing like for you and your team before InfoTrack? What was the biggest frustration you were hoping we would solve?

Chuanli:

We had to order searches from different sources. It was slow and costly. We were looking for an easy-to-use platform that provided one-stop services for our searches.

Scott:

4) From your perspective, what is the biggest change you've seen in conveyancing over the last 10 years?

Chuanli:

It's more technology driven than ever now. This has helped streamline the practice and cut costs, which ultimately benefits clients.

The screenshot displays a software window titled "Order - Land Registry: Register - HP68950(include title plan)". The window has a menu bar with "Save", "Close", "Display Image", "Client Details", and "Send to Client". Below the menu bar are tabs for "General", "Order Fees", "Comments", "Request", "Response", "Errors", "Tech. Info", and "Email Notifications". The "General" tab is active, showing "Order Details".

Order Details:

- Description : Land Registry: Register - HP68950 (include title plan)
- Client : Lisa's Law Solicitors
- File Reference : SU0010
- Status : * Complete
- Display Status :
- Status Message : * The order completed successfully.
- Date Ordered : 23/06/2015
- Time Ordered : 14:13
- Date Completed : 23/06/2015
- Time Completed : 14:13
- Ordered By : Chuanli Ding

At the bottom left, there is a yellow key icon and the number "7384". At the bottom right, there are "Cancel" and "Save" buttons.

InfoTrack's 1st Ever Order from Lisa's Law for a HMLR Title Register in June 2015!

Scott:

5) If you had to pick one InfoTrack product or feature that has made the biggest difference to your day-to-day work, what would it be and why?

Chuanli:

Your quick response, which helps resolve issues in practice and speed up the process.

Scott:

6) When you think about our partnership, what makes InfoTrack different to other suppliers you work with?

Chuanli:

Client care. InfoTrack are quick to respond to clients' needs and are easily approachable. You understand clients. I've seen that you've recently added quite a few free features to your platform. I strongly believe that a business can only grow when it understands and responds to its clients' needs.

Scott:

7) Lisa's Law has really embraced digital transformation. What drives that mindset in your team?

Chuanli:

It's still client care. I like those two words – they're the key to success for any business. One fundamental element of client care is providing a good service at a lower cost. This can only be achieved through the application of technology.

Scott:

8) Can you share a memorable moment that shows how InfoTrack has helped your team or clients?

Chuanli:

I vaguely remember that a few years ago, we ordered a search that didn't come out as expected. The purchase had to be completed urgently. One of your colleagues offered to do a personal search, without extra charge, which was impressive.

Scott:

9) If you could design the next big innovation in conveyancing, what pain point would you want us to tackle next?

Chuanli:

Well, this is obvious – putting as many tools as possible into one place to reduce unnecessary admin time for conveyancers.

Scott:

10) Finally, Chuanli, what does it mean to you, personally and professionally, to have been our first ever client and still be with us 10 years on?

Chuanli:

I do feel this is a very special partnership, built on mutual support, trust, and consideration. These are the foundations of all sustainable relationships – whether between businesses like ours or between solicitors and clients.

Keep doing what you've been doing. You're doing very well.