



SOUTHERN ALBERTA CONSUMERS MEET WITH... REBECCA UNG *from* SOUTHLAND REGISTRATIONS LTD.

Southland Registrations Ltd. is a seven-year Consumer Choice Award winner in the category of License and Registry Services in the region of Southern Alberta. The company has been in business since 1997, and is Southern Alberta's leader in Motor Vehicles, Land Titles, Vital Statistics, Alberta Health, and even full Corporate Registration and maintenance services.



WHAT DOES IT MEAN FOR YOUR COMPANY TO BE VOTED BY CONSUMERS AS YOUR CITY'S BEST?

Each day, we strive to provide fast friendly registry services. So, it is an honour to be recognized as Calgary's best for 7 consecutive years. Thank you so much Calgary! It means the world to us.



WHAT SETS YOU APART FROM YOUR COMPETITORS?

We are customer focused. Our biggest reward is when a customer feels we made their day by

answering their questions or simplifying their registry process.

HOW WILL WINNING THIS AWARD AFFECT THE WORK YOU DO MOVING FORWARD? First, our office will celebrate winning the Consumer Choice Award for the 7th year in a row. That is an amazing feat. I think it is important to enjoy the moment and know that our efforts are recognized. Moving forward, we will continue to strive for registry service excellence and stay the best.

WHAT IS THE BIGGEST RISK YOU HAVE EVER TAKEN IN BUSINESS? The past year, we focused on developing a better digital experience that includes providing more online services and social media strategies. We are also thinking about making our registry office more accessible by providing safe transportation to the public who may not have their own means of getting here.

So, our biggest risks come with testing and refining new ways to better serve our clients.

BUSINESSWISE, WHAT IS YOUR NEXT BIG STEP? Last year, our next big step was to become more informative and accessible. We understood that the registry process is often confusing. We launched our new website to help answer all those questions. We were also accessible through social media.

This year, we will regularly release blogs and videos that will better inform our clients. We are surprised that clients have reached out to us through Twitter and Facebook. Please know we are ready and happy to answer questions through social media. We will respond within 24 hours and sometimes within minutes. Don't forget! We are still just a phone call away too.

GETTING TO KNOW REBECCA UNG

MY BUSINESS MOTTO IS... Provide Fast Friendly Registry Services

WHAT I LOVE IN MY JOB IS... I love the people I work with. I couldn't ask for a better team. I am blessed.

RECENTLY I LEARNED... That I need to enjoy my life a bit more. I need to take the time to cultivate experiences that enrich my life. Stop and smell the roses? Well, the roses smell divine.

MY BIGGEST MISTAKE... When I was young, I expected myself to be perfect at everything I did. I have come to realize that I am a work in progress. Everything is a work and progress. What matters is that I continue striving for my goals and improving what I feel I lack. I have only one life to live and I want to make it my best.

DAILY I ALWAYS TRY TO... Learning is a lifelong process. Every day I try to learn something new and out of my comfort zone.

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