

The Passport Office has integrated the market research requirements for the passport card with the specific incremental needs of CIC and Customs to ensure that the research reflects an integrated travel sector card view. We have selected a market research firm and negotiated a contract. And we have developed and pre-tested the questionnaire to be used in the survey. Specific initiatives for 1995-96 will be:

- ▶ to participate in the research;
- ▶ to isolate and review raw research data in order to integrate the passport card into the Effective Project Approval (EPA) submission;
- ▶ to interpret research results and provide recommendations to Passport Office management, CIC and Customs; and
- ▶ to develop a strategy for the wallet-sized passport card.

**Resources required:** \$200,000

### 4.3 Client Survey

#### Background

For the past three years, Western Operations has conducted a survey of passport applicants focusing on their needs and on different ways of providing service to the public. These surveys have provided valuable feedback, much of which we have been able to extrapolate to the broader operations of the Agency.

#### Objectives

- ▶ To assess the quality of service currently provided by the Passport Office.
- ▶ To gather the data required to refine or develop measurable service standards (see Subsection 2.5 Service Standards).