

OBJECTIVES

In consultation with Revenue Canada and Citizenship and Immigration Canada, the Passport Office investigated the feasibility of a **machine-readable, wallet-sized passport card** for Canadians. Such a card would take advantage of new technologies to facilitate travel between Canada and the US while offering the same high level of security as the passport. During the past fiscal year, the Passport Office commissioned a market survey to test public interest in the proposed card. The survey showed that there is indeed public demand for this new product.

In the interests of maintaining the highest standards of client service, the Passport Office undertook a **client satisfaction survey** of recent passport applicants across Canada. The findings were highly positive, revealing that Canadians are generally very satisfied with the Passport Office's performance. The survey data will be used to fine tune service delivery even further.

Over the past year, the Passport Office began a **review of its five-year Strategic Plan** (1992-93 to 1996-97) to realign it with developments in the government and business environment. Part of the review was accomplished through extensive market research conducted by a private consulting firm. The research report confirms that the Passport Office has achieved many of its service improvement objectives, but recommends moving towards a more market-driven approach to planning. The report will provide data for the next long-term plan to be developed in the coming year.

In the area of **human resources**, the Passport Office met its objective of reviewing and revising policies and procedures to align them with the Office's strategic direction and objectives. Progress was made in all the key areas of human resources management.

In addition, the Passport Office began development of a **transitional human resources management plan**. This plan is designed to mitigate the impact of rapid change

HIGHLIGHTS

OF THE CLIENT SATISFACTION SURVEY

In general, in-person clients rate highly the quality of service provided by Passport Office service staff with regards to courteousness, promptness, knowledge of service staff, as well as their understanding to their specific needs.

Most in-person clients reported being satisfied with the amount of time they were required to wait for service while most mail clients were also generally happy with the time they had to wait to receive their passports.

In general, the majority of clients consider the location of Passport Offices and the hours of operation as convenient.

Furthermore, clients are generally satisfied with the current list of qualified guarantors.

There is a very low awareness that the \$60 passport fee includes a \$25 consulate fee and that PPT is totally funded by the \$35 processing fee charged for the passport. However, once told that the processing fee is \$35, an overwhelming majority say this is a fair price.

A 48-hour express mail delivery service, at a cost of \$30 in addition to the \$60 fee is considered a good idea. However, interest drops as the price increases.