

## **IV - STRATEGIC OBJECTIVES**

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### **A) QUALITY OF SERVICE**

The concept of quality of service is a key component of the philosophy of the Passport Office. The Canadian public expects and receives high-quality service from the Agency. This fact is reflected in the excellent reputation enjoyed by the Canadian passport around the world and in the efficiency with which passport applications are processed.

The high regard for the Canadian passport internationally also makes it appealing to perpetrators of passport fraud. A priority for the Passport Office, therefore, is to enhance the delivery of services provided, the quality of the product and the integrity of the production process.

Corporate commitment to quality-of-service objectives must be clearly and publicly stated in order to ensure that the principles of quality of service are present throughout the Passport Office.

#### **1. IMPROVED SERVICE DELIVERY**

In the interests of improving service, the Passport Office is moving towards a client-driven style of management that surveys the customer's needs and attempts to respond to them. Through such improvements as more accessible issuing offices, better telephone communications and more convenient office hours, the Passport Office is attempting to provide customer-centred service. To that effect, the Passport Office will undertake regular client surveys to better understand the needs of the Canadian public.

The delivery system, including policies and procedures, will be reviewed in relation to quality-of-service concepts. Performance will be measured according to acceptable standards for service, while taking into account the different conditions that may exist in various offices.

To further improve service, particular emphasis will be placed on enhancing delivery skills by providing appropriate training for all employees.