

## **IPS: you said, we did 2012**

### **At IPS we take your feedback seriously.**

Here are some examples of changes we introduced in 2012 following customer feedback.

For our Passport Service:

#### **You said**

You wanted clearer guidance on how to apply for a passport.

You wanted clearer information about the application turnaround time, when using the 'Check and Send' service via the Post Office.

British Nationals living overseas wanted more information on the changes to overseas passport services.

You wanted clearer information on our services and turnaround times on the Directgov website.

You wanted clearer directions on how to get to our offices.

#### **We did**

We reviewed both our passport application form and guidance. We also carried out extensive market research with customers to obtain feedback before any changes were made. The revised form and guidance are scheduled to be issued during 2012.

We liaised with our partners to ensure that clearer customer messaging is given for turnaround times.

We issued guidance, amended our 'Essential Documents' leaflet and updated information on our website to clearly show our services and turnaround times.

We updated our information displayed on Directgov to clearly show our services and turnaround times.

We carried out a full review of all the directions and have made amendments where necessary.

For our Civil Registration Service (within the General Register Office):

#### **You said**

You didn't want to be charged a premium rate to call the General Register Office (GRO).

You wanted the GRO online contact form to have more options to provide feedback.

You complained that some third party websites were misleading customers into believing that they were ordering directly from the GRO, and charging inflated prices.

You couldn't easily find online

#### **We did**

In January 2012 we changed our contact number to 0300 123 1837. Calls to 0300 numbers from landlines and mobile phones are charged at a provider's network national rate, and should also form part of the inclusive minutes within your call package.

We reviewed our processes, introduced changes and made it easier for our customers to access and complete the online contact form.

In late 2011 the Advertising Standards Authority (ASA) upheld a formal complaint made by the GRO, which led to three websites amending content and removing misleading images. The ASA compliance team is currently considering action against other websites.

We have carried out search engine optimisation to ensure that

For our Civil Registration Service (within the General Register Office):

**You said**

information about GRO's services, for example how to order a birth, death or marriage certificate.

**We did**

our information on Directgov reaches as wide an audience as possible. This involved identifying keywords and adding them to our pages to improve our ranking in search engine results, e.g. 'family tree', 'family search' and 'ancestry'.