



MAKING TRANSFORMATION A REALITY FOR HER MAJESTY'S PASSPORT OFFICE.

Her Majesty's Passport Office (HMPO) is the sole issuer of UK passports and is responsible for civil registration services through the General Register Office. As part of their transformation programme, HMPO aimed to become a modern, digital business, helping customers to easily interact with them online. Working with Kainos as their delivery partner, HMPO embarked on an ambitious journey to completely digitise and improve the intake and the processing of all passport applications.

Real transformation.

With a largely paper-based passport application process, HMPO received high volumes of calls, and complex forms resulted in 25% of applications with errors. User research showed that users felt anxious about making a mistake when applying for a passport.

HMPO worked with the team at Kainos to create an application process that was online and easy to use. Creating a fully digital application channel with clear guidance and regular updates.

IN SUMMARY

HMPO has created an online passport application service that makes it quicker and easier for citizens to get a passport.

"When we set out our transformation programme to 2020, we had a clear aim to become a modern, digital business, giving our customers the ability to easily interact with us online. Reaching the milestone of our one millionth online application early in 2018 is a fantastic achievement and demonstrates our ability to deliver in line with our ambitions. I'm very proud of the way the team has developed our digital services, and this broad collaboration provides a strong foundation for opening the service to first time applicants and continuously improving."

Philippa Manley, Deputy Director,
HM Passport Office



From real people.

The first phase of the project was rolled out for UK citizens who were over 26 years of age and currently living in the UK, and who held an expired/expiring passport.

The team developed prototypes which were tested with members of the public to ensure the online system would meet the expectations of users. An agile delivery based on user-centered design was created, applying the Government Digital Service standards.

An iterative approach to development allowed the service to grow in line with feedback and users' needs and expectations which promotes digital awareness and uptake. The key objective of the service is to make it as easy and intuitive for users as possible. This has allowed increasingly complex applications to be developed and released right up to the fully digitised service that exists today which has an over 50% digital uptake.

Continual development

In the past year alone (since 2017) the service has been opened up to 16-year-olds and above, along with the ability for citizens in the UK who need a passport urgently to book an appointment and apply online. Citizens who are overseas can now renew their passport online too.

A video has been developed to help guide users through what is – and isn't – acceptable in a passport photo, increasing the percentage of approved photos submitted online. HMPO has also worked with partner agencies to allow professionally taken photographs to be made available online.

IN SUMMARY

The team performed user research by working with the public to find out what they expect from the online application systems – using the feedback and agile approach to make continual improvements and create a simple experience with a user-centered design.



For real life.

HMPO has now digitised and improved the intake and processing of all passport applications. By January 2018, users were routinely receiving their new passports within a few days of submitting their application (although this is subject to demand and seasonal fluctuation), receiving progress notifications and can track their application progress online. Eliminating the paper process has improved customer service and reduced costs with users able to submit applications online.

So far the digital service has resulted in:

- **2,000,000** passports since July 2016*
- Vastly increased clarity and ease of application tracking – including notifications for the end-users keeping them informed
- Digital applications **increased 3-fold** year on year
- Extremely positive feedback from users

Together the team have developed a way for citizens to provide a countersignature online. Previously, to issue adult and child passports, citizens were asked to get another person

(e.g. a friend or a neighbour who has known them for 2 years or more) to countersign their paper form/declaration. The team has developed a digital process where the passport applicant and their counter signatory can complete this process online – enabling HMPO to accept further passport applications online such as first time applications and child renewal applications.

HMPO are also looking at ways to connect to other government services to reduce the number of instances where they ask passport applicants to supply documents, such as copies of birth certificates, marriage certificates, naturalisation documentation, etc, in support of their application.

IN SUMMARY

With the online system in place the team is working to deliver further benefits – developing processes to accept further passport applications online – such as first time applications and child renewals.

Real transformation. From real people. For real life.

Call +44 28 9057 1100 to talk through your requirement with one of our experts, or request an appointment.

www.kainos.com/digital-delivered



* As of May 2018