

Working with greater efficiency to meet customer needs

Operating as a Trading Fund has made us more business aware as an organisation. As we have to cover our costs through sales and data licensing in a competitive marketplace, it is crucial that we focus clearly on the needs of our customers and understand the impact our business decisions have upon them. Consultation and communication is pivotal to our continuous improvement of OS MasterMap and the underlying database. Service improvements to OS MasterMap are not only delivering benefits for our customers; the introduction of online self-service tools for users is also contributing to our own business efficiency gains.

Trading Fund status has also given us the freedom to reinvest profits in new initiatives that will deliver real efficiency savings and benefits to our customers. Since 1999 we have invested in improving data quality, enriching the database and reinforcing the IT infrastructure.

To retain our position as a market leader, we will stay at the cutting edge of data collection technology, to deliver both business efficiencies and continually improve the capture, management and integration of complex GI datasets. Investment in GPS technology is enabling our field staff to work more efficiently and to capture different types of data that meet ever-changing customer needs. Since 2003 we have achieved an efficiency gain of almost 19% in this area.

Customers expect our data to be as up to date as possible. Our field staff work hard to ensure that high-profile new developments, such as the Channel Tunnel Rail link, M6 toll motorway, Bull Ring Shopping Centre in Birmingham and the Nottingham Netlink Tramway, are surveyed throughout their construction and available to business customers in our large-scale datasets, often before their official opening.

Advances in surveying and production techniques mean GI users across the world are increasingly having to fit higher-accuracy work into previously surveyed detail. As part of our commitment to data quality, we are improving the accuracy of our 1:2500 scale mapping through a comprehensive PAI programme. Within the programme, selected rural towns are being resurveyed to the same accuracy as urban areas. Once completed in 2006, it will ensure that our large-scale mapping will be compatible with GPS technology.

As well as providing regular PAI programme updates on our web site, we have worked closely with customer user groups and also held a series of seminars to help customers manage the impact of the programme on their own GI datasets. These forums enable customers to share their experiences, review a variety of upgrade methodologies and discuss business issues such as maintaining access to data while changes are being implemented.



We are committed to providing our customers with quality data that meets their needs.

Widespread investment in GPS technology continues to deliver significant efficiency gains. Photogrammetry complements these ground surveys and during the last year 55 000 aerial images have been taken – an increase of 15 000 on 2002–03. We also ensure that our staff are kept up to date with the latest technological developments. More than 250 staff have been trained in the use of Real Time Kinematic (RTK) GPS receivers and all our field surveyors have attended two-day technical training workshops. To further improve our service to customers we have also realigned our field operations with Government Office Regions. Maintaining high levels of customer satisfaction means matching our first-class products with a first-class service.



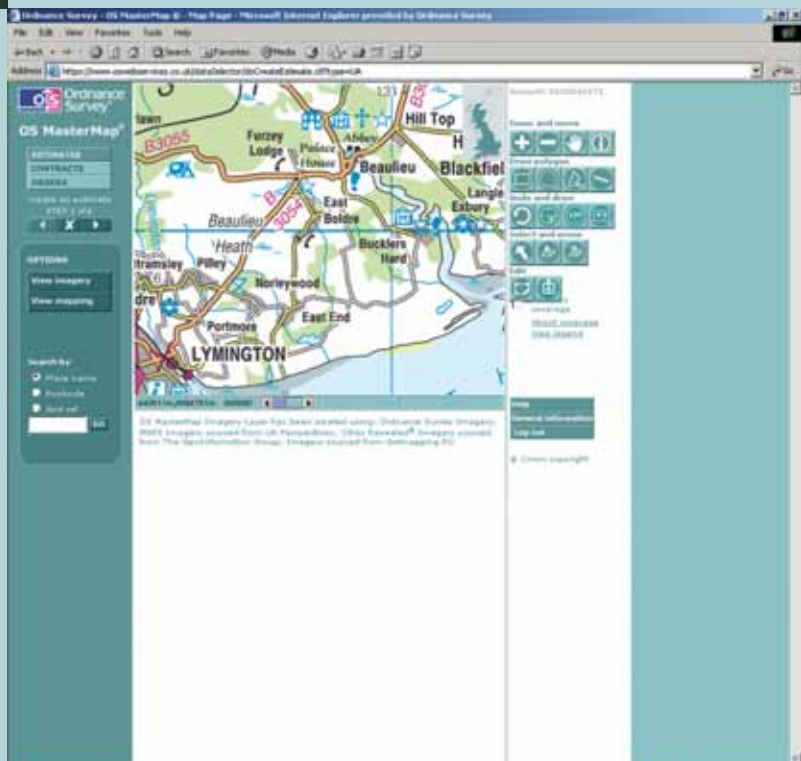
To provide customer satisfaction, we need to understand the issues that are important to our customers, such as the timing and accuracy of deliveries. Our Despatch department completes our customers' experience by supplying them with the data and paper maps they have ordered, when they need it. Taking individual ownership of responsibilities, working effectively as a team and sharing information is helping the department to deliver consistently high levels of customer service.

'During last spring and summer, Estate Publications supplied Ordnance Survey maps to all National Trust properties throughout the country. This was a very intense operation; I must have unpacked, checked and stored at least six full pallets of maps. Apart from three bent corners, there wasn't a map short in any order, nor any damaged. In view of the speed and frequency of these orders I feel that the people involved in your despatch department should be complimented. It certainly contributed to the smooth running of a complex operation. Well done!'

Colin Davies, Senior Partner, Estate Publications.

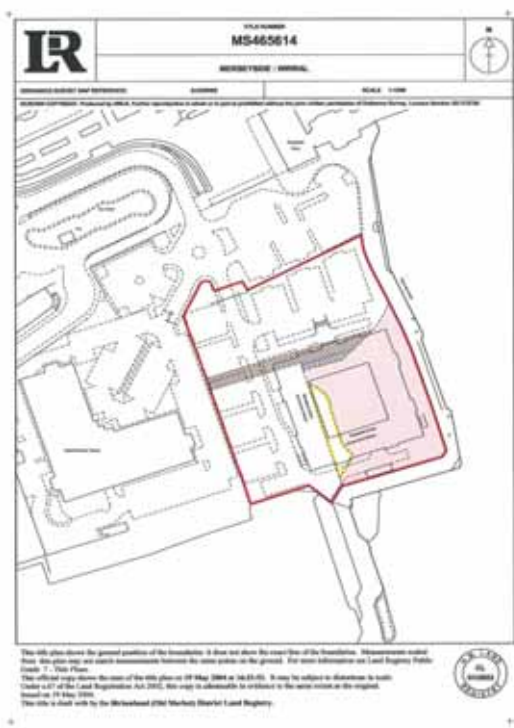
OS MasterMap is an online service designed to be managed as a database to deliver cost and efficiency savings and improved decision making to our customers.

A series of online service improvements based on customer feedback has made it easier to choose and order data, and set up, amend and renew contracts. A new set of drawing and editing tools gives users much more flexibility in defining the data they want. Customers can display the precise cost, convert estimates to contracts online and add extra layers or themes. They can also set their own automated schedule for receiving change-only updates, which speed up and simplify ordering, and improve the cost efficiency of data management. Aerial photographic imagery can also be viewed on screen with backdrop mapping, enabling instant comparison of product coverage and representation.



We welcome both positive customer feedback and constructive criticism and use this information to further improve our products and services.

Proactive market research is conducted every month via short telephone interviews with a representative sample of our customers who have been in touch with Ordnance Survey. These responses – together with feedback from customer-facing staff – are used to identify priorities for improvement and focus on areas of the organisation where we can improve our service to customers. For longer-term planning we use the results of a comprehensive biennial customer satisfaction survey carried out by an independent market research company. Recent changes to our business as a result of customer feedback include the revision of our terms and conditions, data pricing structure and an easier complaints procedure.



Our relationship with Land Registry demonstrates our commitment to gain a clear focus of our customers' key activities and drivers.

Better alignment of our businesses is enabling us to exceed the performance targets set out in our surveying services service level agreement with Land Registry and significantly improve our service and delivery of data. Improved communications – between and across organisations – is contributing to a closer working relationship and helping us to tailor our service to meet Land Registry requirements. A joint conference to discuss ways to further improve this relationship was particularly successful and we have also worked together to both enhance and publicise the PAI programme.

'The Ordnance Survey/Land Registry Joint Projects Steering Group has been a particularly valuable vehicle in maintaining dialogue between our two organisations on matters of joint interest. It has also enabled us to identify suitable individuals who can give a definitive view of Ordnance Survey's position for inclusion on our Project Boards. The Ordnance Survey/Land Registry Joint Strategy Group has provided a similar role at a strategic level.'

Bern Munday, Geographic Information Manager, Land Registry.

Our Customer Service Centre (CSC) brings together dedicated staff to create a one-stop shop for telephone, email and written enquiries.

Calls are monitored to help reduce waiting times and keep abandoned calls to a minimum. The main objective of the CSC is to answer as many requests for information as possible at this first point of contact. Around 74 000 calls are made to our helpline every year. The average waiting time before calls are answered is around 20 seconds and only 2% of calls are lost. We use BT Typetalk and BT TextDirect® to communicate with the deaf and hard of hearing, and also operate a Welsh language customer helpline.

