



Her Majesty's Passport Office sends one-millionth Passport application confirmation text via PageOne messaging service.

London, 05 February 2014 – PageOne, a leading critical messaging solutions provider, today announced Her Majesty's Passport Office (HM Passport Office) has sent over one million confirmation messages to customers upon receipt of their passport application form using its Connect secure text messaging solution.

A significant proportion of mobile telephone numbers are often supplied as the primary contact method on passport application forms. Using Connect, HM Passport Office can quickly and easily notify customers via text message that their passport applications have been received.

Nigel Gray, Director of PageOne, said "We have worked closely with HM Passport Office to ensure the service truly addresses their key objectives in a secure and robust manner and are delighted they have selected PageOne's Connect messaging service to help improve their service levels and drive their customer engagement strategy. SMS still continues to be ubiquitous and a highly effective channel of communication which meets the diverse needs of a global customer-base."

As an approved Government supplier through the Government Procurement Service Public Services Network (PSN) Framework, PageOne's Connect service provides organisations with a robust feature rich messaging capability that is used extensively by major private and public sector organisations to connect with staff and customers.

The selection of PageOne's Connect service followed a three-month extensive trial, in which HM Passport Office was able to demonstrate proof of concept and received positive feedback from the pilot.

Paul Pugh, Chief Executive of HM Passport Office, said, "SMS text confirmations provide an easy and convenient way to keep customers updated with their passport application. Over a million people have already benefited from this service and it is a further example of our wider work to offer an improved digital service for customers who are renewing their passports."

Since the service started in May 2013, calls relating to the status of an application have significantly reduced which means HM Passport Office's support team is able to deal with other more pressing enquiries.

For further information on PageOne's business SMS messaging services, please visit <http://www.pageone.co.uk/services/connect>

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About PageOne www.pageone.co.uk

PageOne is a leading provider of award-winning critical messaging solutions to the public sector, and has been on the government procurement list for the past 11 years. It has a proven track record of introducing innovative products and services and owns and operates its own UK-wide paging network.

PSN approved, we provide secure and resilient SMS, voice, email, apps and paging solutions that cost-effectively ensure staff safety, increase patient access and drive efficiencies. This technological capability combined with our knowledge and understanding of our customers' needs, ensures they receive a tailored solution that securely integrates with their existing environment and transforms business processes.

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