GMS

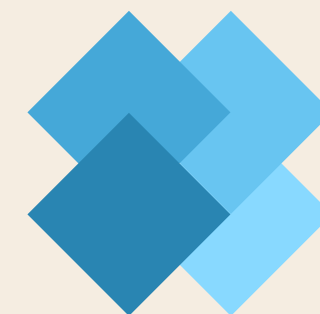# Case Study

Enhancing International Visa Applications: A Govt-Led Digital Transformation Study

Global Matrix SURVEY

Agenda

Trivia

Visa processing delays affect over 30% of international travellers, leading to disruptions in travel plans and economic impact on tourism.

Target Audience

Individuals who recently applied for a UK visa and travel agency professionals assisting with visa applications.

Sample Size

15 respondents

Length

04 weeks

Methodology

In-depth Interviews (IDIs)

Research Countries

India, UAE

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Objective

- To assess challenges faced by individuals in the UK visa application process.

- To gather insights from travel agency professionals on procedural inefficiencies.

- To explore the impact of a proposed digital platform in streamlining applications.

Approach & Method

Approach

- Targeted Recruitment: Engaged recent visa applicants and travel agents handling UK visa processes.
- Diverse Representation: Covered both individual applicants and industry professionals for a holistic perspective.
- Government-Led Initiative: Conducted in collaboration with immigration authorities to ensure practical policy recommendations.

Methodology

- In-depth Interviews (IDIs): Conducted structured discussions with 15 participants to gather qualitative feedback.
- Process Mapping: Identified key pain points in the current visa application system.
- Usability Testing: Evaluated the effectiveness of a proposed digital service aimed at reducing delays and improving user experience.

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Solution

Key Findings:

- Processing Delays: Applicants reported lengthy turnaround times and lack of real-time status updates.
- Travel Agents' Perspective: Industry professionals highlighted the need for a streamlined, transparent process to improve customer satisfaction.
- Digital Innovation: Participants responded positively to an AI-driven application tracking system.

Outcome:

- The study provided crucial insights for optimising visa processing, guiding government efforts to develop a seamless digital application experience.

Global Matrix SURVEY

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