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Service Canada 2008 Client Satisfaction Survey

FINAL REPORT

Ce rapport est également disponible en français

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EXECUTIVE SUMMARY

Background

The findings presented in this report are drawn from the second Service Canada Client Satisfaction Survey, conducted for the Office for Client Satisfaction. These surveys are conducted on a biennial basis.

As stipulated in the Treasury Board Service Improvement Policy (2000) and the Management Accountability Framework, departments must assess and report on client satisfaction and report against established service standards in their Departmental Performance Report. Service Canada's Client Satisfaction Surveys are an integral part of fulfilling reporting requirements and provide Service Canada with information regarding recent client experiences that can be used to support and enhance Service Canada's culture of service excellence.

This survey questionnaire was designed to allow for tracking from the 2006 baseline Client Satisfaction Survey. Many of the questions were drawn from the Common Measurements Tool (CMT) that is managed by the Institute for Citizen Centred Service. The CMT was first released in 1998 as an easy-to-use client satisfaction survey instrument that would facilitate benchmarking across jurisdictions. Using the CMT, public-sector managers are able to understand client expectations, assess levels of satisfaction, and identify priorities for improvement. Detailed information about the CMT is available on the Institute's website at <http://www.iccs-isac.org/eng/cmt-about.htm>.

Methodology

The findings in this report are based on a national random sample of 4,001 telephone interviews conducted February 14 to March 25, 2008. A sample of this size provides pan-Canadian results with an error margin of +/- 1.5 percentage points, 19 times out of 20 (error margins for sub-groups such as regions, programs, etc. are larger).

The sample frame was provided to EKOS by Service Canada (both from a database review and recruitment of potential interviewees by 1 800 O-Canada). The sampling was stratified to ensure sufficient numbers of clients from nine program areas:

- Canada Pension Plan
- Canada Pension Plan Disability
- Old Age Security
- Guaranteed Income Supplement
- Employment Insurance

- Employment Programs (EI – Part II)
- Social Insurance Number
- Apprenticeship Incentive Grant Program
- 1 800 O-Canada

Two modifications were made to the program sampling frame for this year's study: the Apprenticeship Incentive Grant Program has been included and the Passport service offering, included in 2006, was not sampled in this year's study. Additionally, two new service offerings (Pleasure Craft Licensing and the ecoAuto Rebate Program) were not sampled in this study as time constraints did not allow for the proper arrangements to be made with Transport Canada to share client lists.

The final dataset was weighted to reflect the actual distribution of Service Canada clients across these program areas.

Awareness of Service Canada

Awareness of Service Canada has increased dramatically since the initial sounding in 2006. Two in three clients (64%) report being aware of Service Canada, an increase of 34% since 2006. Unprompted awareness now sits at 19%, up 15 percentage points since 2006 and prompted awareness is 44%, up 18 percentage points.

Awareness of Service Canada is driven by a number of factors — 37% of those aware of the organization cite some official government contact as the source of their awareness, 24% cite media reports and 14% cite Service Canada advertising.

Satisfaction with Service

Indicators from the essence of the survey — client satisfaction — reveal a positive story of consistency since 2006. Agreement with CMT core questions has remained remarkably stable since 2006, both in terms of absolute findings and hierarchy.

Macro level satisfaction is in line with the impressively favourable result found in 2006, with over four in five (83%, down one percentage point which is statistically insignificant), clients believing that they “got what they needed”. This satisfaction is strong across regions, program areas and client groups. We find satisfaction down somewhat in the Atlantic and Prairie provinces as well as Ontario and British Columbia and up somewhat in Quebec. There is some hierarchy apparent across program areas as well, ranging from a high for 1 800 O-Canada (87%) to a still healthy low for the Apprenticeship Incentive Grant (78%).

We find over four in five clients agreeing they received service in the language of their choice (96% agree), that they were treated fairly (85%), that staff were courteous (81%), that they were informed of everything they needed to do to get the service (83%), that they were satisfied with the accessibility of the service (84%) and that information they received was clear and easy to understand (83%).

We also find strong agreement that clients felt confident that their personal information was protected (78%), that it was clear what to do if they encountered a problem (78%), that staff provided what they needed (74%), that decisions were clearly explained (77%), that staff were responsive to their needs (76%), that staff were knowledgeable and competent (76%), that they received consistent information or advice (76%) and that they were satisfied with the amount of time it took to get the service they were seeking (75%).

Only on what is perhaps the most stringent CMT indicator (staff going the extra mile to make sure clients got what they needed) do we find less than three in four (66%) clients agreeing.

Among these indicators, some are more strongly associated with overall satisfaction than others though they are all highly interrelated. As in the 2006 survey, we find that three factors emerge as particularly powerful drivers of satisfaction: information quality, staff quality and access-speed (including accessibility and timeliness).

Consistent with the high satisfaction levels, a similar story emerges from indicators probing whether clients encountered problems in their dealings with Service Canada, with just over one in ten (12%, down one percentage point) saying that this had been the case. Those who did feel they experienced problems mention a variety of issues including difficulties with information, issues related to their dealings with staff, the length of application processing, and government errors.

An area of continued concern is apparent when examining how those who encountered problems felt about the manner in which their problems were handled. Of the 12% of clients who reported experiencing problems, we still find a plurality (43%, up two percentage points) who declare themselves to be dissatisfied with Service Canada's problem resolution, although the intensity of this sentiment has decreased somewhat (24% declare themselves to be very dissatisfied, down three percentage points).

While not a legislated program, 1 800 O-Canada was included in the survey as both a program offering and a service channel. This was done to ensure consistency with the 2006 survey. Satisfaction with 1 800 O-Canada remains the top rated program offering in terms of both overall satisfaction and intensity of satisfaction (those offering the highest possible rating). Nine in ten (90%) 1 800 O-Canada clients said they were satisfied with the service they received. This is followed closely by OAS (84% satisfied), SIN (84%) and CPP (83%) clients. We also find healthy satisfaction scores for EI (78%), Employment Assistance (76%), and AIG clients (72%). One in ten or fewer clients declare themselves to be dissatisfied with any service offering.

Service Approach

Six in ten clients (58% down from 68% in 2006) said that service staff did not inform them about any other programs, services or information that might be of value or use to them when they had contacted Service Canada. One-quarter (23%, down two points) said they were given such information. Some 14% of clients said that question was not applicable and 5% indicated that they were unsure if staff had offered them this information.

Under six in ten clients (57%, up from 50% in 2006) feel that Service Canada's one-stop approach to service delivery has a positive impact on quality of service. Very few (4%, down one percentage point) described the impact as negative.

When asked for suggestions to improve the quality of service received from Service Canada, the focus tended to be on access issues, staff, and faster service. Suggestions included easier phone access, improving the speed of service, removing the voice message system, and more convenient hours of operation.

Service Channels

The nature of Service Canada's business and the ways in which it delivers services to Canadians continues to evolve. For example, in the 2006 survey the questionnaire included a line of enquiry on e-mail service, a service channel which is non-existent for Service Canada today. The survey finds some interesting shifts since 2006 in terms of both choice in service channels used and frequency of contact — both of which bear further examination and validation with empirical evidence from Departmental administrative data.

With respect to shifts in service channels used, we find:

- A fairly marked rise in the mail/fax channel (from 21% in 2006 to 31%);
- Stable patterns in terms of the website channel —essentially unchanged, down one percentage point to 37%;
- A notable drop in usage of the in-person channel (from 39% to 28%); and
- A slight drop in the telephone channel from 63% in 2006 to 59%; (although this remains far and away the dominant channel used)

Respondents were asked how many times they had contacted Service Canada, over the past six months, by each service channel they had used. The frequency with which respondents contacted Service Canada has also increased. This is particularly true for the mail/fax channel (which has gone from an average of 0.37 contacts to 1.92). Those using the web channel continue to have the highest number of contacts, now at 7.5 contacts on average, up from 3.26. The phone channel sees an average of 3.23 contacts (up from 2.24) and in-person service has risen to 2.34 contacts from 0.86 in 2006.

Consistent with the strong satisfaction levels with 1 800 O-Canada as a service offering, we find enormously favourable evaluations of this service channel. Positive assessments, both in terms of overall agreement and intensity of agreement, have increased since 2006 in terms of clients feeling they were able to get needed information (87%, up six points), that the number was easy to find (85%, up 11 points) and that they were able to get through without difficulty (87%, up 17 points). Even higher marks emerge on three new indicators — the belief that staff were courteous (96%), that clients were treated fairly (95%) and that staff were knowledgeable and competent (92%).

We find macro level satisfaction with 1 800 O-Canada service strong and stable since 2006, with nine in ten (90%) saying they were satisfied (down a statistically insignificant 2 points).

We find healthy and increasing levels of overall satisfaction with Service Canada's phone service, with over eight in ten (84%) declaring themselves to be satisfied, representing a six point increase since 2006. This improvement is particularly pronounced in terms of intensity of satisfaction, where we see a ten point increase in those who said they were "very satisfied".

Nine in ten clients agree that phone staff were courteous (92%) and that they were treated fairly (92%). Eight in ten agree that they were able to get the information they needed (84%, relatively stable since 2006), that staff were knowledgeable (86%), and that the phone number was easy to find (79%, up five points since 2006). Seven in ten agree that they were able to get through to a service agent without difficulty (70%, up ten points since 2006).

Just under nine in ten clients say that they were satisfied with the in-person service they received from Service Canada (88%, essentially unchanged from 2006). We find strong and remarkably stable levels of satisfaction with in-person service offered by Service Canada. Over nine in ten agree that staff were courteous (95%) and that they were treated fairly (91%). Just under nine in ten agree that they were able to get the information they needed (87%, up three points) and that staff were knowledgeable and competent (88%). Just under eight in ten agree that they waited a reasonable amount of time before getting the service they required (78%, essentially unchanged since 2006). While most clients did not have an appointment, among those who did there is a strong lean towards agreement that they were seen on time.

Overall satisfaction with Service Canada's Internet service is strong and up slightly since 2006. We find over eight in ten clients declaring themselves to be satisfied — 84%, up five points. Perceptions of Service Canada's Internet service show a high degree of consistency since the positive assessments found in 2006. Over eight in ten (84%, essentially unchanged) agree that the site had the information they were looking for, and seven in ten agree that it was easy to find the information they needed (70%, up four points) and that the site was visually appealing (69%, up three points).

We find a healthy satisfaction rating of mail and fax service obtained from Service Canada. Just over four in five clients (83%) who accessed this service channel say they were satisfied with the service they receive, essentially unchanged since the last sounding.

Convenience of In-person Service

This year's study included a new series of indicators probing the convenience of in-person service. At the macro level, there is an overwhelming lean towards seeing the hours of service as convenient (despite the wish expressed by small numbers of clients for more convenient hours of operation), with 48% agreeing with this statement versus just seven per cent who disagreed (this indicator was asked of all respondents and 38% replied that it was not applicable to them, indicating that they had not investigated the in-person service channel).

Clients were asked which of two potential extended hours options would be most convenient for them. There is a slight lean towards seeing later hours on days the centres are open as more convenient than Saturday openings, with 58% of those who accessed in-person service choosing this option along with 55% of those who did not access in-person service.

Further sounding of those who did not access in-person service suggests that there is potentially some unmet potential in terms of the in-person service channel. While over half (55%) said that they had no interest in accessing in-person services, one in four (23%) said that they did want in-person service but that it was not a convenient option for them. The most frequently cited reasons for this perceived inconvenience were difficulty getting to a service centre (39%), the hours of operation (24%) and difficulty finding the location (12%).

Among those who did access in-person service, an overwhelming majority (87%) said that they experienced no difficulty accessing the service centre. Small numbers note some difficulty with hours of operation (6%), getting to the centre (3%) or finding the centre (3%).

Conclusions and Implications

Satisfaction with the overall quality of service received is high and widespread across aspects of service delivery, specific programs and services, service channels and client groups.

Client satisfaction is widespread across service dimensions, client groups, programs and regions. It has also remained largely stable from the impressively positive results found in 2006. Any analysis of these findings must, at its heart, constitute an endorsement of Service Canada's corporate transformation and service excellence goals. One challenge, flowing from a positive element, may lie in the increased awareness of Service Canada. As Canadians become increasingly aware of Service Canada as having primary federal responsibility for providing services to Canadians, it is not difficult to imagine expectations rising. Essentially, Service Canada could find itself in the position of striving to reach an increasingly rising bar.

Service Canada's orientation towards bundling of services is ambitious and well received —these findings, however, suggest it remains an area for improvement.

An additional area for consideration deals with the manner in which clients feel Service Canada resolves problems. This is particularly pronounced for those who have more frequent and varying contact with the organization.

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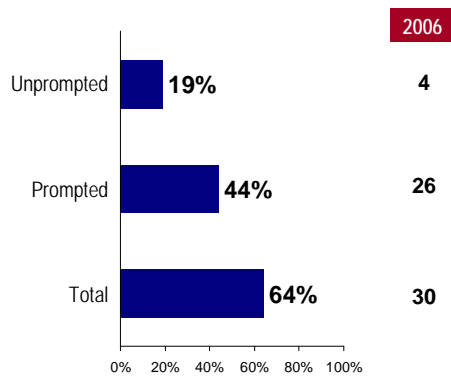
The final dataset was weighted to reflect the actual distribution of Service Canada clients across these program areas.

2. FINDINGS

2.1 AWARENESS OF SERVICE CANADA

Perhaps the single most dramatic shift since 2006 lies in awareness of Service Canada as the “organization within the Government of Canada that has primary responsibility for providing services to Canadians”. Unaided awareness rose by a factor of close to five — from 4% in 2006 to 19% in our current sounding. Taking in account prompted awareness, total awareness has more than doubled, from 30% to 64%.

Total Awareness of Service Canada

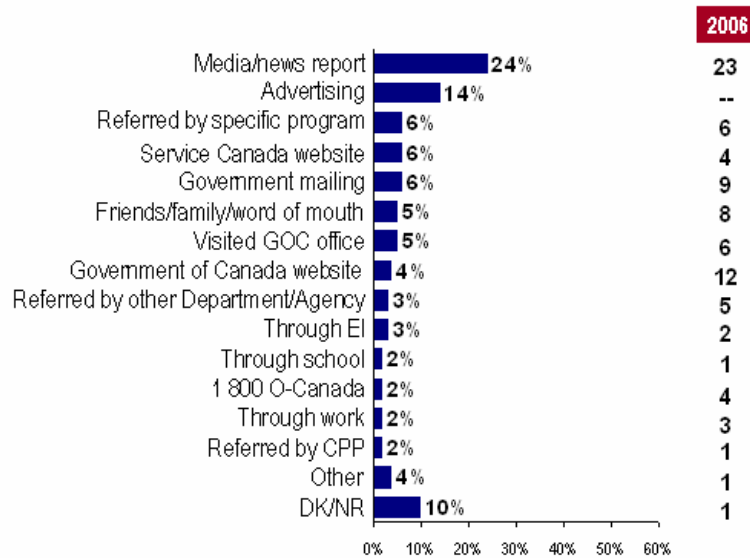


- Awareness is higher among: those with higher levels educational attainment (71%), those using multiple service channels to access Service Canada (81%) and those with more frequent contacts (85%);
- Regionally, those in Atlantic Canada are most aware of Service Canada (66% aware versus just 44% of Quebeckers);
- Awareness of Service Canada is lowest among GIS (60% unaware) and OAS (49%) clients;
- Among client segments, Seniors are least aware (46%) and youth are most aware (76%).

While media report remain the most frequently cited source of awareness of Service Canada (relatively unchanged at 24%, we now find advertising, not mentioned in 2006, as the second most frequently cited source at 14%). This heightened citing of advertising follows an ambitious advertising campaign by Service Canada. A host of other sources are cited by between 2 and 6 per cent, including references from a specific program accessed, the website, a variety of direct communications from the Government and word-of-mouth.

Source of Awareness

“How did you FIRST hear or learn about Service Canada?” Q4



Only items with 2% or more shown on slide

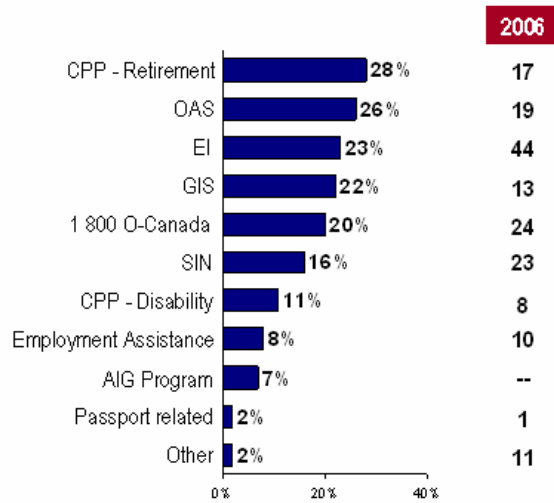
n=2742

2.2 CONTACT WITH SERVICE CANADA

All respondents who completed the survey acknowledged having contacted the Government of Canada for service within the previous six months. As presented below, we find between 20 and 30 percent indicating they had contacted the Government for matters relating to CPP, OAS, EI, GIS and 1 800 O-Canada. Smaller numbers had contacts related to SIN, CPP – disability, Employment Assistance, AIG and Passports (a program which was deliberately not sampled in this year’s study).

Contact with Service Canada

(Asked of all those – 100% - who contacted Government of Canada in past six months)
“Did your contact concern any of the following programs or services? Q6

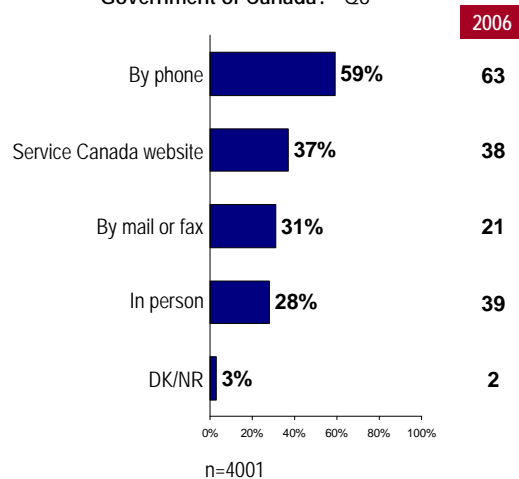


n=4001

There are some interesting shifts with respect to service channels used which bear further investigation based on empirical evidence within Service Canada. While phone remains the dominant channel used (59%, relatively unchanged) followed by on-line access (37%, also unchanged), we find a significant and somewhat counter-intuitive rise in mail and fax access (31%, up ten points) and in-person service (28%, down ten points).

Service Channel Used

“During the last six months, in which of the following ways did you contact Service Canada? Please focus on contact with the government itself, not on service received through another organization delivering programs or services funded by the Government of Canada?” Q8

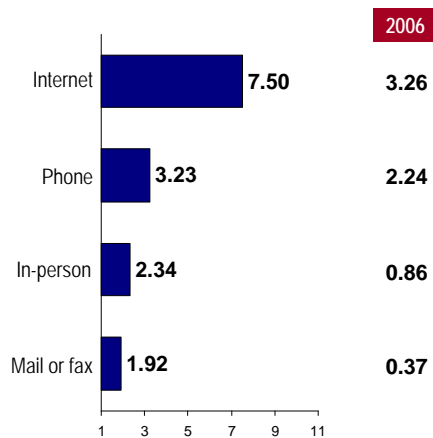


- 1-800 OCanada and CPPD clients are most likely to report using the telephone service channel;
- EI, EAP, AIGP and SIN clients are more likely to report using the Internet to access services;
- SIN and OAS clients are most likely to report using the mail or fax channel;
- EAP, EI and AIGP are more likely to report accessing in-person services;
- Seniors (64%) and those with disabilities (73%) are most likely to use the phone channel and least likely to access services either in-person or online.

We also find fairly pronounced increases in the average number of contacts made by clients across all service channels. Internet contacts still dominate, almost doubling since 2006 (with an average of 7.5 contacts). Phone contacts are also up, although less markedly, with an average of 3.23 contacts. In-person contacts are up dramatically, from fewer than one contact in 2006 to 2.34 contacts in our latest sounding and mail and fax contacts are also up sharply, from 0.37 contacts in 2006 to close to two contacts (1.92) in this year's survey.

Frequency of Contact – Average

Average number of contacts across service channels



2.3 PERCEPTIONS OF SERVICE

As presented on the following pages, respondents were asked a host of CMT questions relating to the service they received.

Across all of the indicators tested, we find between 75 and 96 per cent of clients agreeing with all but one of the CMT statements. Responses were all relatively stable since 2006.

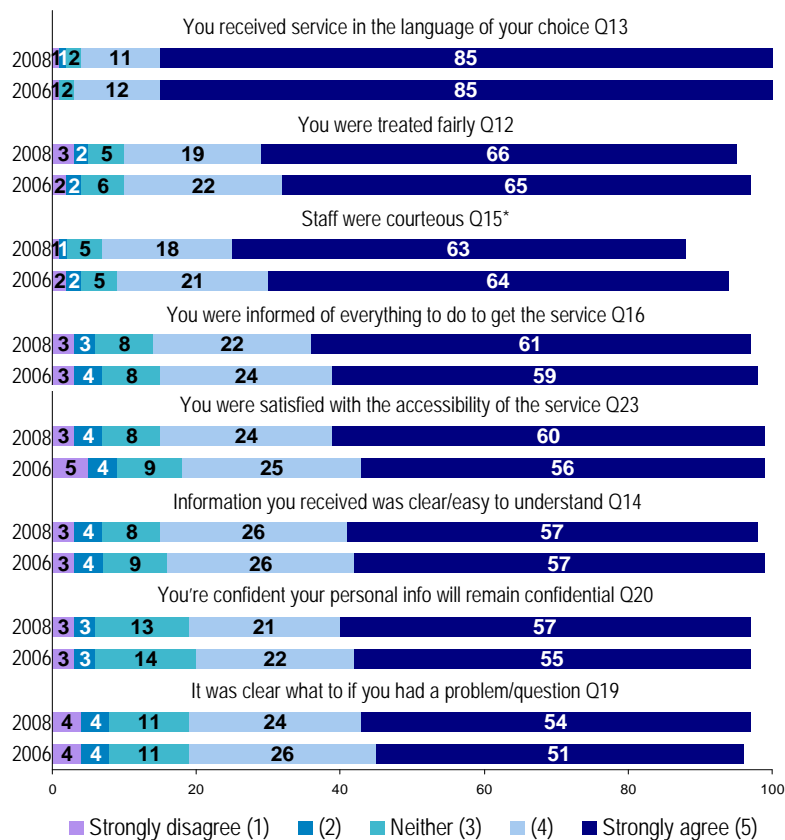
We find over four in five clients agreeing that they received service in the language of their choice (96% agree), that they were treated fairly (85%), that staff were courteous (81%), that they were informed of everything they needed to do to get the service (83%), that they were satisfied with the accessibility of the service (84%) and that information they received was clear and easy to understand (83%).

Between 74 and 78 per cent agreed that they were confident their personal information will remain confidential (78%), that it was clear what to do if they encountered a problem (78%), that staff provided what they needed (74%), that decisions were clearly explained (77%), that staff were responsive to their needs (76%), that staff were knowledgeable and competent (76%), that they received consistent information or advice (76%) and that they were satisfied with the amount of time it took to get the service they were seeking (75%).

Only on what is perhaps the most stringent CMT indicator do we find less than three in four clients agreeing. Two in three clients (66%) agreed that staff went the extra mile to make sure they got what they needed, and even here we find 11% of clients indicating that the question was not applicable.

Perceptions of Service (i)

"Thinking about the service you received during the past six months related to [selected program], please tell me how much you agree or disagree with the following statements"



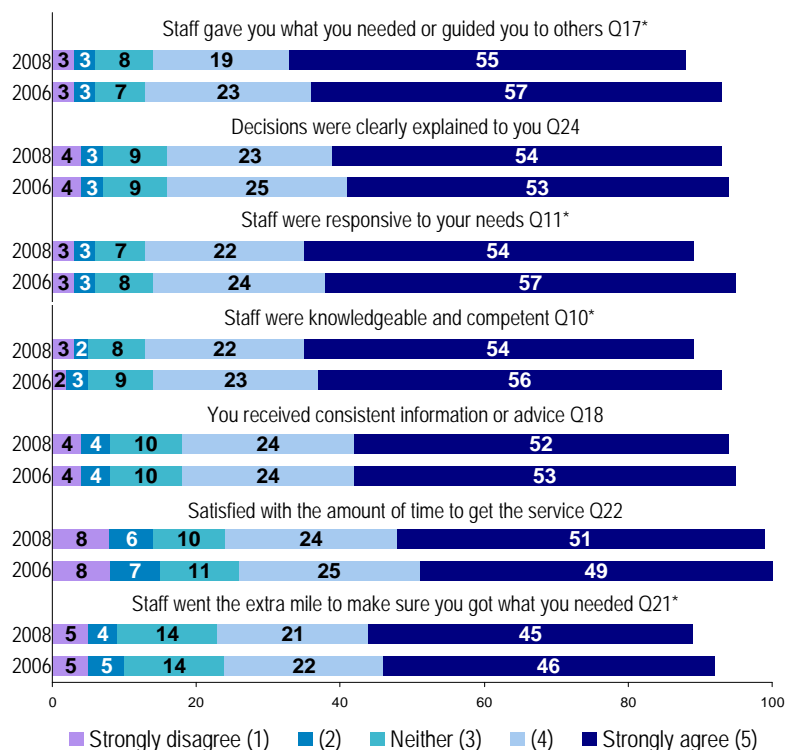
* Not applicable = 11%
DK/NR = 1 to 3%

n=4001

- Agreement that staff were courteous increases with frequency of contact and number of programs accessed. Agreement is also highest for 1-800 OCanada clients (83% strongly agree);
- 1-800 OCanada clients are also most likely to strongly agree that they were satisfied with the accessibility of the service (70%) and that the information received was easy to understand (67%);
- CPP clients are least likely to strongly agree that they are confident their personal information will remain confidential (47%)

Perceptions of Service (ii)

"Thinking about the service you received during the past six months related to [selected program], please tell me how much you agree or disagree with the following statements"



* Not applicable = 10 to 11%
DK/NR = 1 to 3%

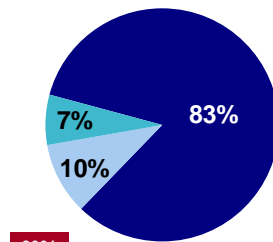
n=4001

- Agreement that staff gave you what you need or guided you to others, that staff were responsive to your needs and that staff were knowledgeable and competent all increase with frequency of contacts and number of contacts;
- Agreement that staff gave you what you need is higher among 1-800 OCanada, EAP and OAS clients;
- Agreement that staff were responsive to your needs and knowledgeable and competent are higher among 1-800 OCanada and CPPD clients;
- Agreement that you were satisfied with the amount of time it took to get the service decreases with the number of contacts clients had with Service Canada;
- Belief that staff went the extra mile is higher among 1-800 OCanada, CPPD and GIS clients.

We find macro level satisfaction with services received high and stable since 2006, with over four in five (83%) saying they were satisfied with the service they received from Service Canada versus just over one in 20 (7%) indicating they were dissatisfied. We find the same number (also unchanged since 2006) indicating that “in the end” they got what they needed.

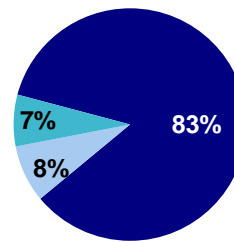
Macro Level Satisfaction

“How satisfied were you with the overall quality of service you received from Service Canada related to [selected program] during the last six months?” Q25



2006	
84	■ Satisfied
9	■ Neither
6	■ Dissatisfied

“In the end, did you get what you needed?” Q26



2006	
83	■ Yes
8	■ Partly
7	■ No

DK/NR = 2%

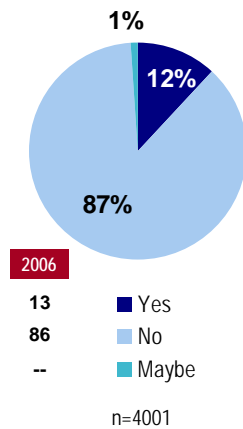
n=4001

- Overall satisfaction decreases slightly with the number of contacts clients had, with 89% of those with one contact saying they were satisfied versus 81% of those with over ten contacts;
- Regionally, satisfaction is somewhat higher in Quebec (87% satisfied) and lowest in BC (79%);
- In terms of client segments, satisfaction is highest among newcomers (79%) and lowest among Aboriginal Canadians (70%).

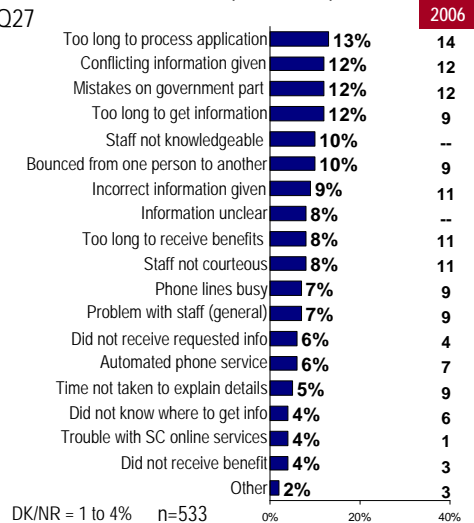
Just over one in ten clients (12%, stable since 2006) indicated that they encountered a problem in their dealings with Service Canada. No one problem dominates, with clients mentioning the length of application processing or receiving information, information that was conflicting, incorrect or unclear, government errors, a variety of issues related to their dealings with staff.

Problems Encountered (i)

“During the past six months, were there any problems with the service you received from Service Canada?” Q27



(IF YES) “What problems did you encounter?” [open - multiple mention] Q28

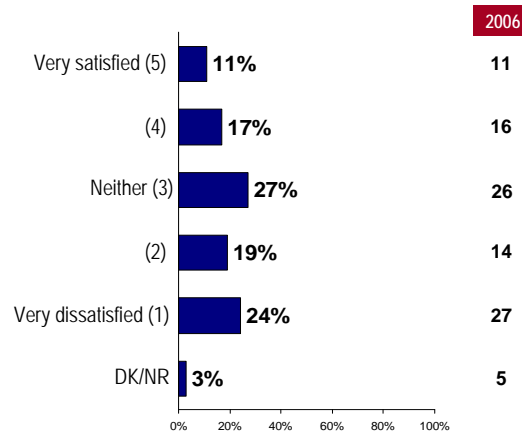


- Perceptions of experiencing problems with service increases slightly with frequency of contacts, number of service channels used and number of programs accessed;
- The perception of having encountered problems is also slightly higher for EAP, AIGP, CPPD and EI clients.

Among those clients who did experience a problem, we find just under three in ten (28%, unchanged since 2006) indicating that they were satisfied with how the problem was resolved versus four in ten (43%, also relatively unchanged) indicating that they were dissatisfied.

Problems Encountered (ii)

(IF PROBLEMS ENCOUNTERED) "Overall, how satisfied were you with the way in which the problem(s) was/were handled?" Q29



n=533

Turning to satisfaction with specific service offerings, we again find strong and stable satisfaction levels across six program areas with a minimum of three in four clients declaring themselves to be satisfied (please see charts on following page).

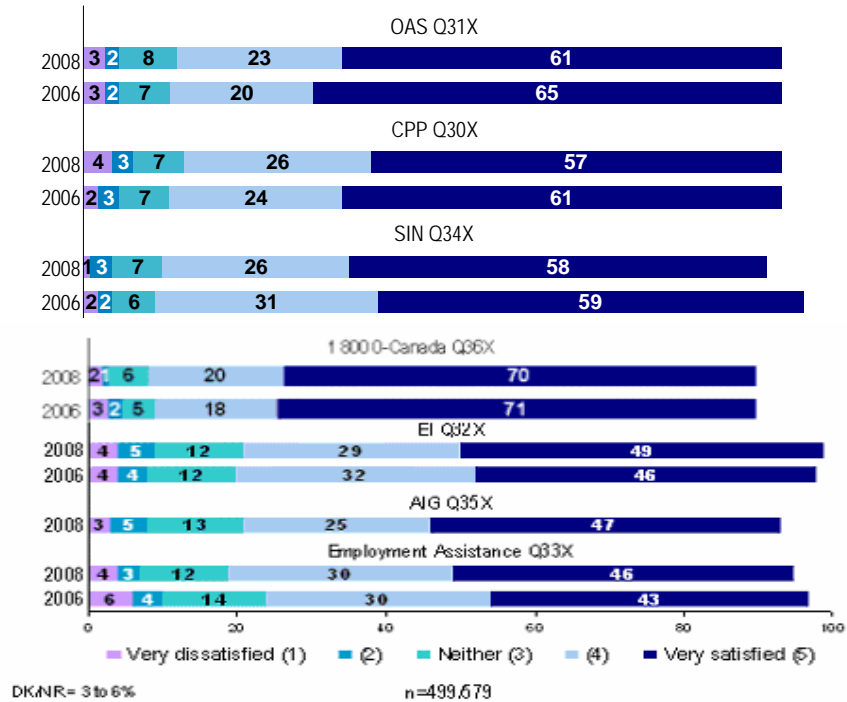
Satisfaction with 1 800 O-Canada remains the top rated program offering in terms of both overall satisfaction and intensity of satisfaction (those offering the highest possible rating). Nine in ten 1 800 O-Canada clients said they were satisfied with the service they received. This is followed closely by OAS (84% satisfied), SIN (84%) and CPP (83%) clients.

We also find healthy satisfaction scores for EI (78%), Employment Assistance (76%) and AIG (72%) clients.

One in ten or fewer clients declare themselves to be dissatisfied with any service offering.

Satisfaction With Service (Specific)

"How satisfied were you with the overall quality of service you received during the last six months related to...?"



a) Drivers of Satisfaction

A factor analysis was performed on the data to examine the CMT measures. As in the 2006 survey, we find that virtually all of these variables are highly interrelated. Three factors emerge as particularly powerful: information quality, staff quality and access-speed (including accessibility and timeliness).

In terms of drivers of overall satisfaction, the most important dimensions are the quality of the staff and of the information provided.

Across the various programs we find the impact of the factors varying:

- The quality of the staff is a more powerful driver for CPP Disability, EI Programs and SIN clients;
- For OAS, the staff quality and information factors were strongest;
- For GIS and CPP clients, information quality was the strongest driver;

We also find variations of drivers for client types:

- Quality of staff is a key factor for client satisfaction for newcomers to Canada, persons with disabilities, and Aboriginal persons;
- For men, staff quality is the strongest driver of satisfaction although the other drivers are also significant;
- For youth, women and seniors, all three factors are similar drivers.

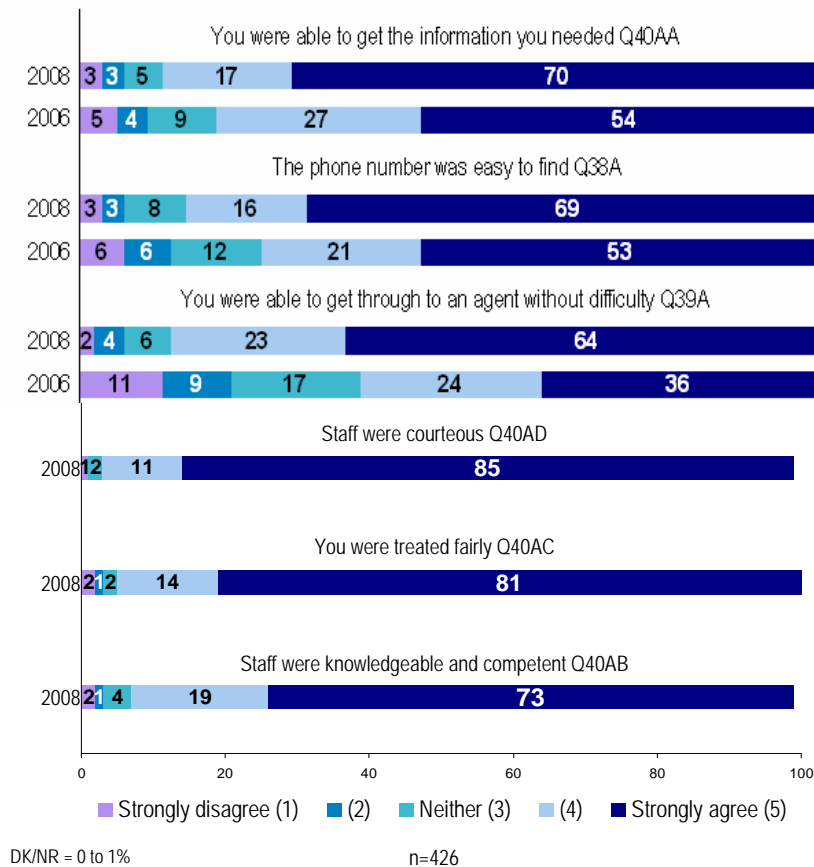
2.4 SERVICE CHANNELS

Based on the service channels used, clients were asked a further series of CMT and other indicators specific to the manner in which they dealt with Service Canada.

a) 1 800 O-Canada

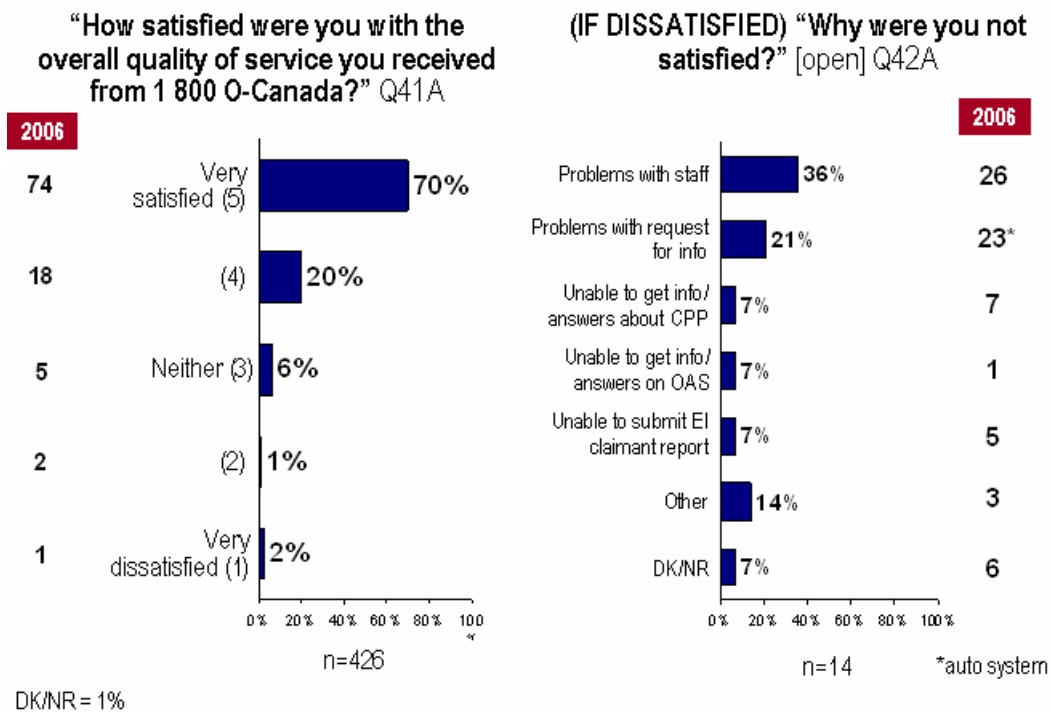
Consistent with the strong satisfaction levels with 1 800 O-Canada as a service offering, we find enormously favourable evaluations of this service channel (please see charts on the following page). Positive assessments have increased, both in terms of overall agreement and intensity of agreement, since 2006 in terms of clients feeling they were able to get needed information (87%, up six points), that the number was easy to find (85%, up 11 points) and that they were able to get through without difficulty (87%, up 17 points). Even higher marks emerge on three new indicators — the belief that staff were courteous (96%), that clients were treated fairly (95%) and that staff were knowledgeable and competent (92%).

“Please tell me how much you agree or disagree with the following statements about your phone calls to 1 800 O-Canada during the last six months”



We find macro level satisfaction with 1 800 O-Canada service strong and stable since 2006, with nine in ten saying they were satisfied (down a statistically insignificant 2 points).

Service Satisfaction – 1 800 O-Canada

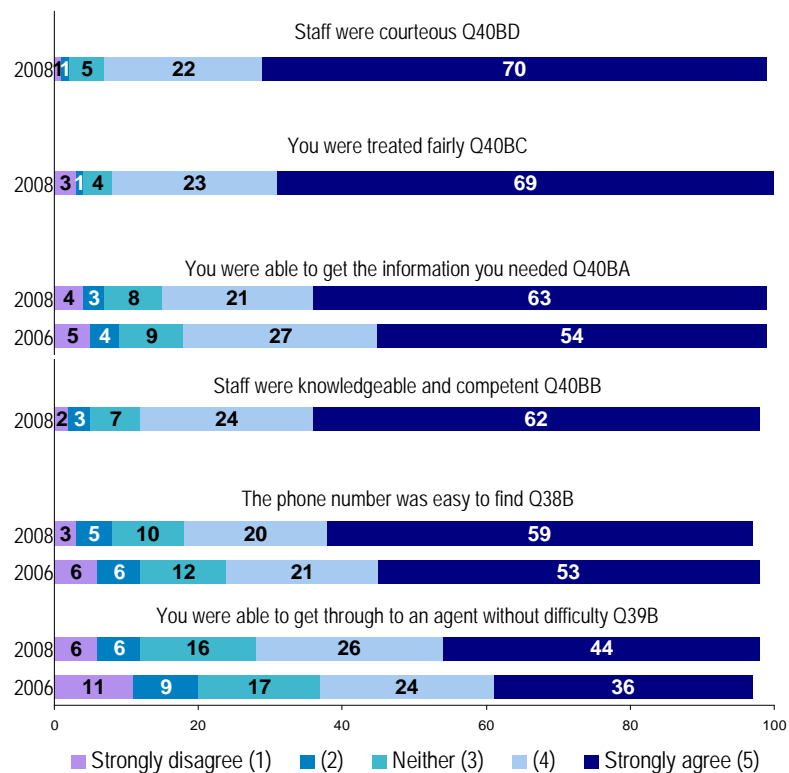


b) Service Canada Phone Service

Specific questions on Service Canada’s phone service also reveal strong levels of satisfaction, albeit somewhat less pronounced than we find with 1 800 O-Canada. Nine in ten clients agree that staff were courteous (92%) and that they were treated fairly (92%). Over four in five agree that they were able to get the information they needed (84%, relatively stable since 2006) and that staff were knowledgeable (86%). Eight in ten agree that the phone number was easy to find (79%, up five points since 2006) and seven in ten agree that they were able to get through to a service agent without difficulty (70%, up ten points since 2006).

Perceptions of Phone Service – Service Canada

“Please tell me how much you agree or disagree with the following statements about your phone calls to Service Canada during the last six months”



DK/NR = 0 to 2%

n=1269

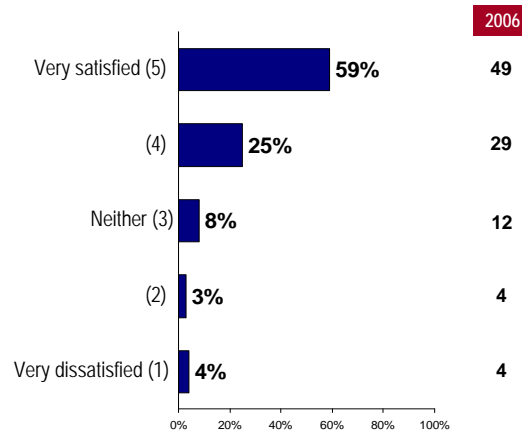
- Perceptions of having been treated fairly decreases somewhat with frequency of contacts, from a high of 73% for those with one contact to a low of 59% for those with 11 or more contacts;

- A similar pattern is apparent with respect to feeling you were able to get the information you needed, from a high of 72% for those with one contact to a low of 52% for those with over 11 contacts.;
- Similarly, those feeling staff were knowledgeable and competent drops from 69% for those with one contact to 51% for those with 11 or more contacts;
- Frequency of contacts also impacts on the perception of having been able to get through to an agent without difficulty, dropping from 52% for those with one contact to 32% for those with 11 or more contacts.

We find healthy and increasing levels of overall satisfaction with Service Canada's phone service, with over eight in ten (84%) declaring themselves to be satisfied, representing a six point increase since 2006. This improvement is particularly pronounced in terms of intensity of satisfaction, where we see a ten point increase in those who offered the highest possible score.

Service Satisfaction – Service Canada Phone

"How satisfied were you with the overall quality of service you received during your phone calls to Service Canada?" Q41B



n=1269

23

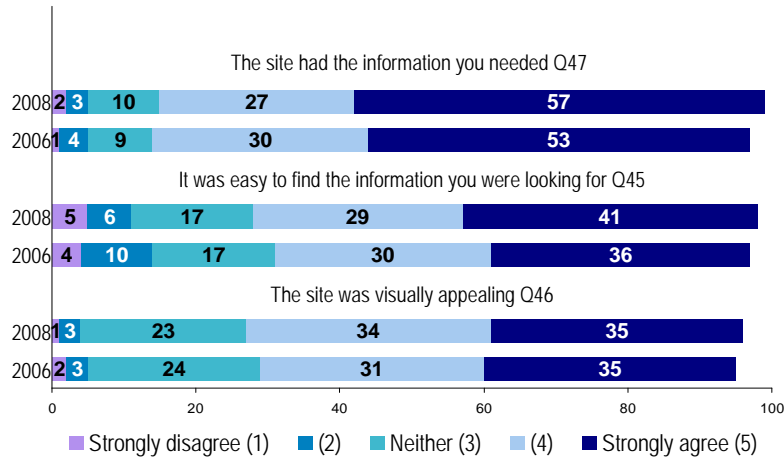
Overall satisfaction with phone service is also impacted by frequency of contact, with 66% of those with one contact saying they were very satisfied versus 46% of those with 11 or more contacts.

c) Internet Service

Perceptions of Service Canada's Internet service show a high degree of consistency since the positive assessments found in 2006. Over eight in ten (84%, essentially unchanged) agree that the site had the information they were looking for, and seven in ten agree that it was easy to find the information they needed (70%, up four points) and that the site was visually appealing (69%, up three points).

Perceptions of Internet Service – Service Canada

"Please tell me how much you agree or disagree with the following statements about the Service Canada website"



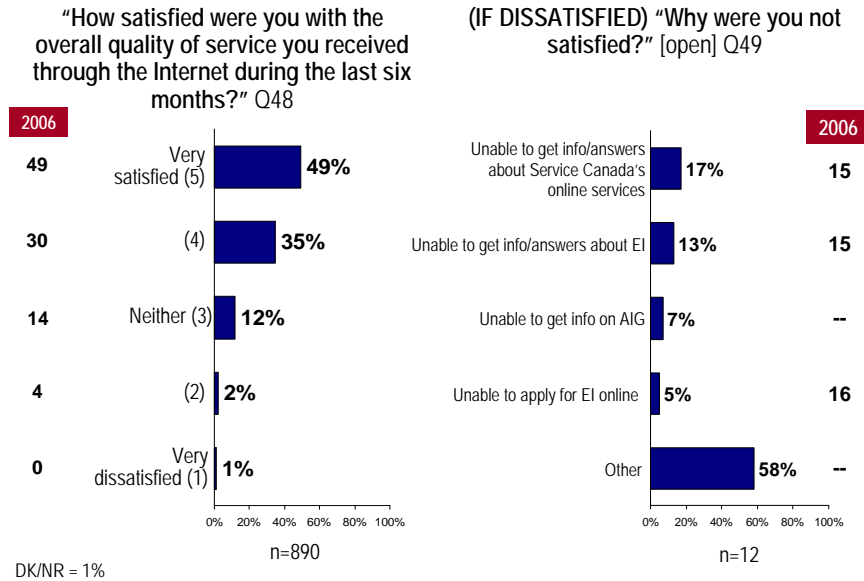
DK/NR = 0 to 3%

n=890

- Those accessing numerous programs were less likely to agree that information was easy to find, falling from 46% of those who accessed one program who strongly agree to 32% of those who accessed multiple programs.

Overall satisfaction with Service Canada's Internet service is strong and up slightly since 2006. We find over eight in ten clients declaring themselves to be satisfied — 84%, up five points.

Service Satisfaction – Service Canada Website



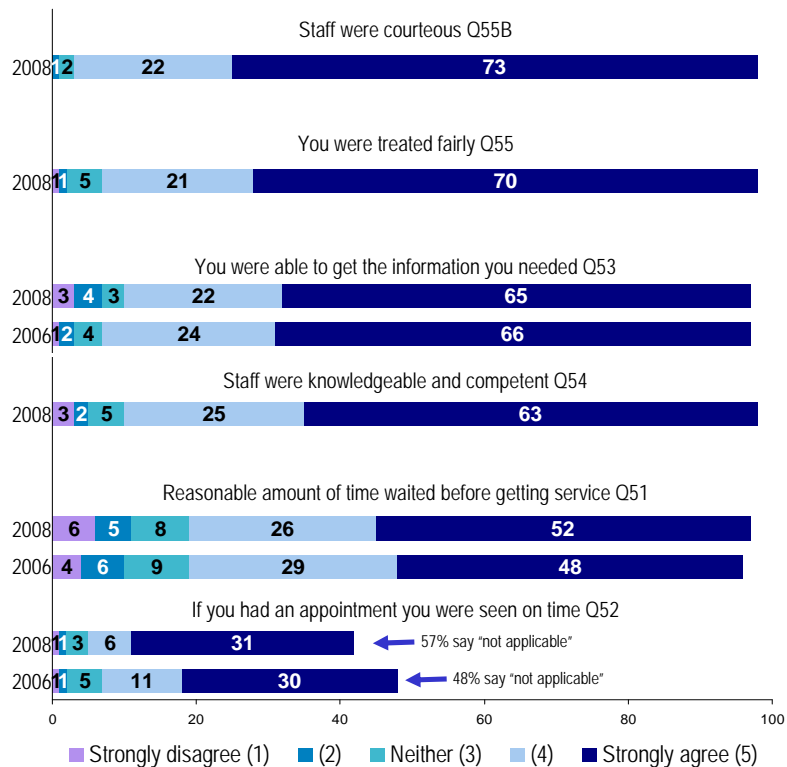
- Francophones (60%) are more likely than Anglophones (45%) to feel they were very satisfied with the overall quality of Internet service they received.

d) In-Person Service

We find strong and remarkably stable levels of satisfaction with in-person service offered by Service Canada. Over nine in ten agree that staff were courteous (95%) and that they were treated fairly (91%). Just under nine in ten agree that they were able to get the information they needed (87%, up three points) and that staff were knowledgeable and competent (88%). Just under eight in ten agree that they waited a reasonable amount of time before getting the service they required (78%, essentially unchanged since 2006). While most clients did not have an appointment, among those who did there is a strong lean towards agreement that they were seen on time.

Perceptions of In-Person Service

"Please tell me how much you agree or disagree with the following statements about your visit(s) to the office"



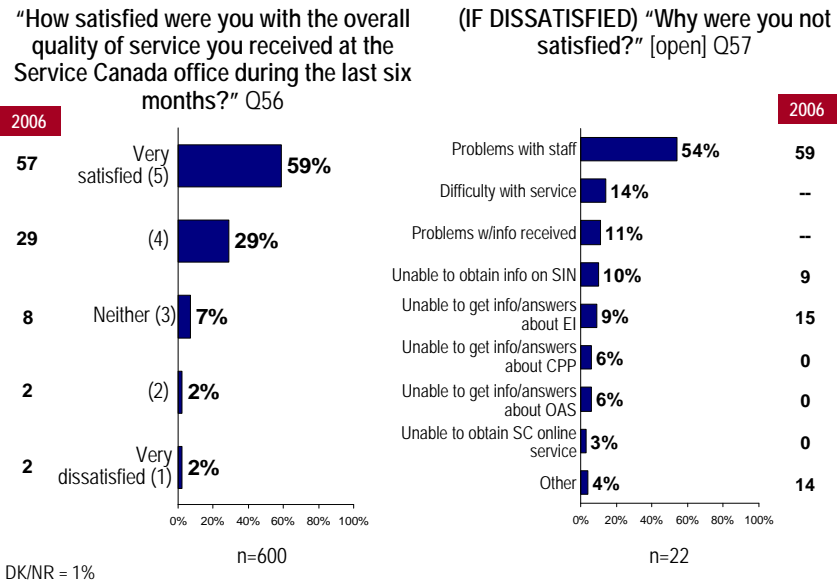
DK/NR = 0 to 1%

n=600

- Running counter to previous indicators, we find those with the highest number of contacts (11+ contacts) most likely to strongly agree that they waited a reasonable amount of time to get service (62%).

Just under nine in ten clients say that they were satisfied with the in-person service they received from Service Canada (88%, essentially unchanged from 2006).

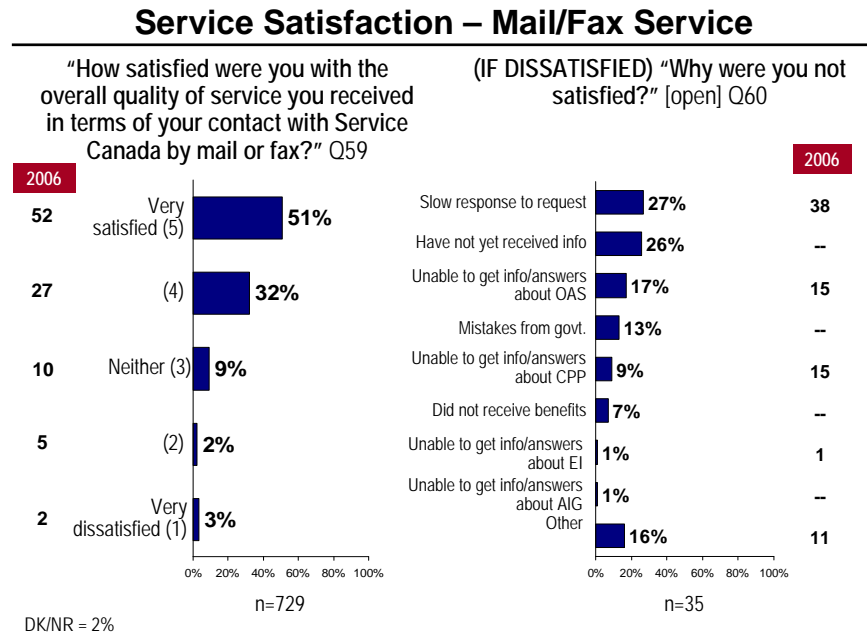
Service Satisfaction – In-Person Service



- While men display higher overall levels of satisfaction with in-person service, they are no different from women with respect to those offering the highest possible score (5 on a 5-point scale).

e) Mail/Fax Service

We find a healthy, although somewhat lower, satisfaction rating of mail and fax service obtained from Service Canada. Just under three in four clients (73%) who accessed this service channel say they were satisfied with the service they received. This is down slightly (six points) since the baseline sounding in 2006.



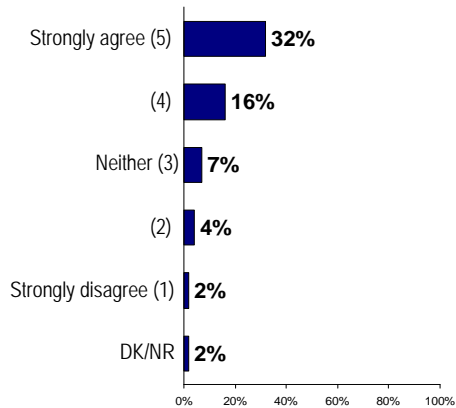
- Satisfaction with mail or fax service is highest for those with fewer contacts, with 51% of those with one contact saying they were very satisfied versus 44% of those with 11 or more contacts.

2.5 DETAILED VIEWS ON IN-PERSON SERVICE

This year's study included a new series of indicators probing the convenience of in-person service. At the global level, there is an overwhelming lean towards seeing the hours of service as convenient, with 48% agreeing with this statement versus just seven per cent who disagreed (this indicator was asked of all respondents and 38% replied that it was not applicable to them, indicating that they had not investigated the in-person service channel).

Perceptions of Hours of Service (i)

"Please tell me how much you agree or disagree with the following statement about your visit(s) to the office: The hours were convenient" Q64



NA = 38%

n=4001

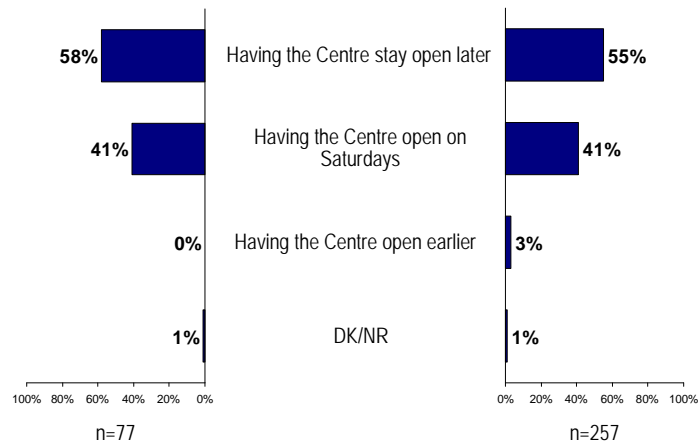
- The youth client segment is somewhat less likely to see the hours of service as convenient (with 14% holding this view).

Clients were asked which of two potential extended hours options would be most convenient for them. There is a slight lean towards seeing later hours on days the centres are open as more convenient than Saturday openings, with 58% of those who accessed in-person service choosing this option along with 55% of those who did not access in-person service.

Perceptions of Hours of Service (ii)

(THOSE WHO USED IN-PERSON SERVICE) "Which of the following extended hours would be most convenient to you?" Q68B

(THOSE WHO DID NOT USE IN-PERSON SERVICE) "Which of the following extended hours would be most convenient to you?" Q67X

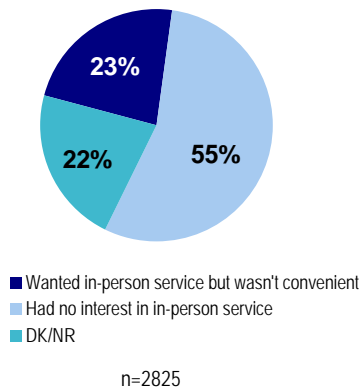


- Men are more likely than women to say that longer hours of service would be most convenient (66% to 41%), with women favouring Saturday openings (54% to 28%).

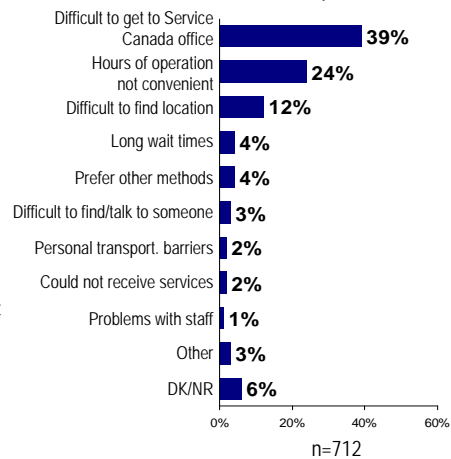
Further sounding of those who did not access in-person service suggests that there is potentially some unmet potential in terms of the in-person service channel. While over half (55%) said that they had no interest in accessing in-person services, one in four (23%) said that they did want in-person service but that it was not a convenient option for them. The most frequently cited reasons for this perceived inconvenience were difficulty getting to a service centre (39%), the hours of operation (24%) and difficulty finding the location (12%).

Reason for Not Choosing In-person Service

(ASKED OF THOSE WHO DID NOT SEEK IN-PERSON SERVICE) "Which of the following statements is closest to your point of view?" Q65



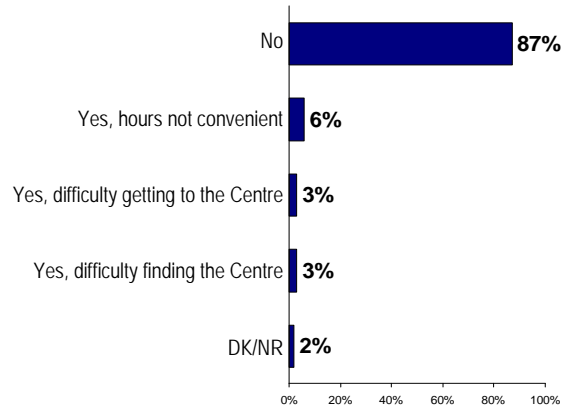
(IF FOUND IN-PERSON SERVICE INCONVENIENT) "What is the main reason that you found in-person service to be inconvenient?" [open] Q66



Among those who did access in-person service, an overwhelming majority (87%) said that they experienced no difficulty accessing the service centre. Small numbers note some difficulty with hours of operation, getting to the centre or finding the centre.

Difficulty Accessing Service Canada Centres(s)

“Did you have any difficulty accessing the Centre or Centres that you used?” Q68



n=1176

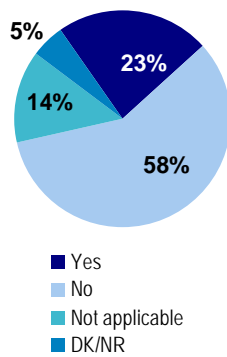
2.6 SERVICE APPROACH

There appears to be some unmet potential in terms of Service Canada's "bundling" approach to service delivery. While one in four (23%) clients replied that staff did inform them of other programs, services or information that might be of value to them, six in ten (58%) said that they did not.

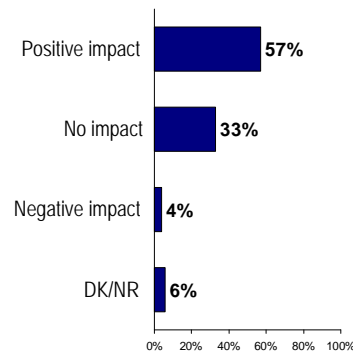
When informed of the one-stop access approach to service delivery, clients lean strongly towards saying that this approach has a positive impact on their service experience, with six in ten (57%) holding this view versus one in three (33%) who say it has no impact.

Service Approach

"When you contacted Service Canada during the past six months, did staff inform you about any other programs, services or information that might be of value to you?" Q69



"Service Canada represents a new approach for service delivery for the Government of Canada, where Canadians are provided with one-stop access to a broader range of government programs and services. Thinking about your service experience, would you say this had a positive impact on the quality of service you received, a negative impact, or no impact at all?" Q70



n=4001

- The number of those who replied that staff had informed them of other service offerings increases with the number of programs accessed, service channels used and frequency of contact;
- We also find 1-800 OCanada, EAP and CPPD clients more likely to report that staff informed them of others programs, services and information;
- Newcomers to Canada are somewhat more likely to report having been informed of other service offerings.