



Citizens First 8

PRESENTATION TO THE JOINT COUNCILS

THE PUBLIC SECTOR CHIEF INFORMATION OFFICER COUNCIL (PSCIOC) AND THE PUBLIC SECTOR SERVICE DELIVERY COUNCIL (PSSDC)

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Agenda

- **Background and Approach**
- **Key Findings**
- **How Are We Doing?**
- **Priorities for Improvement**
- **Moving Services Online**
- **Connecting with Clients Online**



Objectives for Citizens First 8

Over the past 20 years, the Citizens First series of studies have plumbed key facets of the citizen-government interface, including:

- Citizen satisfaction with services provided to them by governments,
- The drivers of satisfaction,
- Channel usage, preferences and satisfaction,
- Citizens' expectations in terms of service delivery, and
- Ways to increase uptake of the cost-effective online channel, while continuing to meet the needs of all citizens.

Research Approach



Over **5600** respondents



Mixed Methodology:

- **66%** online
- **8%** telephone
- **18%** mail
- **7%** mail-to-online



Residents across Canada



Interviewing:

December 2017 to February 2018

Margin of error:



- National Survey: **± 3.0%**
- Total Jurisdictional Survey: **± 1.4%**



KEY FINDINGS

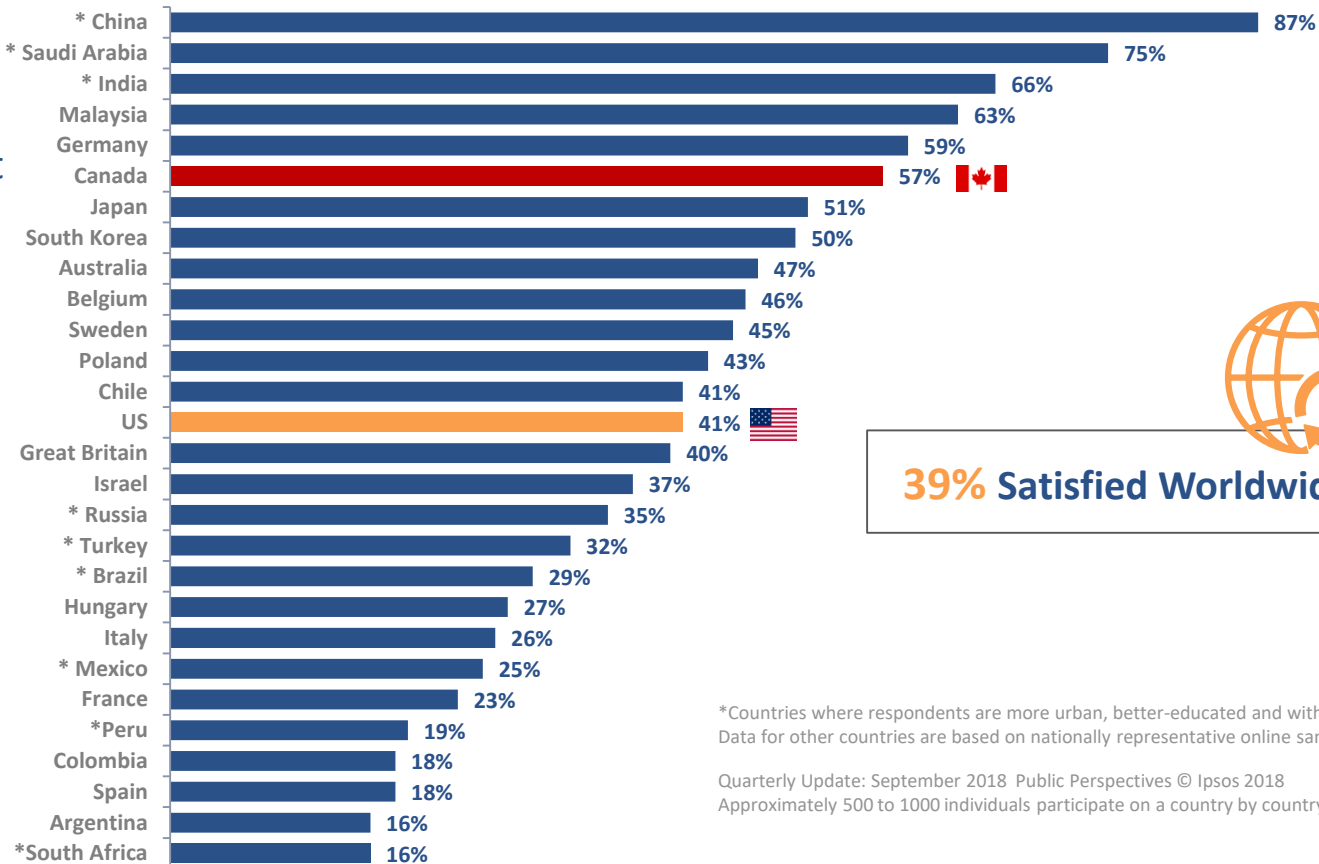
Key Findings

- Canadian clients of government services are quite satisfied with the service provided.
- **Important areas where service improvements would increase satisfaction are:**
 - Reducing the frequency of encountering problems during the client journey, and focusing on resolving issues when they do occur,
 - Improving timeliness, particularly for the online channel,
 - Providing timely help, and
 - Improving telephone access, particularly for aspects of the client journey that can not be met online and for customer groups that are not active online.
- **Uptake of the online channel to access government services will be increased when:**
 - Clients perceive that it will be easy, and they feel knowledgeable and experienced, and
 - They have confidence in the website or app and in online support.

HOW WE ARE DOING?

Country Satisfaction: How Canada Ranks

Now, thinking about your country, overall, are you satisfied or dissatisfied with the way things are going in your country today?

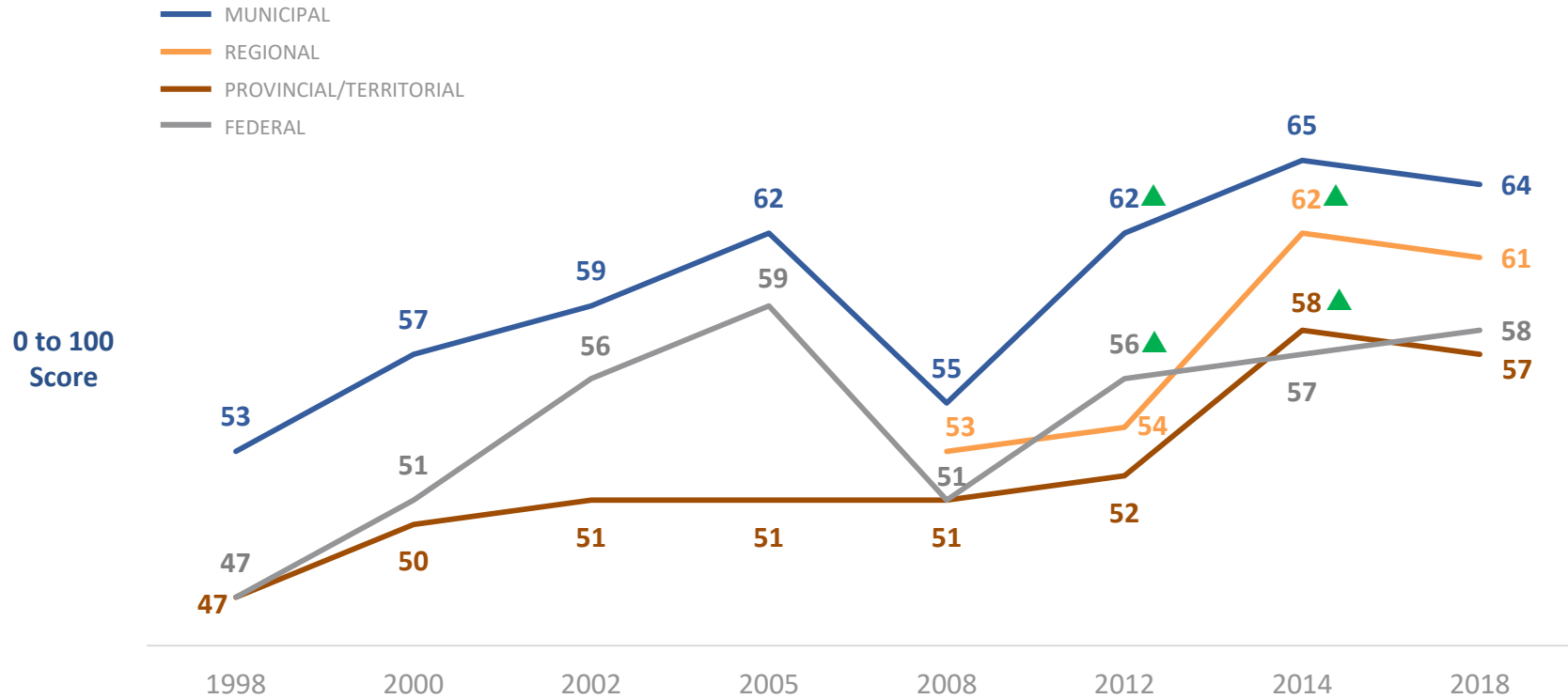


39% Satisfied Worldwide

*Countries where respondents are more urban, better-educated and with higher incomes. Data for other countries are based on nationally representative online samples.

Quarterly Update: September 2018 Public Perspectives © Ipsos 2018
Approximately 500 to 1000 individuals participate on a country by country basis.

Service Reputation Has Improved Over the Past 20 Years

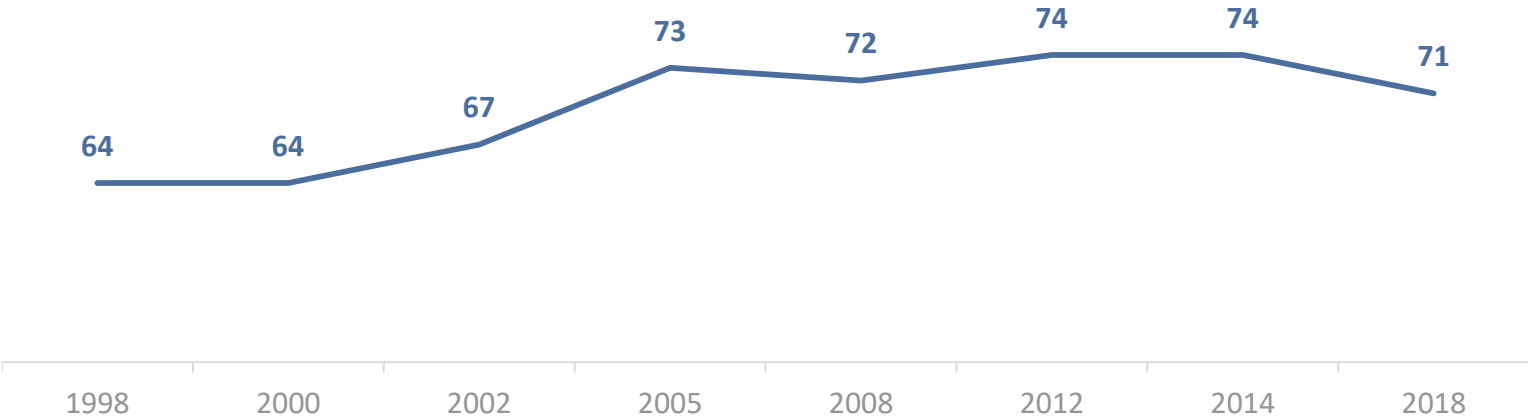


* 0 to 100 scores are scaled from 0% for Very Poor (1), 25% for 2, 50% for 3, 75% for 4 through 100% for Very Good (5).
Citizens First 8 ▲ ▼ Significantly higher/ lower than the previous wave (Stat testing provided between CF5 to CF8 only)

Service Quality Scores on a Par with Recent Highs

LONG-TERM TREND IN SATISFACTION WITH THE NATIONAL BASKET OF SERVICES

0 to 100 Score*



**The CF8 National Basket of Services score is based on an average 0-100 rating for a group of 22 services provided by all levels of government. (Refer to the Citizens First 8 report for details). Services of Canada Revenue Agency were added for the first time in Citizens First 8. Without this service, the National Basket score is 72.*

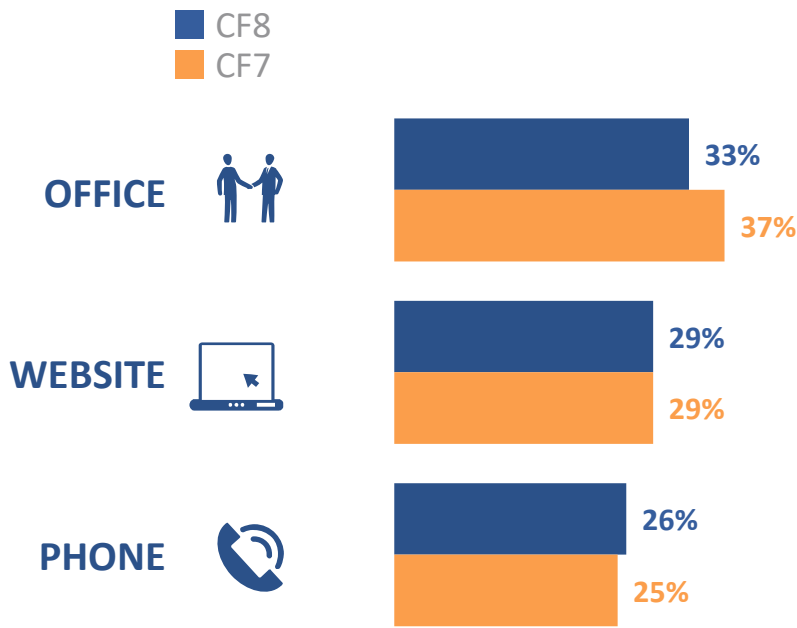
Canadians are Positive about Recent Government Service Experiences

CLIENT SATISFACTION INDEX, 2018
Jurisdictional Average
0 to 100 scores



Channel Usage and Satisfaction

MAIN CHANNELS USED



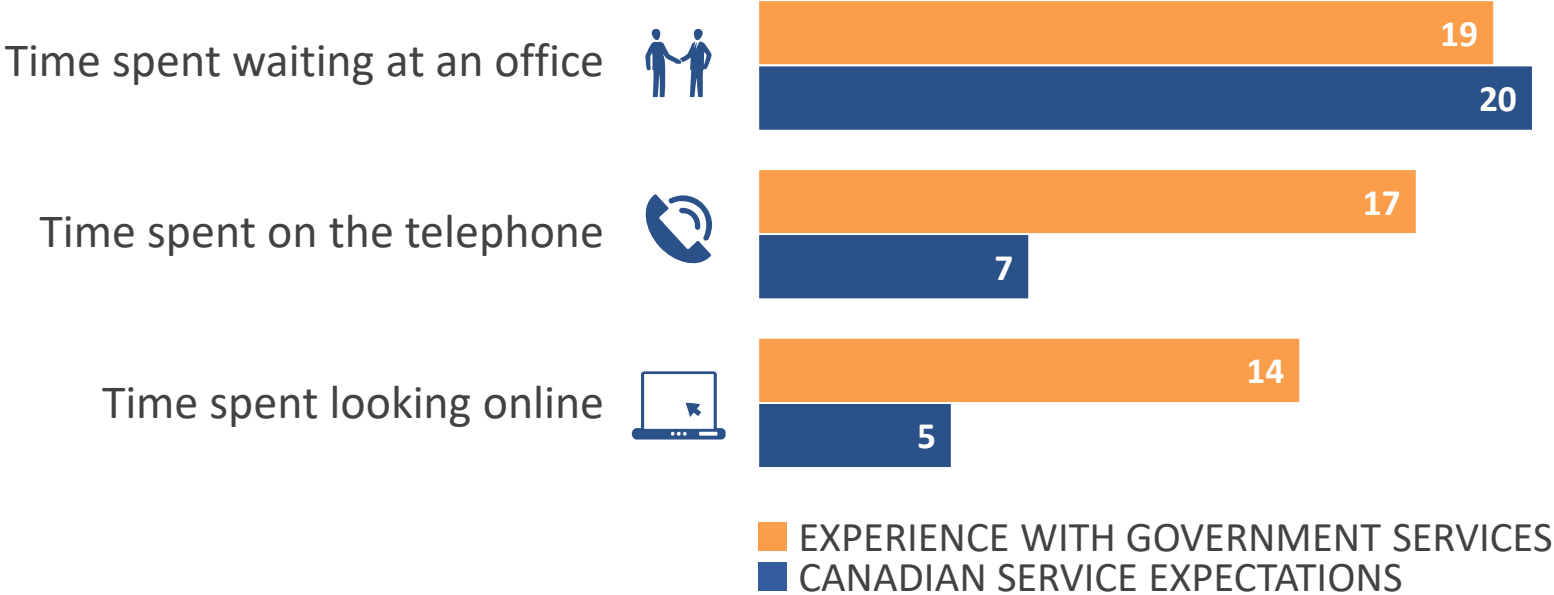
CLIENT SATISFACTION INDEX (CSI)



Expectations for Timeliness on the Telephone and Online Findability are Not Currently Being Met

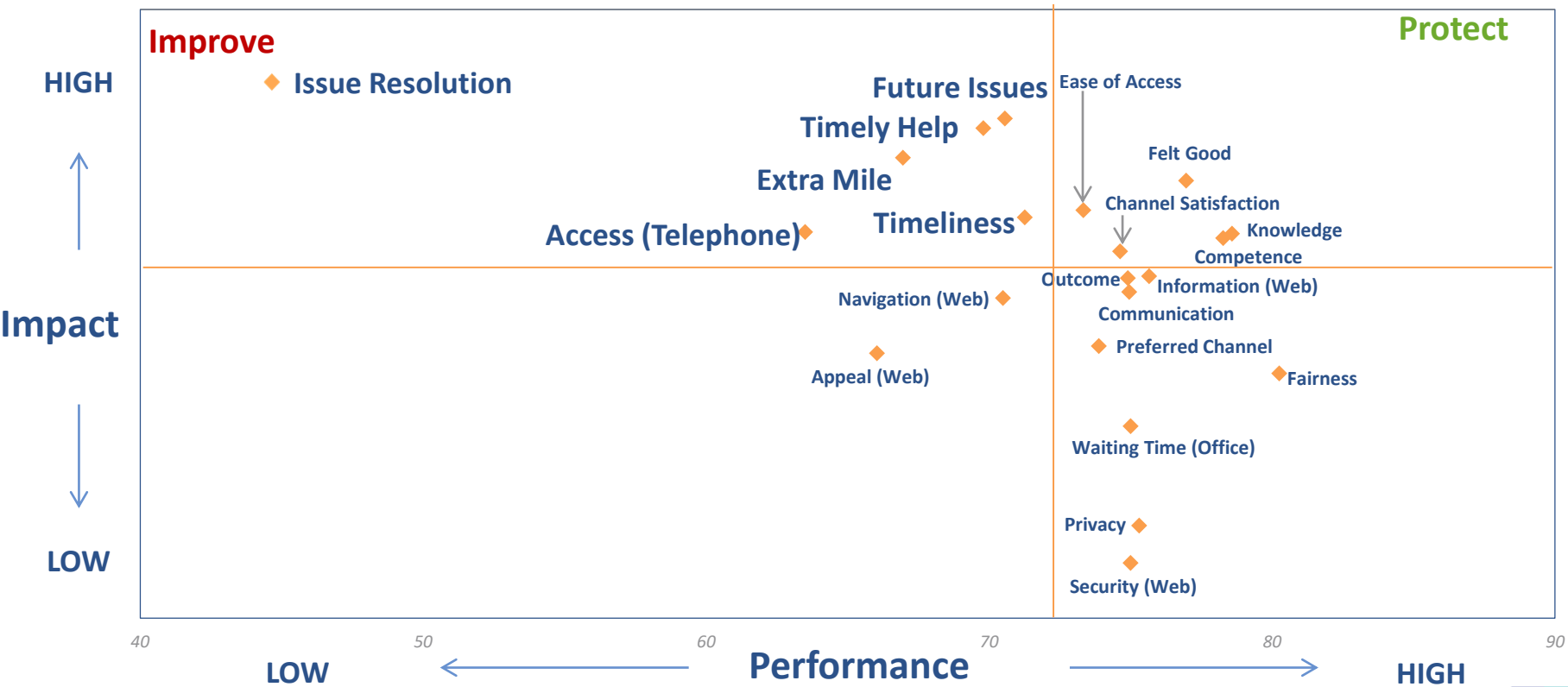
TIMELINESS: EXPECTATIONS VS. EXPERIENCE

Amount of Time (Minutes)



PRIORITIES FOR IMPROVEMENT

Importance/Performance Matrix – All Jurisdictions



Note that "Impact" represents squared Pearson's correlation coefficients (pairwise against the dependent variable (the 3-item CSI)) and "Performance" represents the average score among participating jurisdictions (0 to 100) for each driver (independent variable). Base: Jurisdictional Survey respondents who rated a specific service (bases vary)

Focus on Key Drivers of Satisfaction



Issue Resolution/Future Issues



Timely Help



Timeliness



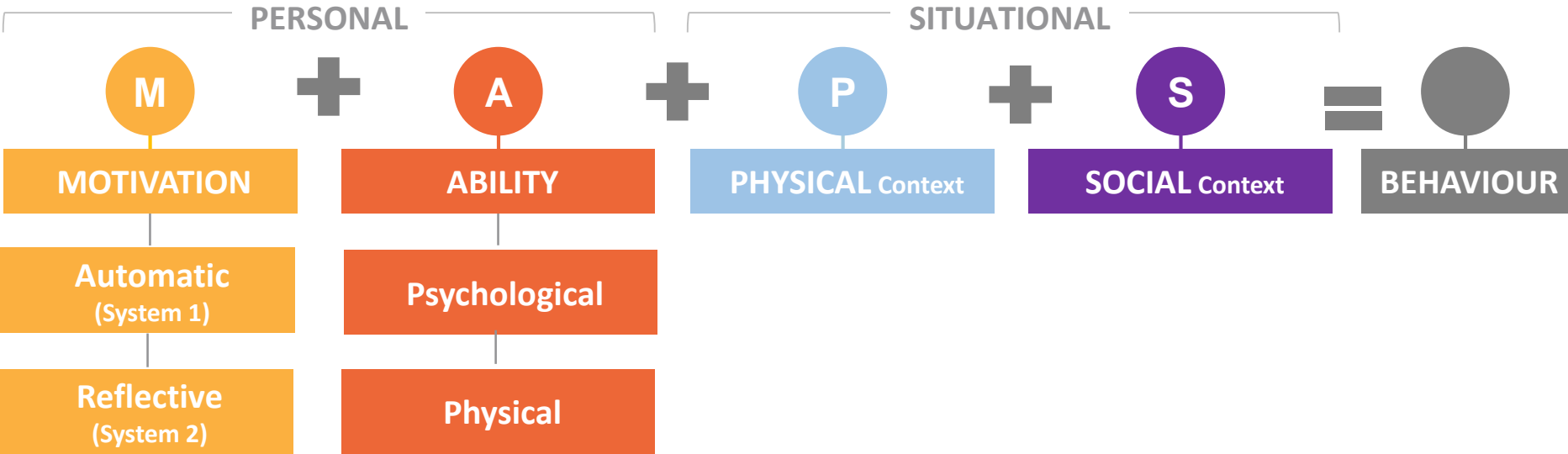
Extra Mile



Access (Telephone)

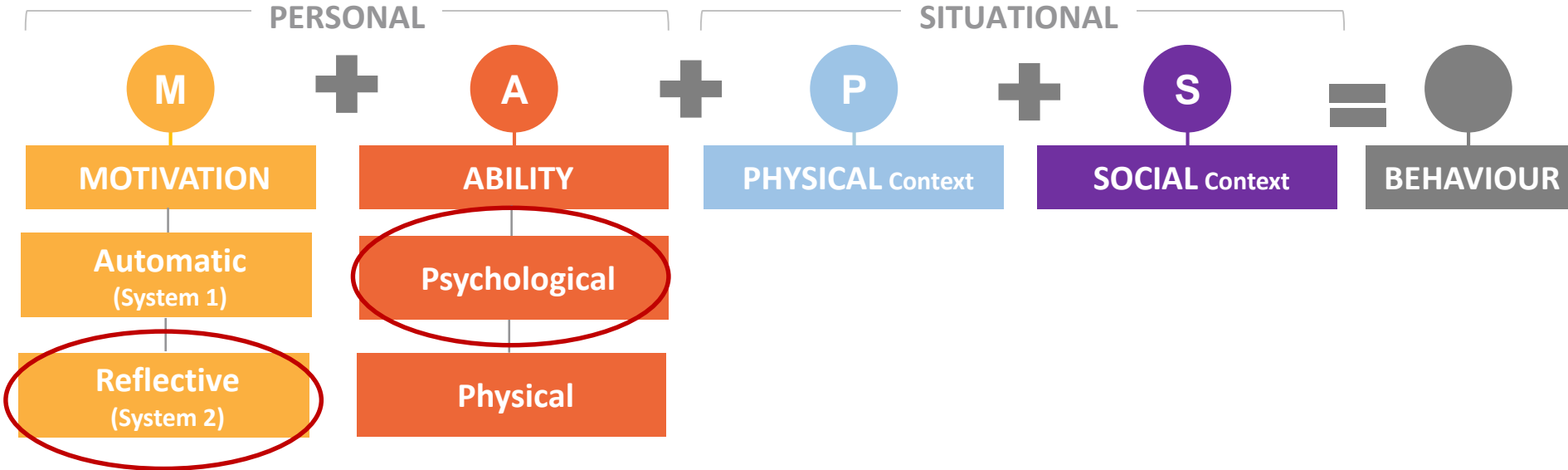
MOVING SERVICES ONLINE

Behavioural Science: the MAPS Lens



Overcoming Barriers: Leverage Points

Getting Canadians to access government services online involves a complex behaviour which is driven by five of the six main sources of behaviour. That said, the top two drivers are reflective motivation and psychological ability.



Leverage Points and Interventions

Outlined to follow are the two most important drivers of online uptake of government services, the leverage points, the recommended types of interventions, and examples of potential interventions.

Main Drivers of Behaviour:	Leverage Points:	Interventions:	Examples of Interventions:
Reflective Motivation (rational thought, i.e., beliefs consequences, beliefs capabilities, goals, etc.)	Ease and confidence in the website and online support.	<ul style="list-style-type: none">• Education• Persuasion• Incentivization, Coercion	<ul style="list-style-type: none">• Information about behaviour and consequences• Feedback on behaviour• Feedback on outcomes• Monitoring of behaviour
Psychological Ability (i.e., knowledge, memory)	Feeling knowledgeable and experienced with using websites or apps and online government services.	<ul style="list-style-type: none">• Education• Training• Enablement	<ul style="list-style-type: none">• Information about behaviour and consequences• Demonstrations, instructions, feedback• Social support• Goal setting

Overcoming Barriers: Key Takeaways

Leverage Points: Clients will use the online channel to access government service when:

- They perceive that it will be easy, and they feel knowledgeable and experienced, and
- They have confidence in the website or app and in online support.

Interventions: The most effective actions that governments can take to increase the uptake of the online channel are:

- Education and training,
- Persuasion and Incentivization, and
- Enablement.

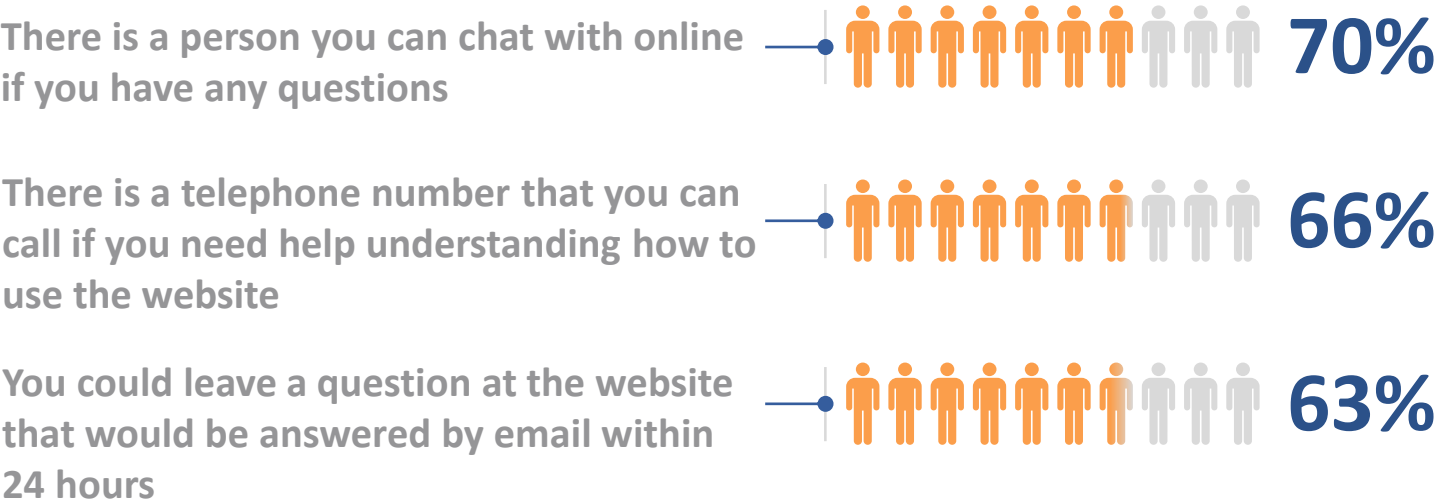
To operationalize these findings, the recommended approach is for government service providers to consult with internal stakeholders and with end-user clients to explore specific strategies for action that are build on the understanding of the underlying motivations for this behavior.

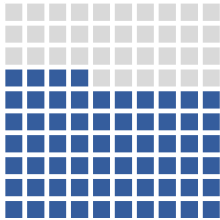
CONNECTING WITH CLIENTS ONLINE

Support for Online Interactions

Providing online chat, telephone support and online support will encourage usage of the online channel, and also give service providers the opportunity to intervene if customers encounter an issue or problem.

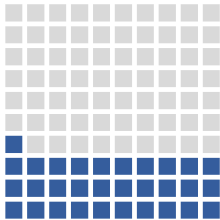
Would be more likely to access government services online if....





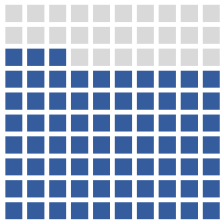
64%

RECEIVED SERVICES OR TRANSACTED WITH
GOVERNMENT ONLINE IN PAST 12 MONTHS



31%

INTERACTED WITH GOVERNMENT
USING SOCIAL MEDIA



73%

INTERESTED IN GETTING EMERGENCY ALERTS VIA
SOCIAL MEDIA

