



## TCOB5 Preview:

# Taking Care of Business 5

PRESENTED TO:

The Public Sector Service Delivery Council (PSSDC) and  
The Public Sector Chief Information Officer Council (PSCIOC)

PRESENTED BY:

Michael Howell, Associate Vice President, Ipsos Public Affairs  
Marina Gilson, Director, Ipsos Public Affairs

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# Agenda

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Study Background

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Service Reputation

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Service Experience

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Moving Services Online

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Coming Soon

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Q&A

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## Study Background

# Study Background

For TCOB5, there was a strong emphasis on responding to stakeholder input on the approach for Taking Care of Business.

Stakeholders were consulted about the approach using Ideation, enabling participants to discuss their needs and preferences over a conference line and type responses on the online forum.

The approach was reviewed by the Research Methodology Standards Board for their input and approval.

# Meeting the Needs of the Jurisdictions

Key changes to Taking Care of Business for wave 5:

- Streamline the main customer experience measure to a three-item index.
- Maximize the number of businesses providing detailed evaluations of services provided by the subscribing jurisdictions.
- Drill-down on what it is going to take to get more businesses to use government services online.
- Up-date understanding of attitudes toward red tape and regulatory issues.

# Survey Methodology

Data for TCOB5 were collected using a multi-staged approach:

- Pre-notification letter which included an invitation to complete the survey online
- A follow-up call to request a telephone interview
- Those who preferred to take the survey online rather than over the telephone were sent an invitation by e-mail

# Taking Care of Business 5

- Around 2,500 participants
- Interviews conducted by telephone and online (expected ratio is 75/25)
- January to March, 2016
- 7 participating jurisdictions
- The interviewing in Manitoba will be delayed due the election.



# Caution!

The findings presented herein are preliminary results as the survey is still in progress. A total of 1,779 interviews are included in this preliminary presentation.

Final results may vary.

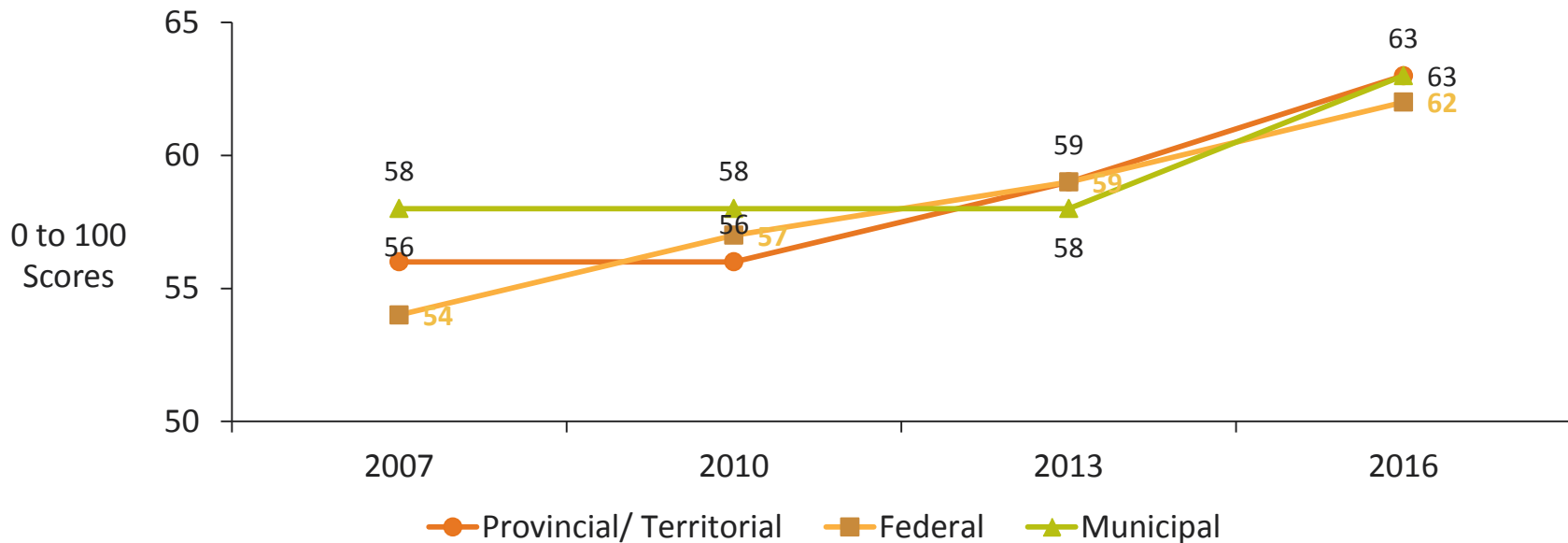






## Service Reputation

# Service Reputation Scores



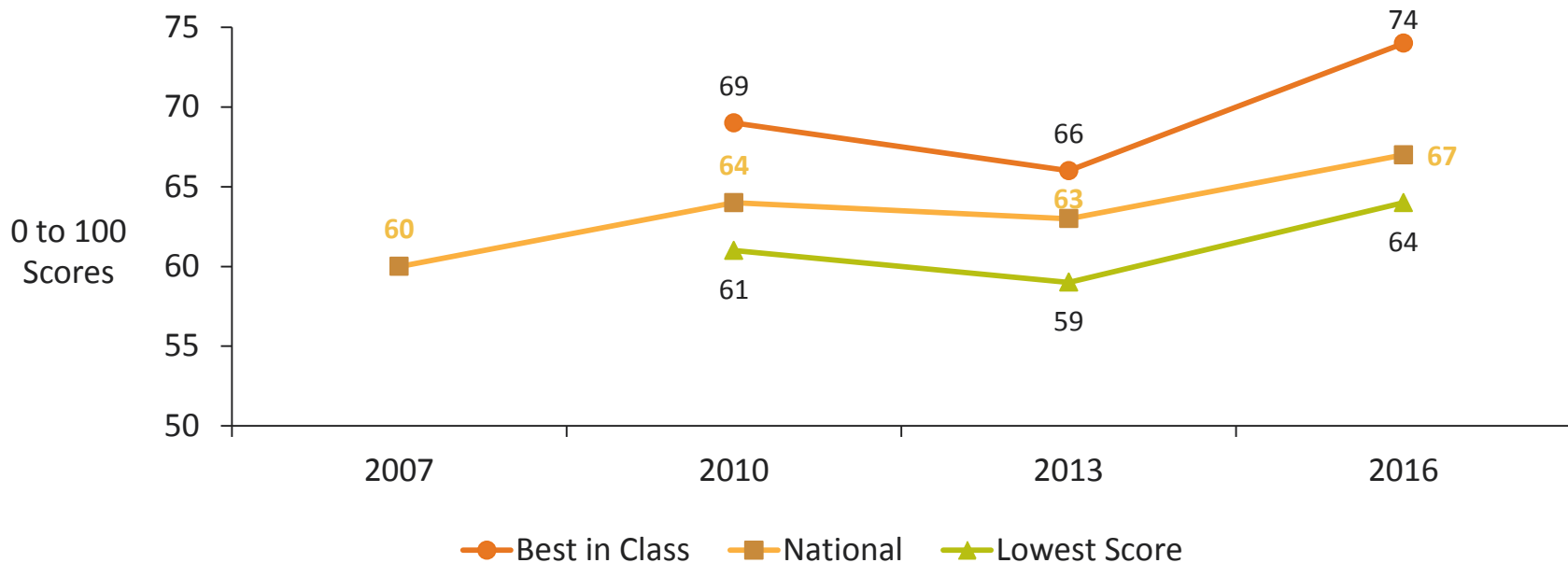
B3. We would like you to think about your business dealings with all levels of government; be it municipal, regional, provincial, territorial and federal. Using a 5-point scale where 1 means “Very Poor” and 5 means “Very Good”, please rate the overall quality of service from each of the following levels of government.

Base: Total providing a rating n=1779 asked



## Service Experience

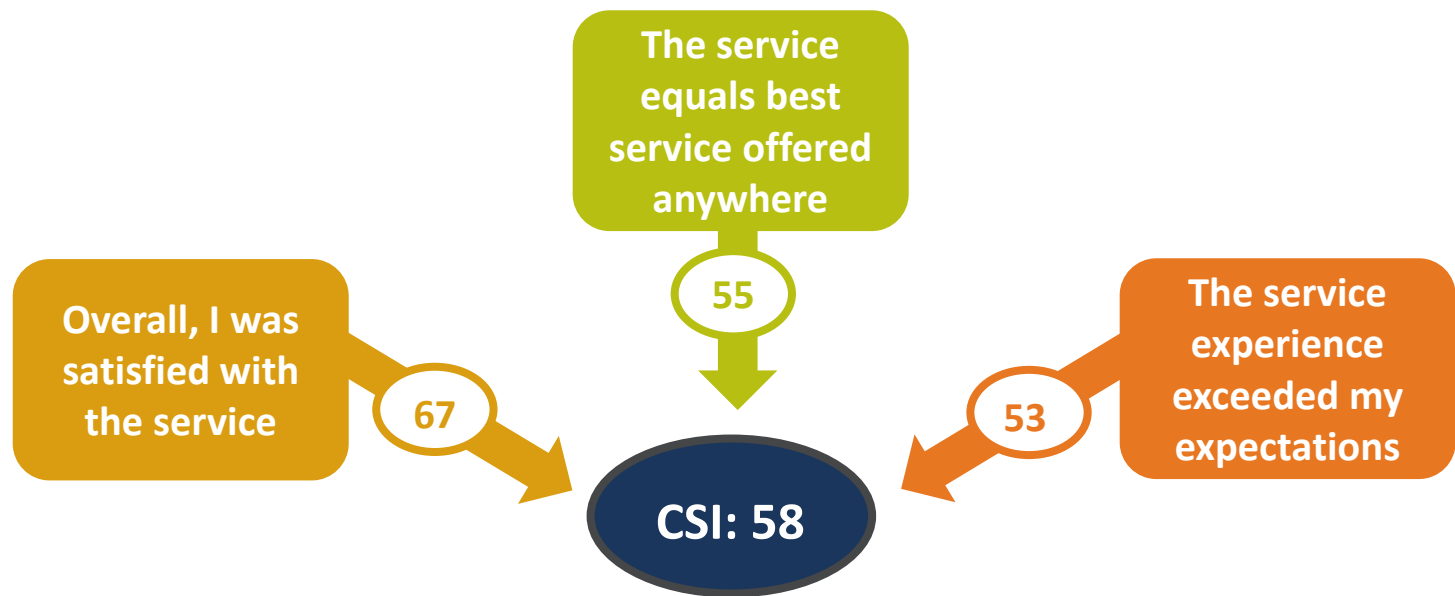
# Satisfaction Trends



C16. Thinking back over your entire service experience, how much would you agree or disagree ...Overall, I was satisfied with the service I received?

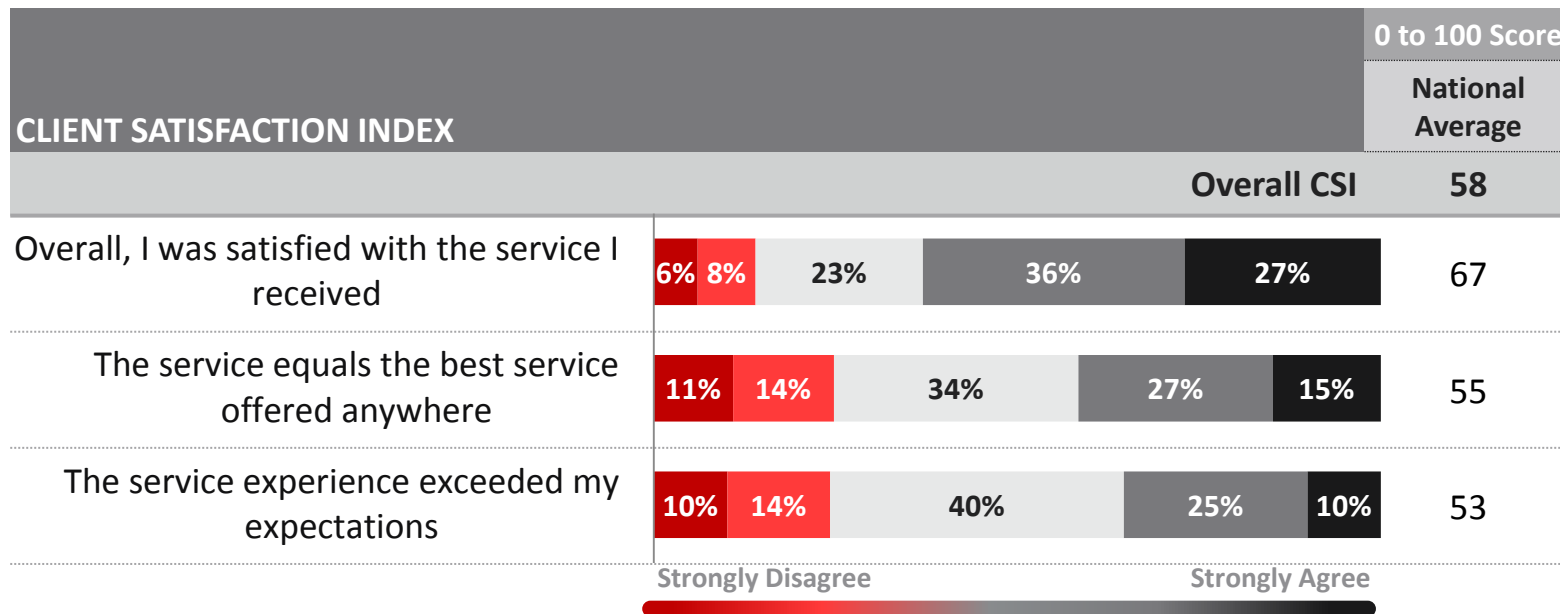
Base: Total providing a rating n=1524 asked

# Client Satisfaction Index (CSI)



Average 0 to 100 score across all services. Base: Total providing a rating n=1524 asked

# Client Satisfaction Index (CSI)

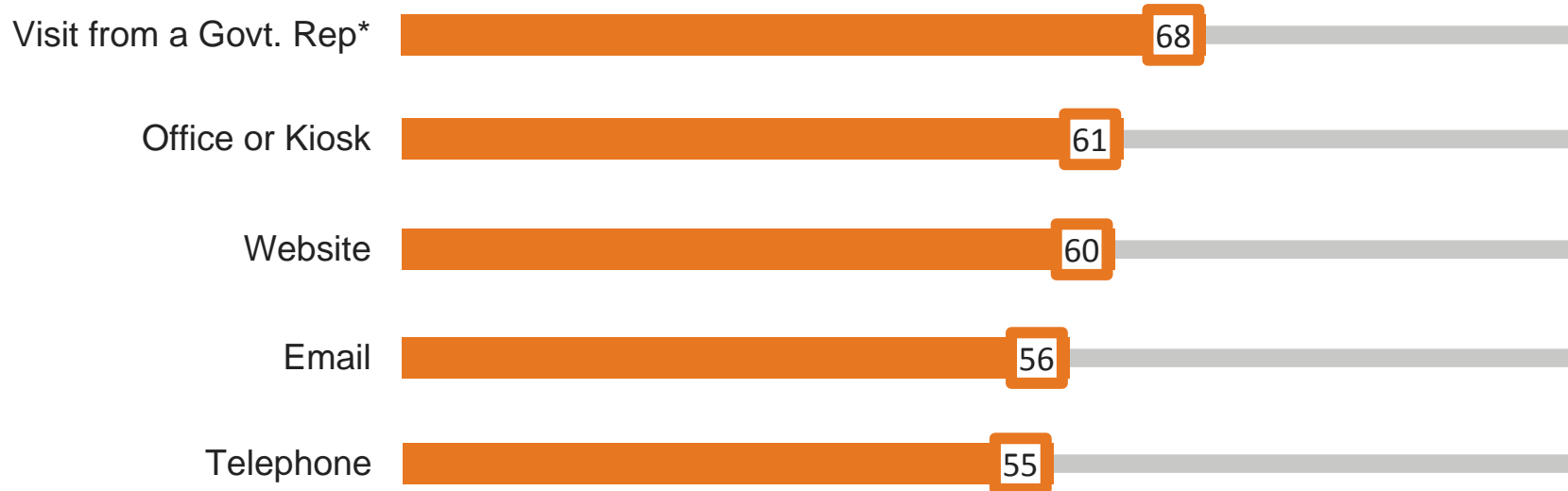


C16. Thinking back over your entire service experience, how much would you agree or disagree ...Overall, I was satisfied with the service I received?

Base: Total providing a rating n=1524 asked

# CSI by Channel

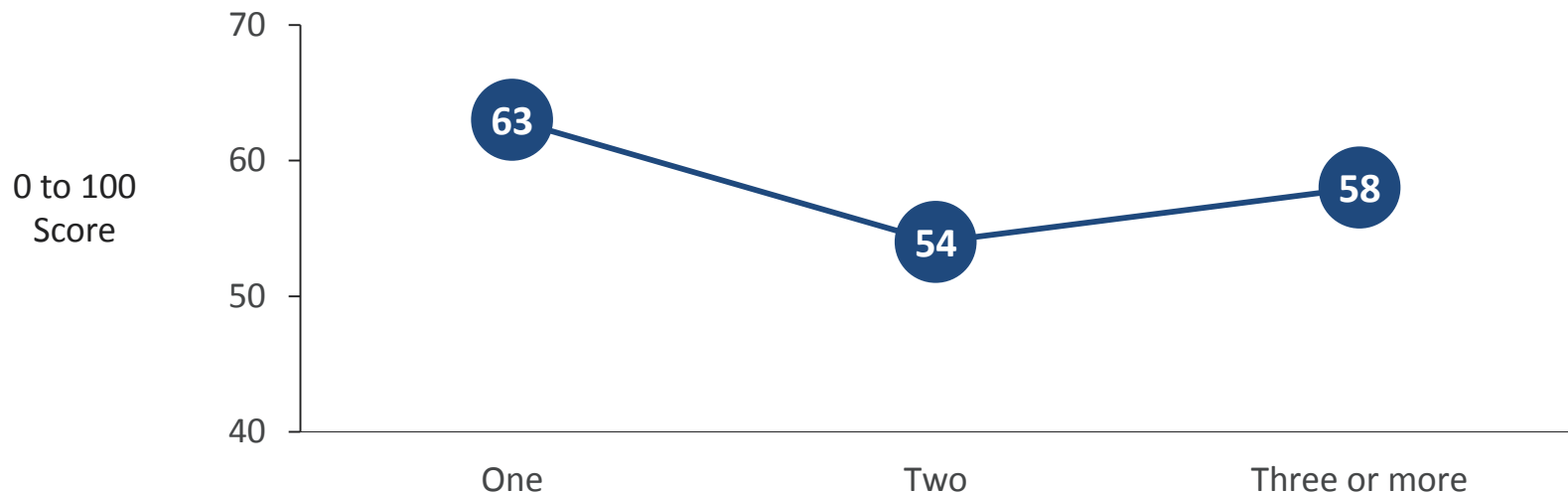
0 to 100 scores



The CSI is the average 0 to 100 score of the three statements shown on slide 13.

\*Caution: Small sample size. Base: Total using each as their main channel for selected transactions

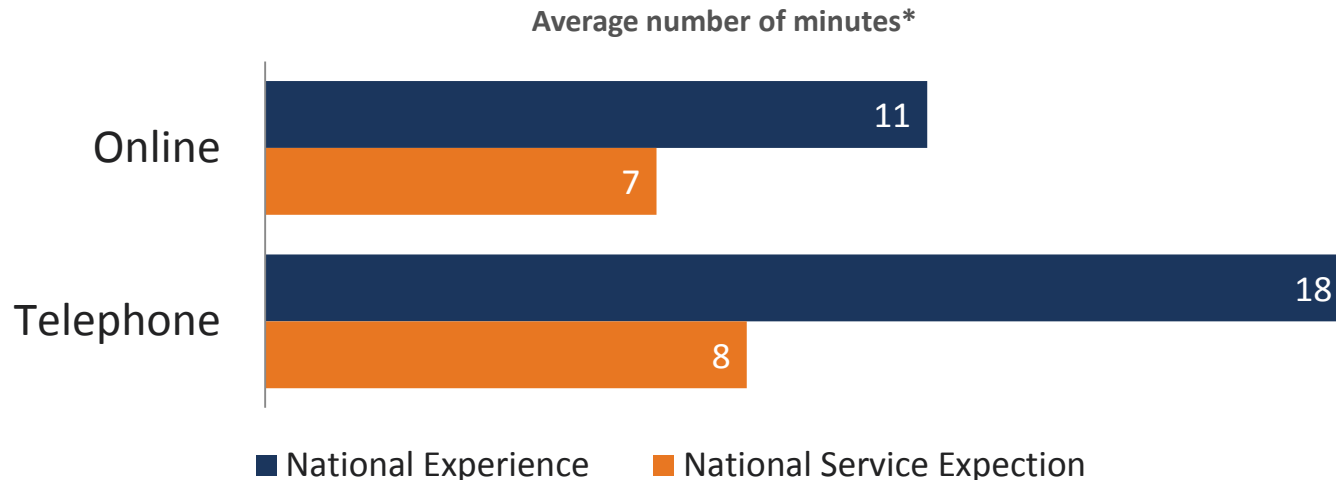
# CSI by Number of Channels Used



The CSI is the average 0 to 100 score of the three statements shown on slide 13.



# Delivery Timeliness: Actual vs. Expectations



\* Excludes values over 60 minutes

C8/C10 How many minutes spent did you spend to get the information that you were seeking or to start the transaction?

Base: Respondents using as main channel n=635/396

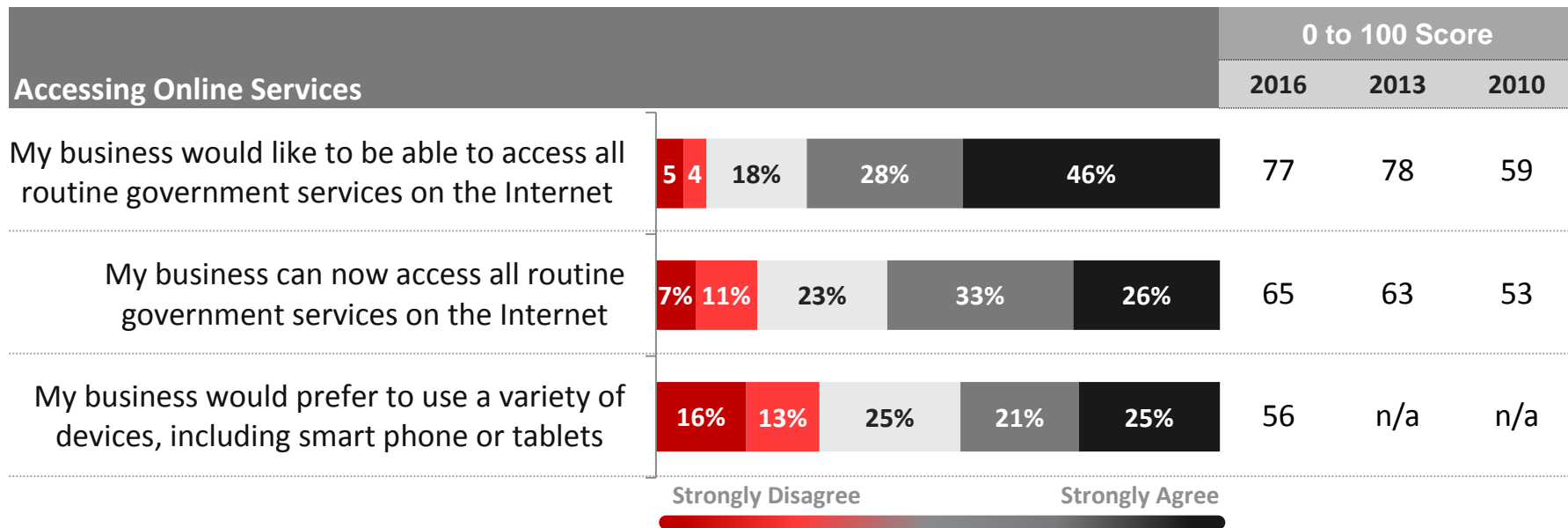
D5/D7 How many minutes do you think is a reasonable amount of time to spend to find the information or start your service transaction?

Base: Section D respondents n=892



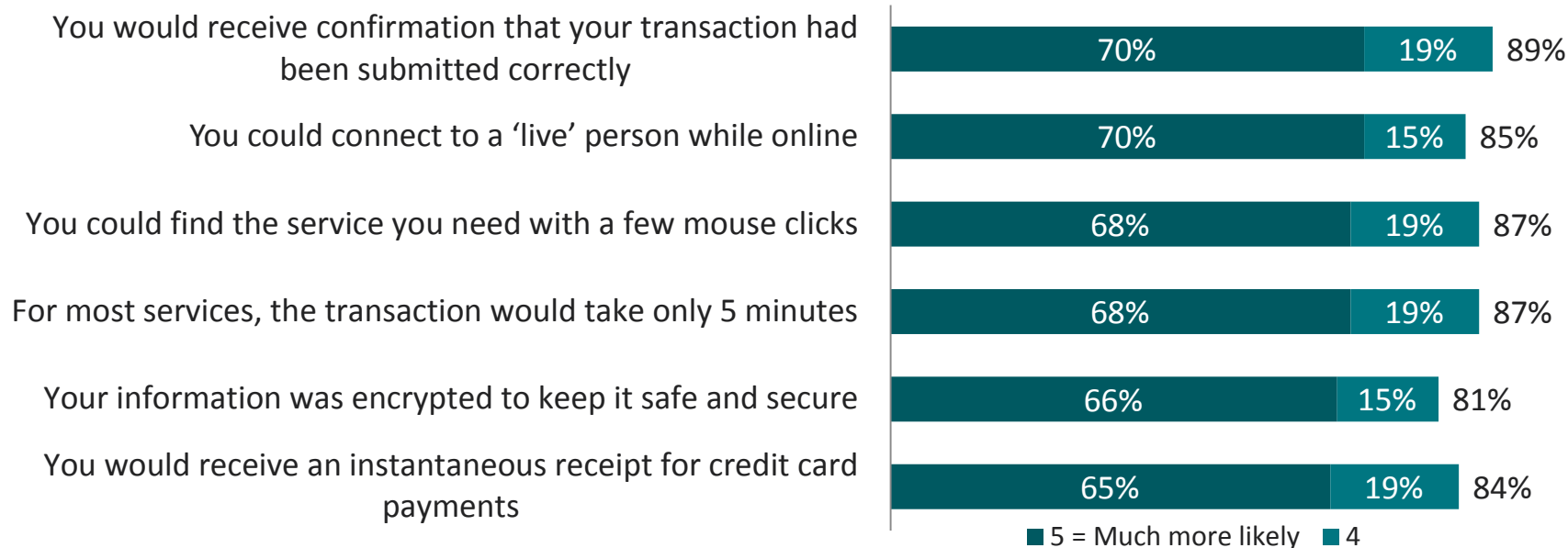
## Moving Services Online

# Attitudes Toward Online Service Access



D1. Thinking about accessing services online, how much do you agree or disagree with each of the following statements using the 5 point scale?  
 Section D respondents who provided a rating n=892 asked

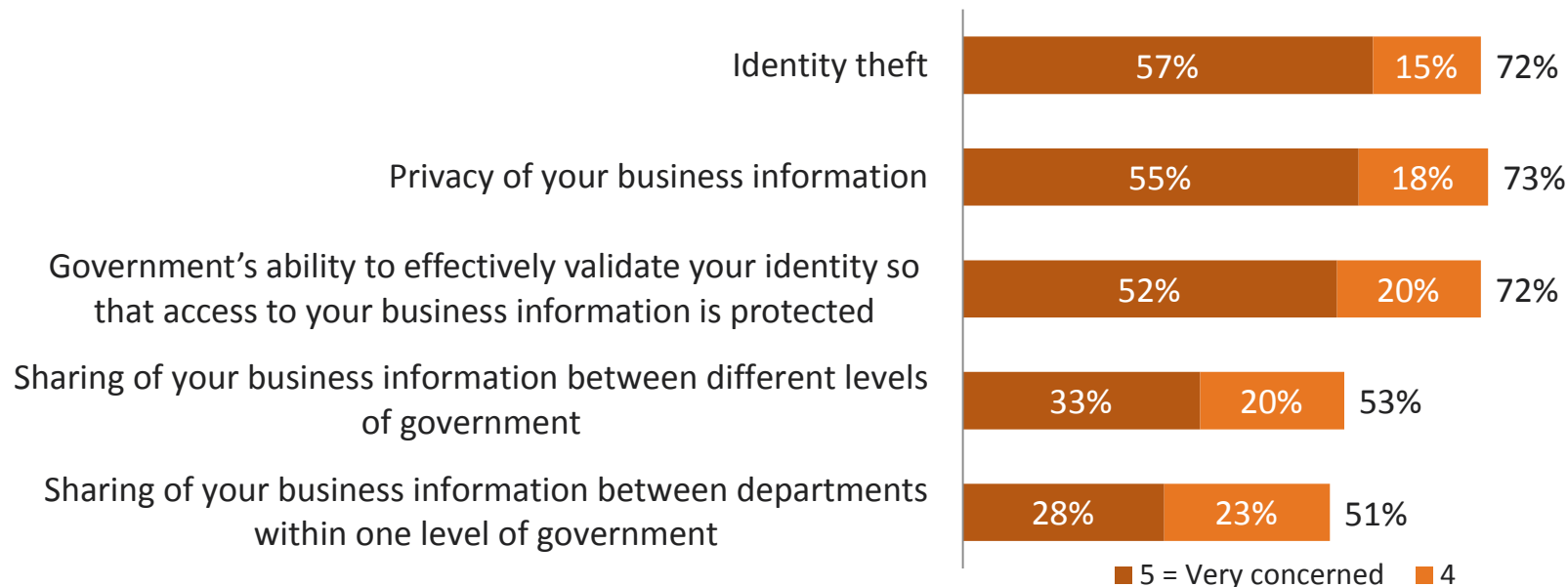
# Encouraging Use of the Online Channel



D4a. Would you be more or less likely to use government services online instead of by telephone or in-person at a government office if you knew the following? Please use a scale from 1 to 5, where 1 is "much less likely" and 5 is "much more likely".

Section D respondents who provided a rating n=892 asked

# Reducing Barriers to Using the Online Channel



D4b. Thinking about using the internet to get government services, how concerned are you about each of the following? Please use a scale from 1 to 5, where 1 is “not concerned at all” and 5 is “very concerned”.

Section D respondents who provided a rating n=892 asked

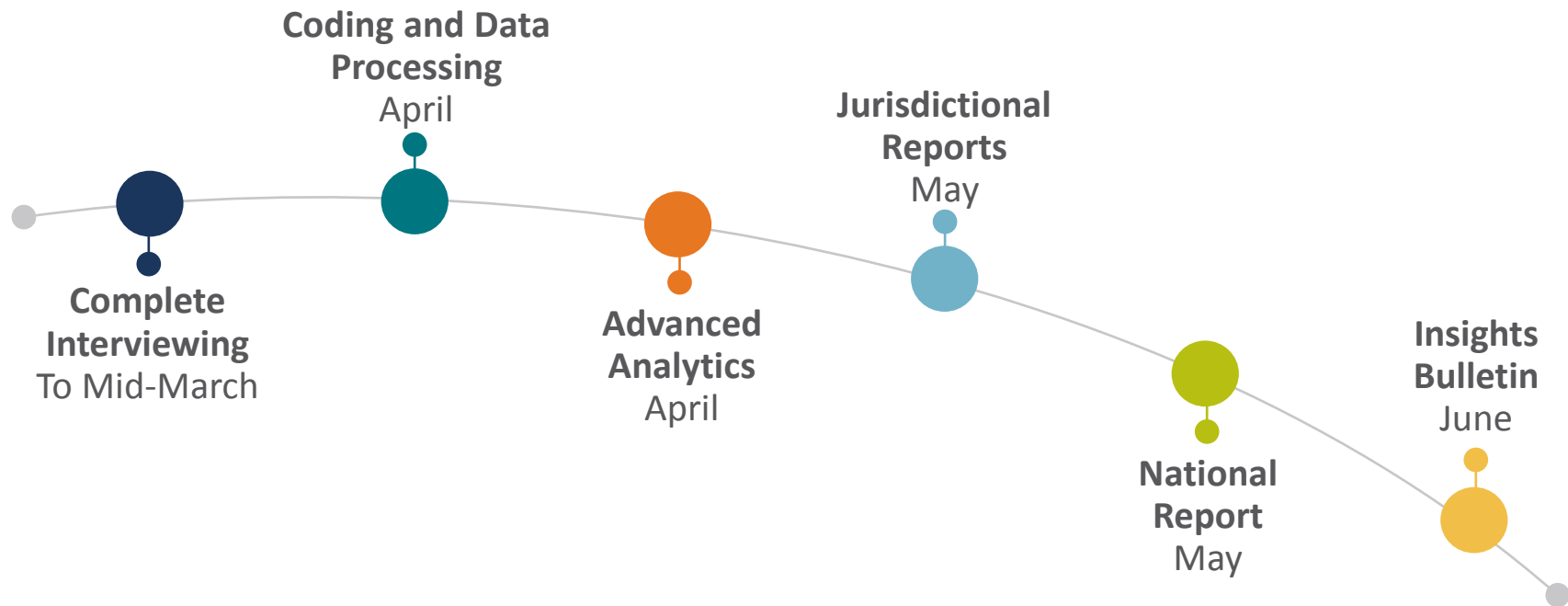


Coming Soon!

# Still to Come

- Key driver analysis to determine the attributes with the most impact on the service experience to pinpoint the service improvements that will have the most impact on the satisfaction of business customers.
- Drilling down into the service experience in the National report, including moving services online, appetite for a common business number and the attitudes toward the regulatory burden on businesses.
- Custom reports for each of the subscribing jurisdictions, clearly detailing their performance and individual areas for improvement.

# Timeline







Q&A