



Citizens First 8

PRESENTATION TO THE PUBLIC SECTOR SERVICE DELIVERY COUNCIL (PSSDC)

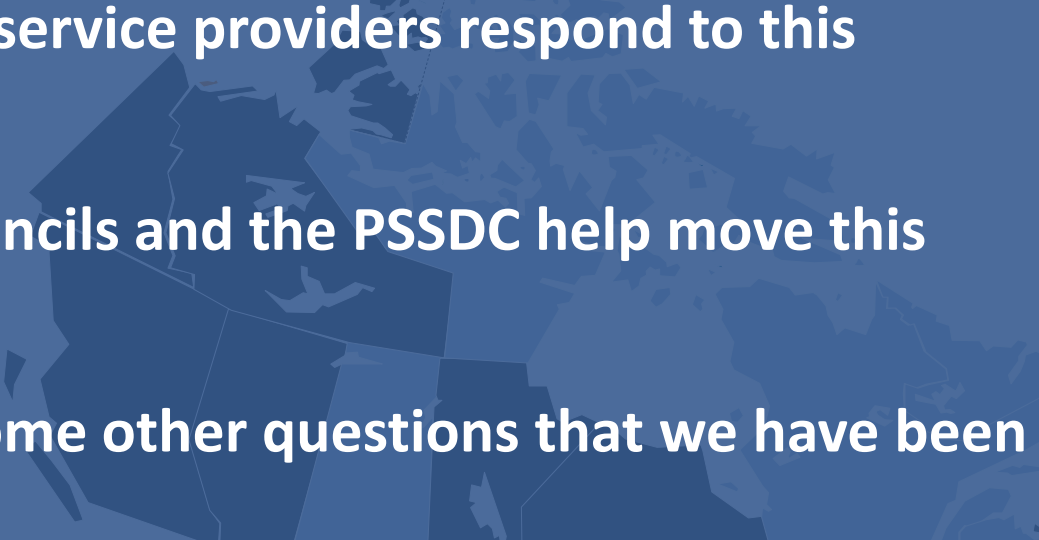
Presented by:
Marina Gilson, Ipsos
Michal Dziong, Research Manager, ICCS

September 27, 2018

Objectives of this session

- Review the most actionable findings coming out of Citizens First 8
 - Answer questions
 - Discuss the implications of the findings with you
- 

Discuss the implications with you

- How can government service providers respond to this information?
 - How can the Joint Councils and the PSSDC help move this forward?
 - And we will answer some other questions that we have been asked as we go.
- 

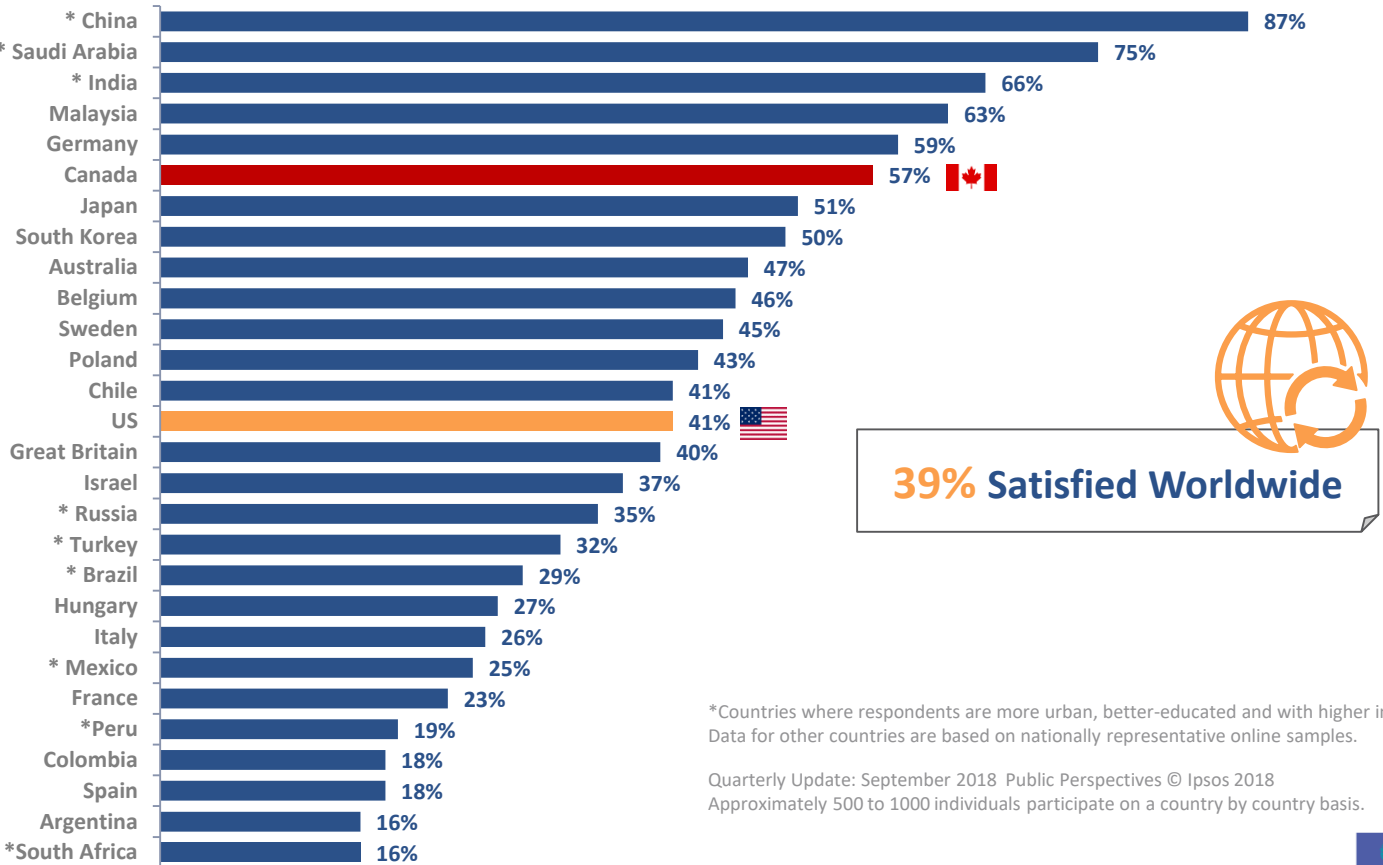
Most Actionable Findings:

- **Performance: Setting the bar**
- **Improve timeliness of service, especially timely help**
- **Prevent/ resolve problems and issues that clients encounter during the client journey**
- **Improve the online channel and increase uptake: increase availability of information, make it easy to find and do things, provide support for users**

PERFORMANCE: SETTING THE BAR

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?

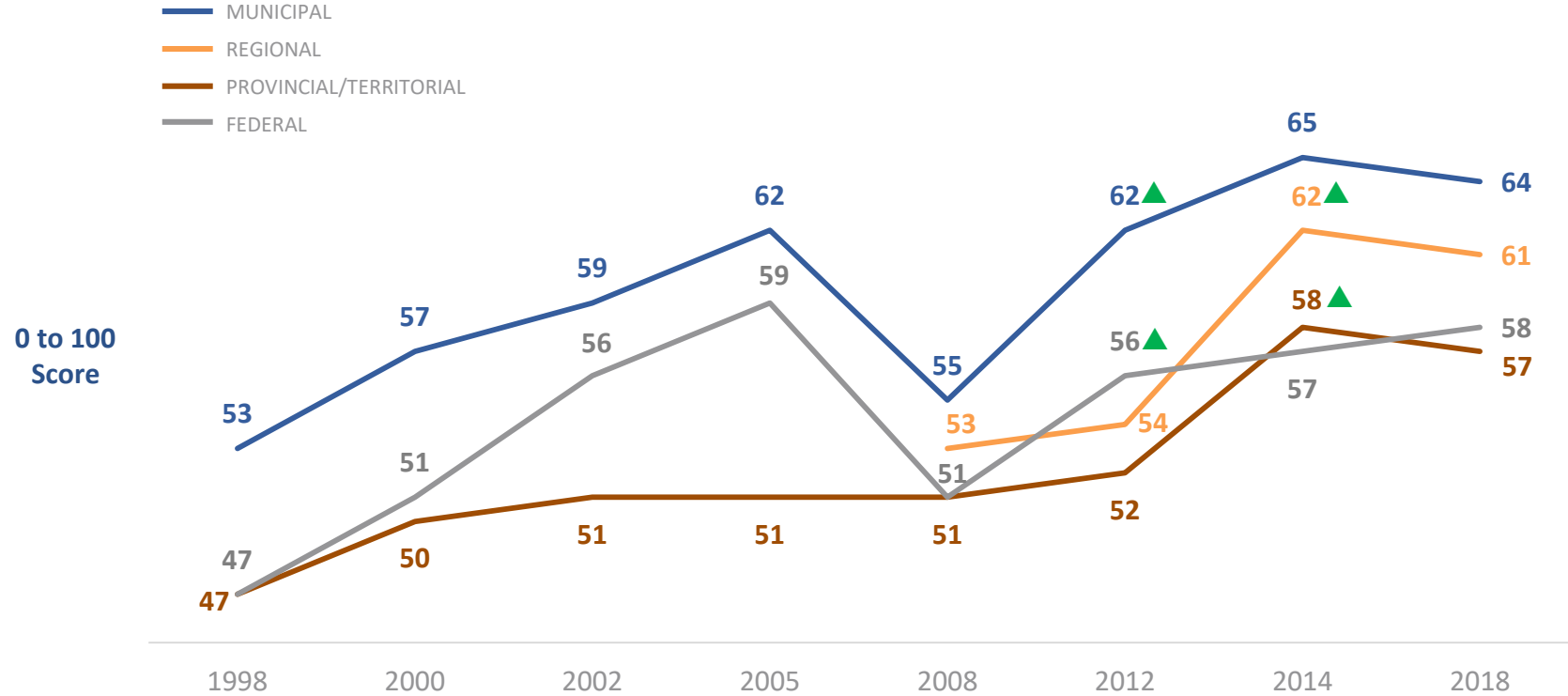


39% Satisfied Worldwide

*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

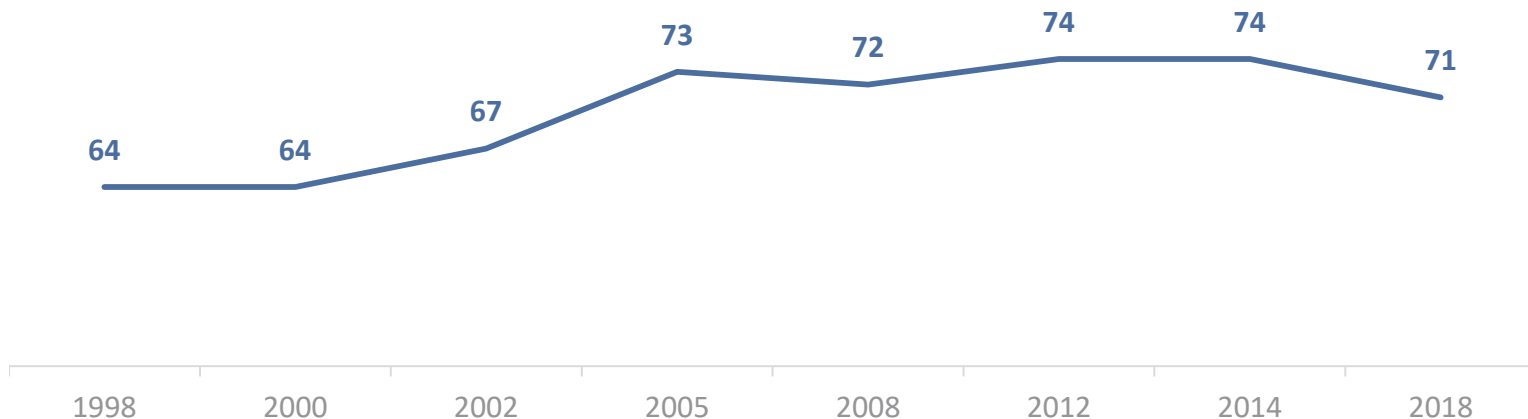


* 0 to 100 scores are scaled from 0% for Very Poor (1), 25% for 2, 50% for 3, 75% for 4 through 100% for Very Good (5).
Citizens First 8 ▲ ▼ Significantly higher/ lower than the previous wave (Stat testing provided between CF5 to CF8 only)

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.*

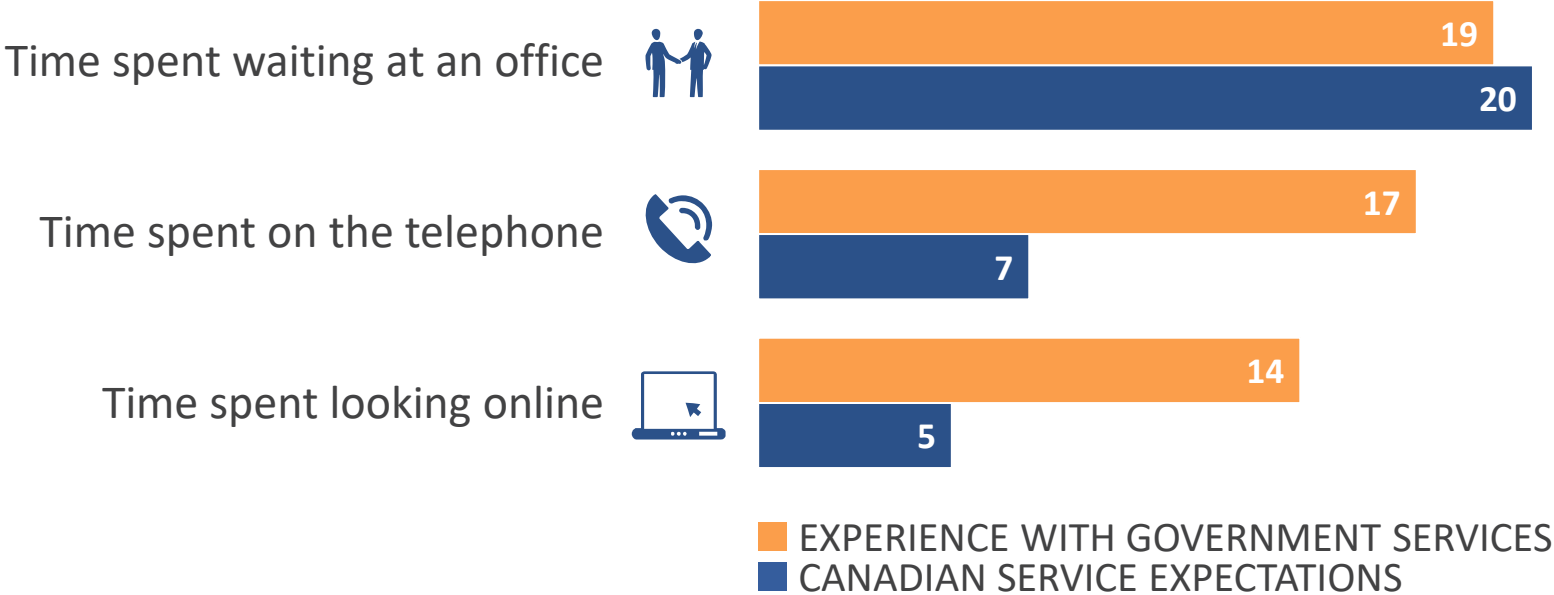


IMPROVE TIMELINESS OF SERVICE, ESPECIALLY TIMELY HELP

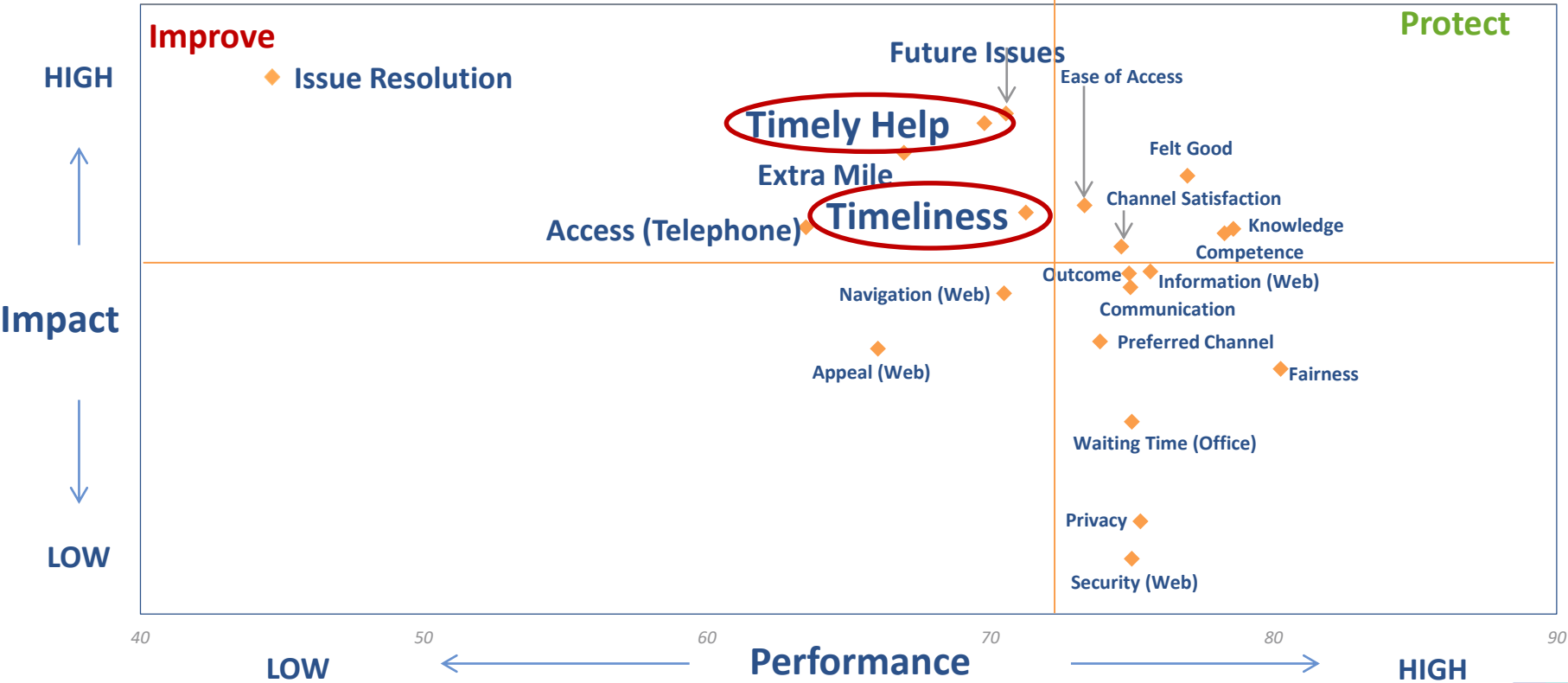
Expectations for Timeliness on the Telephone and Online Findability are Not Currently Being Met

TIMELINESS: EXPECTATIONS VS. EXPERIENCE

Amount of Time (Minutes)



Importance/Performance Matrix – All Jurisdictions



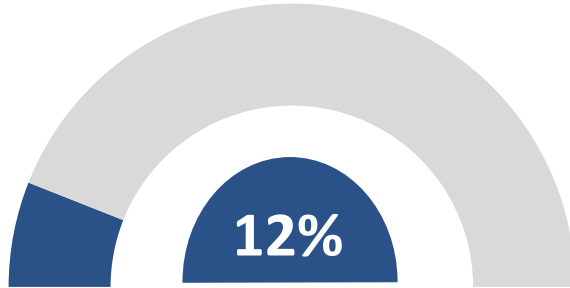
Note that “Impact” represents squared Pearson’s correlation coefficients (pairwise against the dependent variable (the 3-item CSI)) and “Performance” represents the average score among participating jurisdictions (0 to 100) for each driver (independent variable). Base: Jurisdictional Survey respondents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



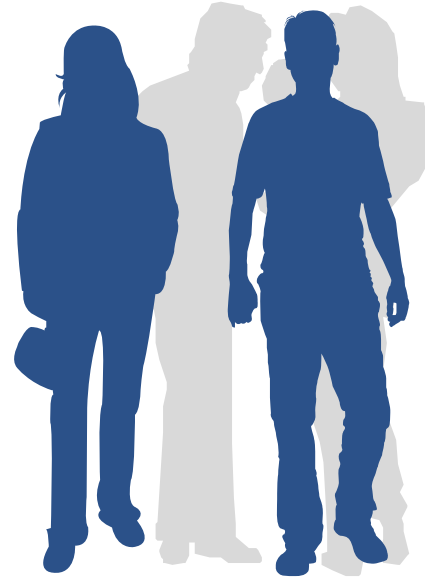
PREVENT/ RESOLVE YOUR CLIENTS' PROBLEMS AND ISSUES

Experiencing a Problem While Accessing Service

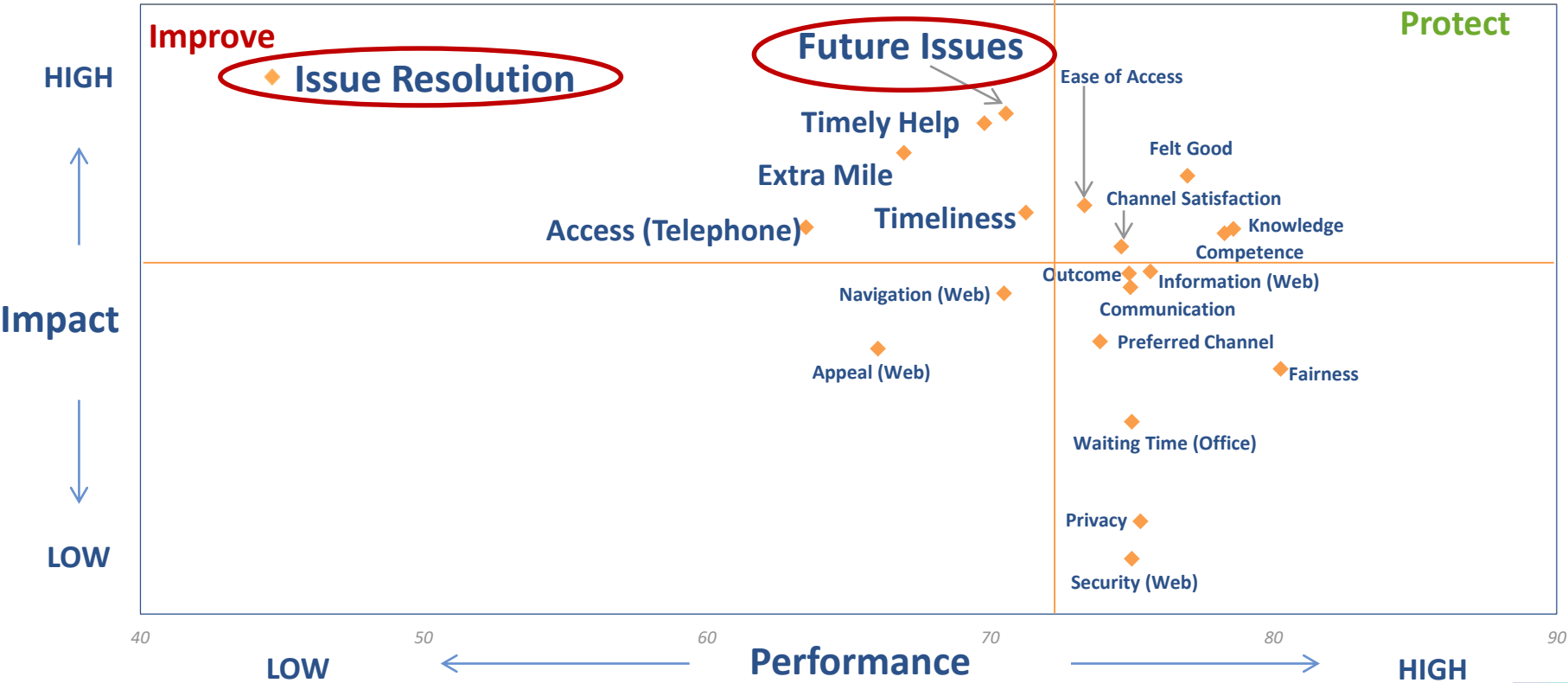
EXPERIENCED PROBLEMS OR ISSUES
WHILE GETTING THIS SERVICE



Jurisdictional Average



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)



IMPROVE THE ONLINE CHANNEL AND INCREASE UPTAKE

Channel Usage and Satisfaction

MAIN CHANNELS USED

■ CF8
■ CF7

OFFICE



WEBSITE



PHONE



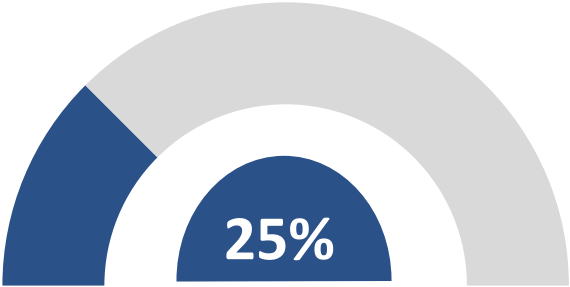
CLIENT SATISFACTION INDEX (CSI)



Awareness of Availability of Services Online



AWARE THAT THE SERVICE IS AVAILABLE ONLINE
(AMONG THOSE WHO DID NOT USE THE ONLINE CHANNEL)



Jurisdictional Average

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

TIMELINESS: EXPECTATIONS VS. EXPERIENCE

Amount of Time (Minutes)



EXPERIENCE WITH GOVERNMENT SERVICES
CANADIAN SERVICE EXPECTATIONS

Key Leverage Points

Delving into the motivations for, and barriers to uptake of government services online show us that 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.

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....

There is a person you can chat with online
if you have any questions



There is a telephone number that you can
call if you need help understanding how to
use the website



You could leave a question at the website
that would be answered by email within
24 hours





A COMMON SERVICES CARD

Attitudes Toward a Common Services Card

While most citizens think that a common services card that acts as both a driver's licence and health card is a good idea, there is a minority who will oppose this move.

