

**Citizen
FIRST**

**CITOYENS
en tête**

POWERED BY OPTIMISÉ PAR



Institute for
Citizen-Centred
Service

L'institut des
services axés sur
les citoyens

RESEARCH COMMITTEE PRESENTATION TO PSSDC

Presenters:

Tareq Al-Shumari: Research Committee Co-Chair

Sophia Jesow: Joint Councils Research Analyst

Michal Dziong: Research Manager

Purpose

1. Recap of the Research Committee Mandate to Support PSSDC Priorities
2. Highlight of the January 2021 JC Monthly Executive Report
 - Importance of Client Satisfaction Research
 - Overview of ICCS Citizens First (CF) 2020 Research & Wave 2 Results
3. Review of Monthly Executive Report Calendar for 2021
(Seeking PSSDC Member Feedback on Upcoming Themes to be Covered)
4. Discussion Questions

Research Committee Mandate from Joint Councils

- ✓ Continue to **deliver the daily newsletter based on media monitoring** for distribution among Joint Councils members
- ✓ Continue to **develop monthly executive reports** to highlight key developments related to the Joint Councils' priority areas
- ✓ Continue to **update and monitor the on-line research repository** to collect and enable open access to cutting-edge research
- ✓ Provide **research support and strategic advice** to the Joint Councils on key issues

The Importance of Client Satisfaction Research

- An essential tool for public sector decision-making
- Spotlight on Citizens First 2020
- Other research conducted across Canada
- COVID-19 results in Citizens First 2020 (wave 2)



Image source: [Human Resources Director](#)

JOINT COUNCIL'S EXECUTIVE MONTHLY REPORT

Developed by the Research Committee
January 2021

1. Introduction

Client satisfaction research is an important decision-making tool for the public sector. It is a reliable method to capture a snapshot of satisfaction levels and opinions around a wide range of programs and services. It allows the public sector to monitor and review trends over time to understand how client needs and perceptions are changing and how they impact their overall satisfaction. This information can be used to make the changes needed to improve the quality of public sector services and ensure they are reflective of client needs.

In Canada, client satisfaction research is conducted across various jurisdictions. However, this Executive Report will focus on the latest [Citizens First](#) edition (Citizens First 2020) to be published in April 2021. Citizens First 2020 has been selected to be featured in this Executive Report because the series is well known amongst members of the Joint Councils.



Why is Client Satisfaction Research Important?

- Helps service providers gain a deeper understanding of how clients experience government programs and services.
- Enables service providers to improve services based on the perspective of clients and empirical evidence.
- Due to the COVID-19 pandemic, governments across the country have introduced new service delivery options to meet the needs of clients. It is important to understand the effectiveness of these pandemic related response efforts.

What Is Covered In This Executive Report?

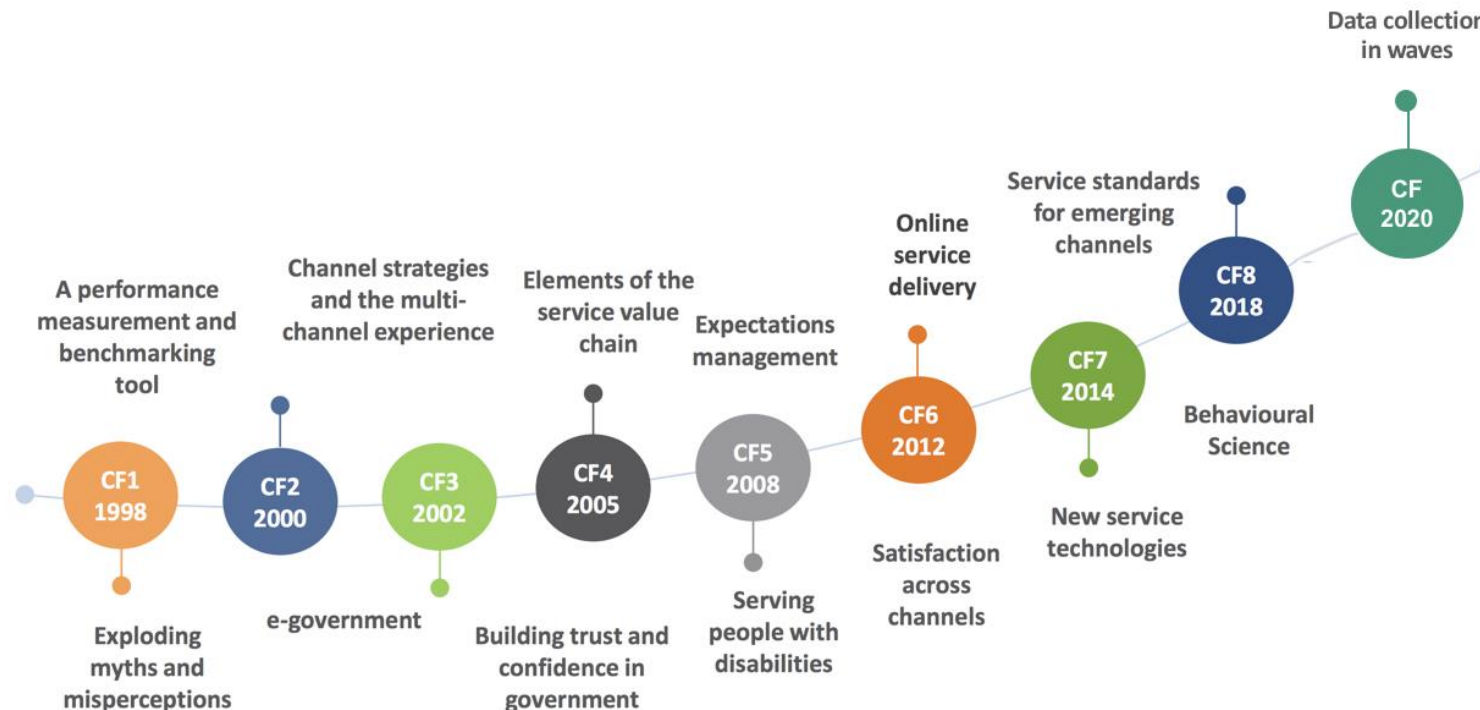
This report includes the following:

- Introduction
- Citizen First: background and evolution
- The new research methodology for the Citizen First series
- Examples of client satisfaction research conducted across Canada
- Overview of preliminary results found in wave 2 of Citizen First 2020
- Citizen First 2020: COVID-19 results (wave 2)

2. Citizens First: Background & Evolution

The [Citizens First \(CF\)](#) series takes an in depth look at how citizens experience government services. For over 20 years, the study asked Canadians what they think about the delivery of public services, their expectations, and what they would like to see government (at all levels) prioritize. The study is conducted through the collaboration between the Institute for Citizen-Centred Service (ICCS), Ipsos Public Affairs, and sponsor jurisdictions representing all levels of government across Canada. In April 2021, the ICCS will be publishing the results of Citizens First 2020, the latest iteration of the Citizens First research.

The initial Citizens First survey was undertaken in 1998. The study established the baseline measures of citizens satisfaction rates and expectations of services offered by federal, provincial/territorial, regional and municipal governments. When published, Citizens First 2020 will be the ninth edition in this series of studies which have been conducted every 2 to 3 years.




3. Citizen First 2020: New Research Methodology

The research methodology used to conduct Citizens First 2020 has changed since the last iteration of the series. The following changes have been made:


Prior Years	Citizen First 2020
Data collection completed in one wave	Data collection completed in four waves
Mixed mode data collection (online, mail, mail-to-online)	Data collection completed almost exclusively through online panelists in most participating jurisdictions, with telephone used in smaller jurisdictions. In the first wave, there were a limited number of surveys completed through mail-to-online.

Research Approach for Citizen First 2020 (wave 2)







The second of four waves of the Citizens First 2020 research program.




Over 1400 respondents per wave



Mixed Methodology: 80% Online; 20% Telephone



Respondents across Canada



Interviewing:
Wave 1: June 29 to July 26
Wave 2: October 15 to November 2, 2020

Other Examples of Client Satisfaction Research Conducted Across Canada:

Note: The following is not an exclusive list of research conducted across Canada. The following list is just a sample.



[City of Calgary](#)



[Peel Region](#)



[Government of Canada](#)



[Government of Manitoba: Manitoba Infrastructure](#)



[Government of British Columbia: Ministry of Transportation](#)



[Government of Saskatchewan: Ministry of Central Services](#)

4. National Results: Preliminary Findings of Citizen First 2020

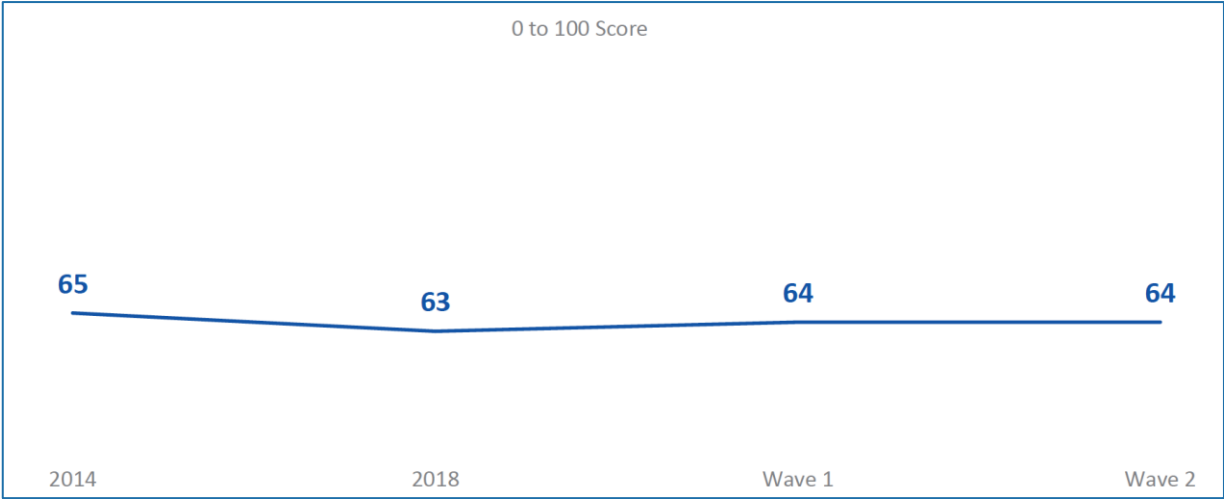
Citizen First 2020 is scheduled to be published in April 2021. The results highlighted indicate some of the research findings gathered thus far.

Note: The following results have been found in wave 2 (out of 4 waves) for the CF2020 study.



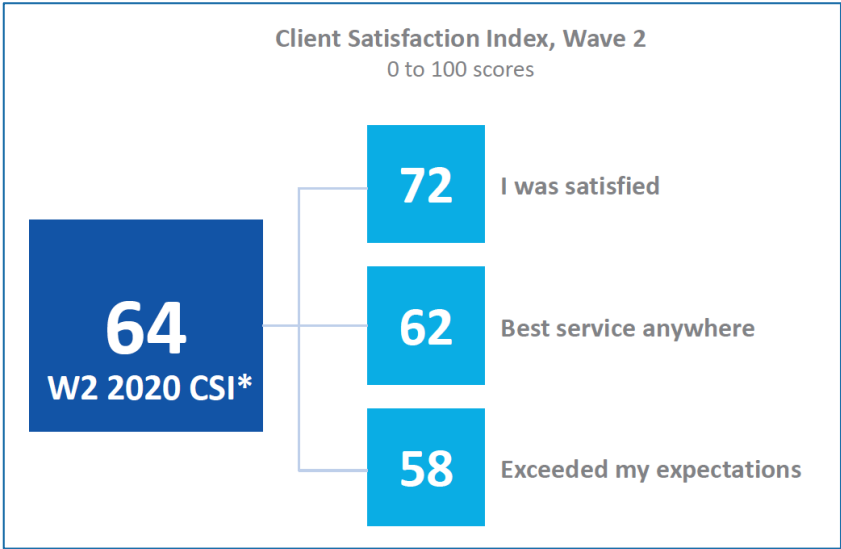
1

The Client Satisfaction Index (CSI) has held steady over the past six years



Clients are more likely to agree that they were satisfied than that it was the best service anywhere or exceeded expectations

2



4. National Results: Preliminary Findings of Citizen First 2020 (Continued)

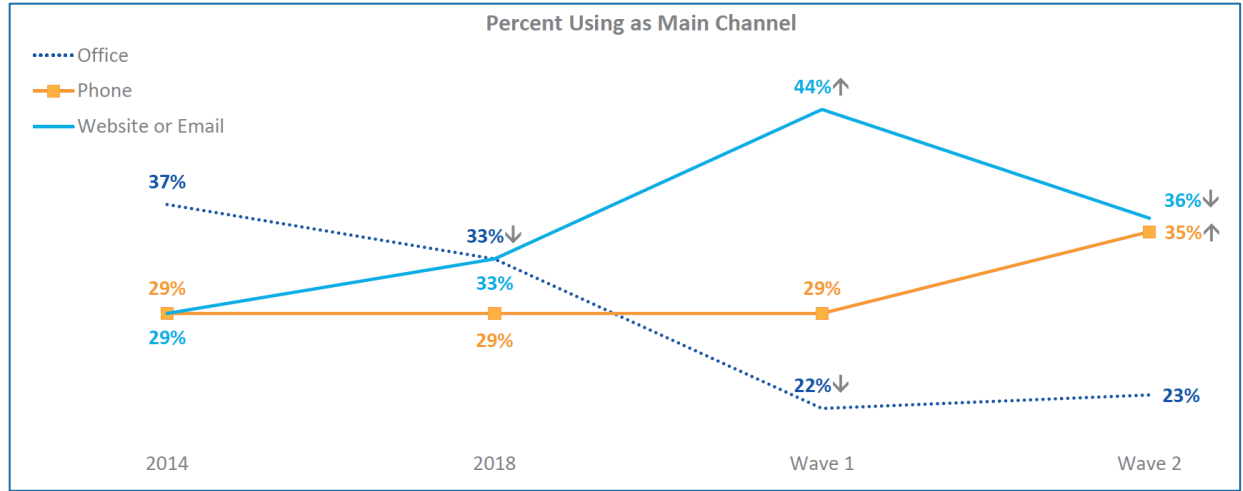
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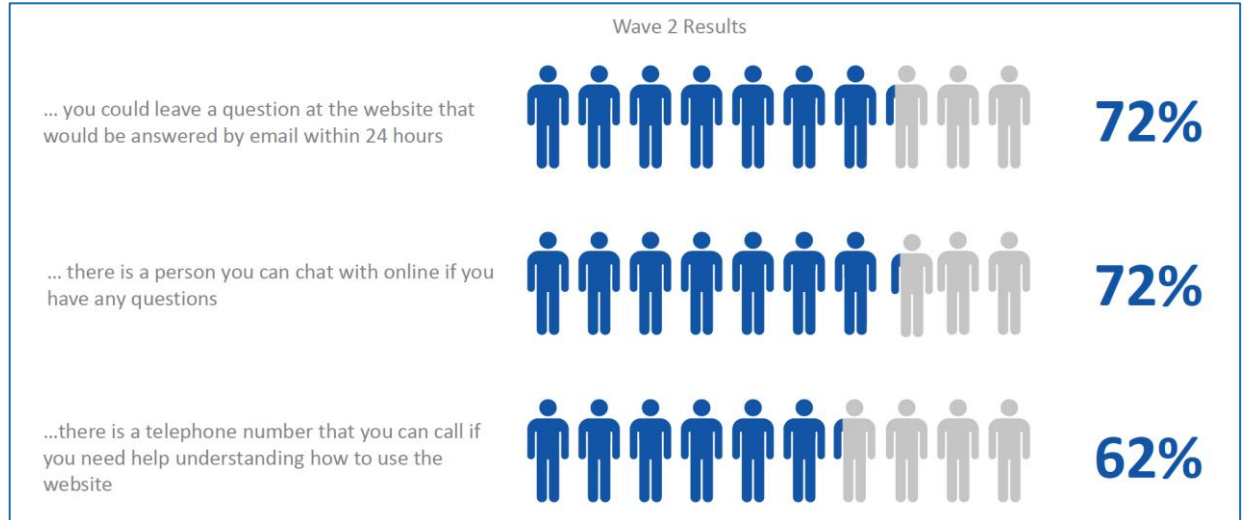
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Use of a website as the main channel declined since July, telephone transactions increased, while use of office visits remains low



4

Service users would be more likely to access government services online if...



5. Citizen First 2020: COVID-19 Results

The COVID-19 pandemic has accelerated the digital transformation of public sector service delivery. Many essential services can now be accessed by clients online. Social distancing restrictions has reduced the capacity for in-person communication between clients and the public sector. As a result of this, it is important to hear the voices of clients and drivers of satisfaction, especially during the pandemic.

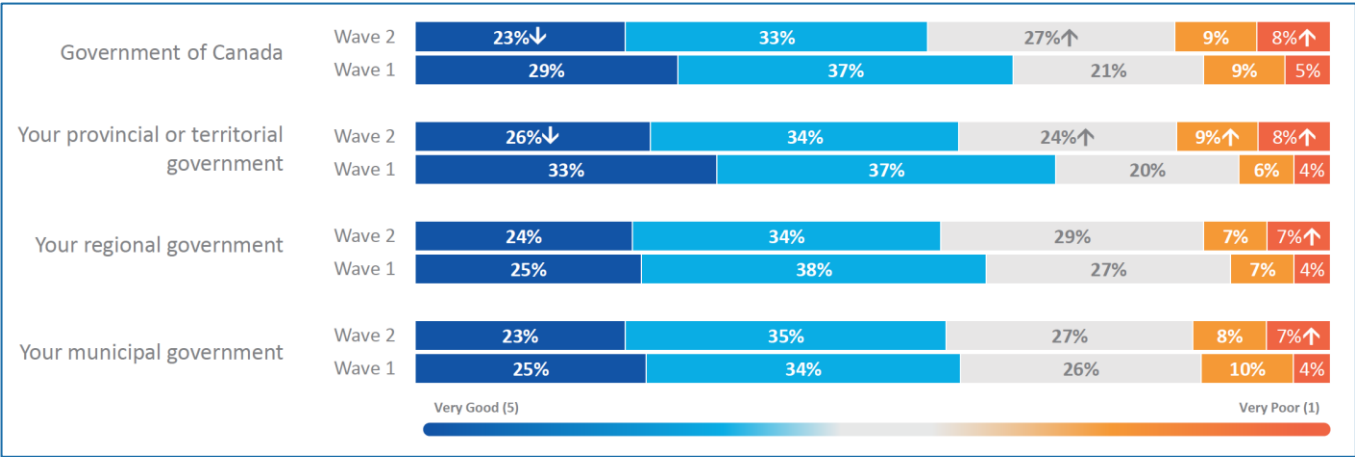
The following results have been found in wave 2 of the Citizen First 2020 study in relation to the COVID-19 pandemic.



Service reputation holds steady in Wave 2 in the face of continuing COVID challenges



Citizens are not quite as positive about the job that some levels of government are doing in managing the COVID-19 situation as they were in July



6. Key Insights from Wave 2 Results: Potential Areas of Focus for PSSDC

The following insights highlight potential areas of focus for the PSSDC based on the wave 2 results of Citizen First 2020:

Steady Client Satisfaction Index (CSI) Levels

- The overall Client Satisfaction Index (CSI) stands at 64 points (overall satisfaction (72), best service anywhere (62) and exceeding expectations (58). Is there opportunity to explore the cause of lower scores despite public sector advancements (i.e., technological advancements)?

Main Channels Used by Clients to Access Government Service(s)

- Should PSSDC further explore the feedback gathered by citizens that provide insight on direct actions that would make it easier for citizens to use digital platforms (*perhaps in a monthly report*)?.

Perception of Government COVID-19 Efforts

- Is there an opportunity for PSSDC to further investigate (*perhaps in a monthly report*)?:
 - Why citizen perception has declined
 - If there are new pain points experienced by citizens that need to be explored further



72% would access services online if you could leave a question on the website that would be answered by email within 24 hours
72% would access services online if there was a person you can chat with online if you have question(s)
62% would access services online if there was a telephone number you can call if you need help understanding how to use the website

- A monthly executive report has been distributed to JC members since November 2017

- # JC Monthly Report Calendar | 2019

JC Monthly Report Calendar | 2020

in the Public es for Policy	N/A
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August

2018

April

Privacy & Identity Management 5

August

Comparison of Digital Service Organizations

2017

December

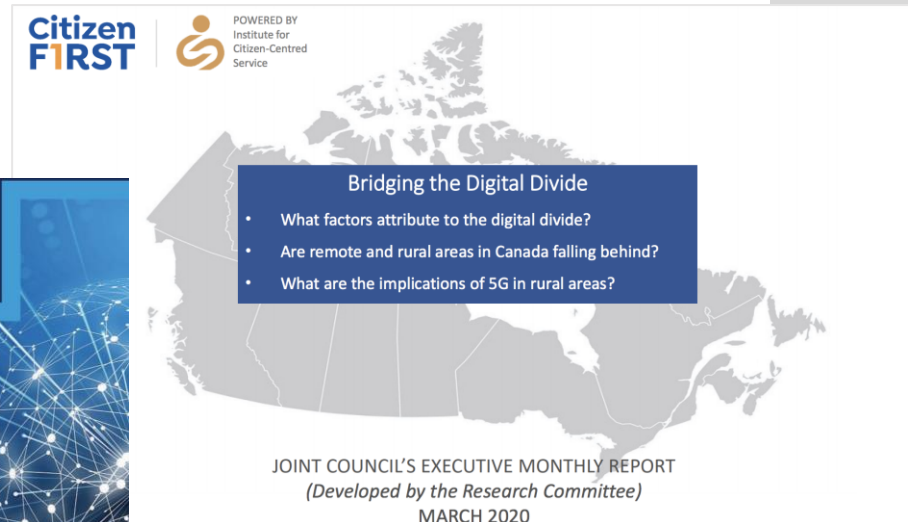
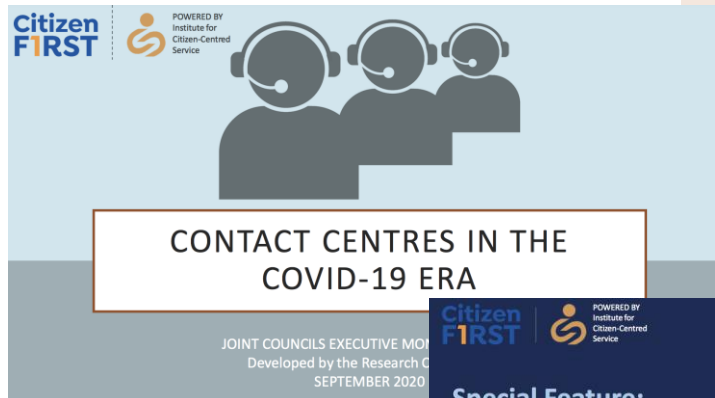
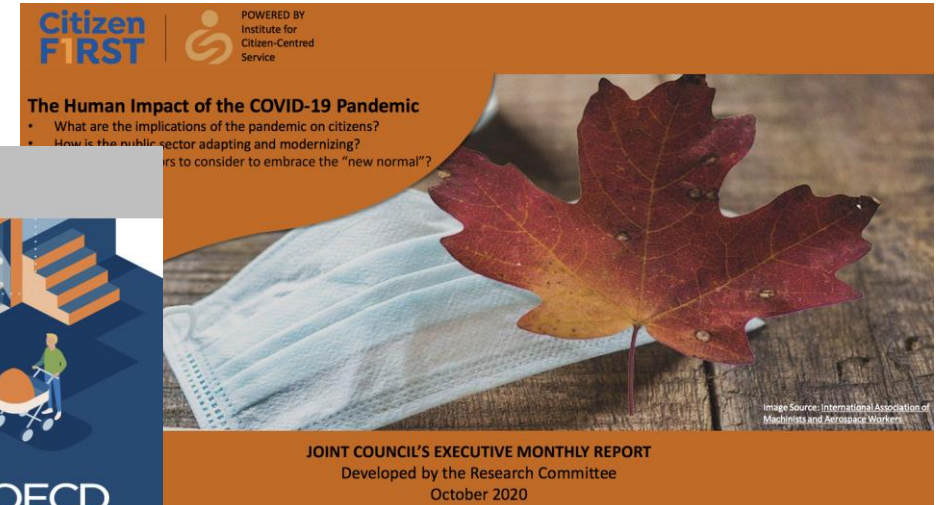
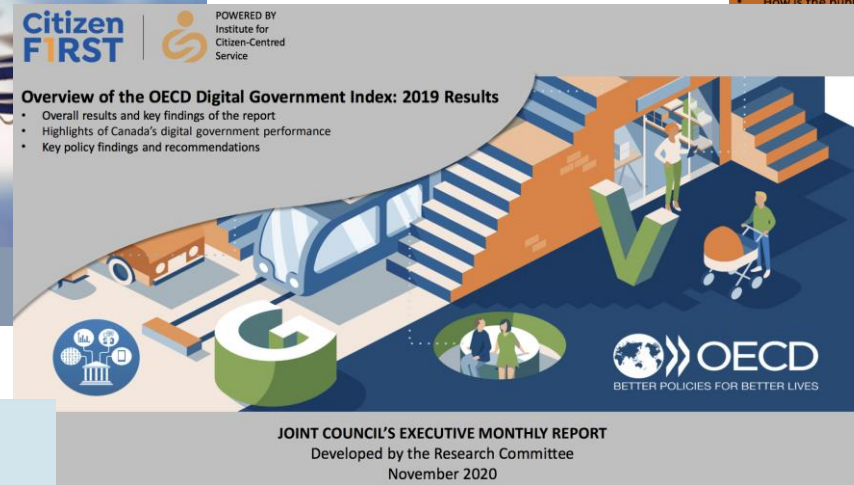
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N/A

Digital Strategy (from Australia, New Zealand, Denmark, and UK jurisdictions).

A summary of articles from IPAC
feature issue: Understanding
Governance in the Digital Era: An
Agenda for Public Administration
Research in Canada

Overview of Past Executive Reports (Cont'd)



Upcoming Executive Report Topics: 2021

- A draft 2021 calendar for upcoming topics has been developed to support the planning of future reports
- The Research Committee is seeking feedback and recommendations from members on the draft 2021 calendar to ensure future reports remain relevant and of interest to members

JC Monthly Report Calendar | 2021

January	February	March	April
Citizen Experience / Satisfaction and the Citizen's First Survey (Complete)	Data Management in a Digital World (In progress...)	Quantum computing applications in the Public Sector and future development (TBC - Place holder topic)	AI, Privacy and Human Rights (TBC - Place holder topic)
May	June	July	August
Key Implications and Possible Actions to Address Citizen's First 2020 Findings (TBC - Place holder topic)	Trends in Service Delivery Channel Use and Preference (TBC - Place holder topic)		

Discussion Questions



1. Do members have feedback and/or recommendations on the next five topics?
2. Would members be interested in a follow-up JC monthly report covering the final results of CF2020?
3. What area(s) and/or topic(s) should the Research Committee explore more?

JC Monthly Report Calendar | 2021

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Please direct any questions you may have to the Research Committee Co-Chairs:

Tareq Al-Shumari: Tareq.Al-Shumari@ontario.ca

Richard Dalpé: Richard.Dalpe@tbs-sct.gc.ca

Thank you

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