

# Business First

## The Next Study in the Taking Care of Business Research Series

### OVERVIEW

Business First is an upcoming research study managed by the Institute for Citizen-Centred Service (ICCS) and designed to gauge how businesses across Canada perceive the quality of government services. It is a direct continuation of the Taking Care of Business research series with its focus on offering Canadian public sector managers insight into businesses' views of government services, and providing trends and suggestions on where to focus service quality improvements for greatest results.

The studies in the research series have taken place approximately once every two years since 2004. They have asked Canadian businesses how they perceive the quality of public services, what their expectations are when receiving services, what factors drive their satisfaction with service and access to it, and what areas of public-sector service delivery they see as priorities for improvement. The empirically-based findings have been used extensively in developing customer-driven service policies and delivery strategies at the national, provincial, territorial, and municipal levels.

For more information on the research series, visit the ICCS web site at: <http://www.iccs-isac.org>

### STUDY OBJECTIVES

#### Business Service Expectations

Business First will investigate businesses' expectations and standards relating to the quality of service and such specific aspects of service delivery as access, timeliness, channel use, staff interaction, issue resolution, and so on.

#### Business Service Experience

Business First will replicate client satisfaction performance measures from past surveys to allow comparisons over time. It will leverage the Client Satisfaction Index and the analytical framework that utilizes a robust set of drivers and allows for the drill down into specific aspects of satisfaction. The study will provide jurisdiction-specific actionable insights informing effective service improvement strategies across service types.

#### Special Topics

Business First will also build on and further explore the topics of interest that were examined in previous iterations of the research series. The potential focus areas will be identified through consultations with key stakeholders, but the following areas are likely to be explored in more detail:

- Migration of service delivery to the online channel and its impact on more traditional channels, along with the potential role of mobile applications and social media;
- Businesses' appetite for online self-service options, and conditions and incentives promoting their adoption (including identity management and authentication issues);
- Businesses' experience and perceptions of regulatory red tape;
- Information security and privacy issues as potential barriers to service delivery innovation and their role in client satisfaction in relation to other drivers.

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### METHODOLOGY

Data collection for the study will be conducted through telephone interviews, with each subscribing partner receiving a minimum of 380 completed returns from their jurisdiction.

The analysis will employ advanced statistical approaches such as correlation and multiple regression analysis. Methodological details will be finalized in consultation with the contracted research vendor and overseen by the ICCS Research Methodology Standards Board.

### TIMELINES

The study will be launched in the fall of 2018 and the key deliverables are scheduled to be completed by the spring of 2019.

### HOW TO PARTICIPATE

The study will bring together representatives of various levels of government from across Canada. Any jurisdiction or organization interested in taking part is invited to contact the ICCS using the details provided on this page.

### SUBSCRIPTION OPTIONS

There are two subscription options available:

- Core Subscription - \$35,000
- Enhanced Subscription - \$45,000

The key deliverables for each type of subscription are outlined below.

**TO SUBSCRIBE TO THE STUDY OR TO  
GET ADDITIONAL INFORMATION,  
PLEASE CONTACT:**

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KEY DELIVERABLES	CORE	ENHANCED
A DETAILED JURISDICTIONAL POWERPOINT REPORT PROVIDING FULL JURISDICTIONAL DATA ANALYSIS AND ACTIONABLE INSIGHT	✓	✓
A COMPLETE JURISDICTIONAL DATA SET	✓	✓
A NATIONAL REPORT DETAILING STUDY FINDINGS IN ELECTRONIC FORMAT	✓	✓
A SUMMARY REPORT WITH KEY RESEARCH HIGHLIGHTS SUITABLE FOR DISTRIBUTION TO MANAGERS AND STAKEHOLDERS	✓	✓
A SET OF CUSTOMIZED JURISDICTIONAL ENHANCEMENTS TO THE BUSINESS FIRST STUDY UP TO A VALUE OF \$10,000 THAT INCLUDES ONE OR A COMBINATION OF THE FOLLOWING OPTIONS: <ul style="list-style-type: none"><li>• CUSTOMIZED ADDITIONAL SURVEY QUESTIONS;</li><li>• EXPANDED SAMPLE SIZE;</li><li>• CUSTOMIZED SPECIAL REPORT(S).</li></ul>		✓
AN IN-PERSON (IF FEASIBLE) OR REMOTE PRESENTATION OF THE STUDY RESULTS		✓
RECOGNITION AS A STUDY SPONSOR	✓	✓