

# Service Satisfaction Survey 2016 Summary Report

**SERVICE DELIVERY DIVISION**

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Ministry of  
Social Development  
and Social Innovation

## Executive Summary

The Ministry of Social Development and Social Innovation (SDSI) offers clients an opportunity to provide feedback on the ministry's service delivery formally through Service Satisfaction surveys. The 2014 survey established a baseline for client satisfaction with the ministry's service delivery channels and identified service preferences and associated rationales. As a result of this feedback, several service delivery enhancements were implemented including expanding online services through My Self Serve (MySS) refining client mailouts, and making enhancements to the 1-866 ministry toll-free line that include offering a call back feature and updating the automated phone messaging to enhance clarity.

The ministry's 2016 client Service Satisfaction Survey launched on February 22, 2016 and closed on April 8, 2016. The purpose of this survey was to:

- Measure service delivery satisfaction by service channel (in person, online, telephone, mail, email – to its limited extent) and compare against the 2014 baseline;
- Identify potential service delivery efficiencies to enhance client satisfaction; and
- Monitor service channel satisfaction as service enhancements are introduced.

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This particular survey was produced based on consultation with survey professionals and feedback from approximately 30 clients and targeted advocate input.

As with the baseline survey, the 2016 survey was open to all BC Employment and Assistance (BCEA) clients receiving ministry services. The in-scope population was estimated at approximately 140,000 clients, from which the ministry received a total of 3,342 responses (a modest increase from the 3,005 responses in 2014). The survey was administered online, via telephone and through paper copies. The ministry offered telephone and paper options in response to recommendations from the 2014 survey to provide clients with alternate options for completing the survey.

While the survey response rate is not large enough to offer results that are fully representative of the entire caseload, despite the small response rate (2.4%) the resulting margin of error for the survey is acceptable ( $\pm 1.7\%$ , 19 times out of 20), meaning the survey results are statistically significant. Further, the geographic distribution of survey respondents was similar to the ministry's caseload. Ultimately, this feedback provides a valuable

opportunity for the ministry to assess service delivery effectiveness and identify opportunities to further enhance our service.

Respondents were asked to rate their satisfaction by individual service channel and their overall satisfaction with the services they received from the ministry. They were also asked a series of questions promoting and gauging awareness of ministry services.

In both surveys (2014 and 2016), respondents were also asked to provide one recommendation to improve ministry services as well as about accessibility of online services, frequency of contact and demographic characteristics. Primary themes of recommendations were similar and related to service delivery process and improved customer service.

The 2014 baseline survey results showed clients most preferred face-to-face service, with telephone and online services next. In the baseline survey, a significant portion of respondents indicated they did not currently use the online channel. This was an expected result at the time of the survey given the ministry's online channel had not yet launched provincially. Respondents did, however, indicate that the benefits of online services included accessibility and being able to access services outside regular business hours.

Over the last three years the ministry has made progressive steps, adding flexibility and online services that make it easier for clients to connect with the ministry:

- Launch of MySS, online portal that lets clients access their information, submit their monthly reports, communicate with the ministry, and request select services online. MySS now has over 30,000 registered users;
- New options were added to the 1-866 line, including a call back option instead of waiting on hold, and most recently the ability to include an extension number for call back. The 1-866 also now accepts calls from most Voice-over Internet Protocol (VoIP) services, (i.e. Skype, Google Talk, etc.);
- In late 2015 the ministry established a new provincial service delivery model to streamline applications and client requests. As a result, service requests are prioritized and assigned to the first available staff person for processing anywhere in the province. Further, the application process is expedited and gives frontline staff more time to help those who need extra assistance.

In the 2016 survey, the ministry's average overall service satisfaction score improved. Client satisfaction relating to online services also improved since 2014 and feedback from clients indicates a growing interest in services available online and over the phone.

In averaging the score for each service channel, overall the highest two satisfaction ratings in 2016 were with the online client portal MySS and the online SSAA tool (based on averaging expectation scores overall for each service channel). While average satisfaction for online services increased (as did mail sent from the ministry), in person and telephone average satisfaction decreased despite some enhancements that have been made. This provides the ministry an opportunity to further improve its telephone service with a focus on reducing wait times and enhancing service quality.

Asking clients for their feedback through Service Satisfaction Surveys provides the ministry's executive and leadership teams opportunities for improvement as the ministry moves forward in enhancing its service delivery to continue to improve overall effectiveness and efficiency.

## Introduction

The ministry is focused on ensuring a provincially integrated, efficient, standardized, and technology-enabled service delivery that supports positive client outcomes. Clients can access services in a number of ways, including: telephone, online, in person face-to-face, mail, fax, and to a limited degree email.

The ministry continues to look for opportunities to deliver services in a more simplified, standardized and streamlined way.

The 2014 survey established a baseline around client satisfaction with the ministry's service delivery channels and identified service preferences and associated rationales. Service delivery enhancements that followed and aligned with the survey feedback include expanding online service through My Self Serve, refining client mailouts, marketing the call back feature on the 1-866, and updating the automated phone messaging to enhance clarity.

The 2016 Service Satisfaction Survey was launched February 22<sup>nd</sup> and closed April 8, 2016.

The purpose of the 2016 survey was to:

- Measure service delivery satisfaction by service channel (in person, online, telephone, mail, email – to its limited extent), and compare against the 2014 baseline;
- Identify potential service delivery efficiencies to enhance client satisfaction; and
- Monitor service channel satisfaction as service enhancements are introduced.

A key goal of the survey was to measure client satisfaction with the ministry's existing service delivery channels as well as to promote ministry services gauging respondent's awareness.

The 2016 survey provided the ministry opportunity to compare results with the 2014 baseline survey enabling the ministry to monitor service channel satisfaction as new service enhancements had been introduced.

The 2016 survey was open to all BC Employment and Assistance clients receiving ministry services and was administered online, via telephone, and via paper copies. The ministry offered telephone and paper options in response to recommendations from the 2014 survey to provide clients with options for completing the survey.

Respondents were asked to rate their service satisfaction by service channel on a five point scale. Respondents were also asked to rate their current level of satisfaction overall when considering the ministry services they received as a whole.

In addition, respondents were asked about their awareness of ministry services including the toll-free 1-866 line, front counter service, email for Bus Pass Program, and the online client portal My Self Serve. Then, respondents were asked how likely they were to use the ministry's self-serve and online services.

Respondents were also asked to provide one recommendation to improve ministry services as well as about accessibility of online services, frequency of contact, and demographic characteristics.

The responses are consolidated and demographic and geographic area variances in responses are highlighted as they occur (see also Appendices).

Feedback collected to date provides a valuable opportunity for the ministry to continue to assess our service delivery effectiveness and identify opportunities to further enhance service.

## Service Delivery Changes since 2014

### Telephone

To improve services at its toll-free contact centre, in June 2014, the ministry enhanced its telephone software and clients are now able to access even more of their personal file information 24/7 via self service, including:

- Cheque amount with a breakdown of benefits.
- Monthly report (stub) status and payment method.
- Option to create a new Personal Identification Number (PIN) over the phone with immediate access.
- Option to leave a phone number for a call back – a great option so people aren't using up their cell minutes waiting on hold.
- Wait-time announcements for callers entering the phone system.
- Streamlined call options to get people to the right staff person on their first call.

The ministry also now has the systems functionality in place to direct deposit crisis grants for those clients determined eligible by telephone. Further, in response to feedback received during the 2016 survey, the ministry's 1-866-866-0800 toll-free service number has been enhanced to now accept calls from outside of BC as well as most Voice-over Internet Protocol (VoIP) services, (i.e. Skype, Google Talk, etc.).

There are a number of reasons call wait times may increase at times, including the growing popularity of the toll-free number for SDSI clients, a number of significant policy changes that generate interest and questions from clients and stakeholders, and a continuing rise in the disability assistance caseload. The ministry continues to take steps to make our phone service even better.

Starting March 7, 2015, the ministry expanded the call centre hours. The ministry retained the existing core staff shift hours of 8:30am-4:30pm, Monday to Friday, and expanded by introducing a new shift from 10:00am-6:00pm. Incoming calls from the public are answered from 9:00am-4:00pm. The new 10:00–6:00pm shift supports clearing the phone queue each day, returning client calls and further reducing wait times. In 2016, the ministry also hired new employees to staff the call centre and vacancies continue to be filled as they arise.

## Online

Feedback from ministry clients indicates a growing interest in services available over the phone and online.

The ministry launched My Self Serve (MySS) for ministry clients on September 8, 2014. The vision of MySS is to modernize ministry services in order to offer individuals more flexibility in how, when and where they access ministry services – increasing convenience, self-sufficiency and independence.

MySS allows clients to access their file information 24/7, including their monthly cheque amount, annual earnings exemption limits, receive important reminders and messages from the ministry, request select services online, and check the status of those requests.

Since its launch in 2014, over 32,000 clients have registered for My Self-Serve and usage continues to grow, that includes submission of monthly reports (stubs) online.

## Service Delivery Model

In 2014/15, the ministry transitioned from a regionally based model to a provincial model of service delivery. This means the work the ministry does is grouped by work type (or “streams”) rather than by physical location. A goal of the transformation was to provide more consistent and standardized services across the province while meeting the needs of specialized populations. Centralizing the intake process responds to client and advocate feedback around timeliness and consistency in our service delivery and aims to reduce the number of touch points for applicants throughout the application process.

The virtually centralized process benefits applicants in the following ways:

- Reduced number of required office visits;
- Minimized application documentation;
- Elimination of ‘no show’ appointments, thereby providing more time for dedicated applicants; and
- Implemented accommodation protocols for non-standard intakes (e.g., rural, interpreter-required, no phone, etc.).

In Spring 2015, the ministry introduced a start to finish process for applications with the client’s application steps completed by the same Employment and Assistance Worker.

The ministry will continue to look for opportunities to deliver services in a more simplified, standardized and streamlined way, and leverage and build on our business processes to maximize the benefit from our new provincial approach. The transformation also allows us to move toward more enhanced use of technology and deliver services virtually where possible with a focus on improving the client experience.

## Survey Methodology

The survey was open to all BCEA clients receiving ministry services. Survey questions were focused on service satisfaction by channel, promoting ministry services, and gauging awareness of and an opportunity for respondents to provide a recommendation for improving ministry services. Demographic characteristics of the survey population were also surveyed.

The in-scope population was estimated at approximately 140,000 clients, from which the ministry received a total of 3,342 responses. In response to feedback received from stakeholders, and to support broad participation, the ministry offered various ways to participate (all adhered to privacy and information security requirements):

- Online through the ministry's website;
- By calling a designated 1-877 toll-free survey line available Monday to Friday (8:30am – 4:30pm, except statutory holidays); and
- Paper copies were available upon request through the designated 1-877 toll-free line, and a postage paid return envelope was provided for the completed survey. This was to best protect the privacy and anonymity of participants.

The 2016 Service Satisfaction Survey was tested specifically for JAWS compatibility and feedback was very positive. As a result of the testing, further enhancements were made to the survey design to maximize compatibility and access for those using assistive technology programs. Improving the navigation of the ministry's online surveys for those using assistive technology also supports the 2024 Accessibility Strategy.

Of the 3,342 total survey responses received, under 2% (61) were by paper copy and 5% (181) completed by phone. The majority of surveys 93% (3,100) were completed online. While alternate options were offered, online remains the predominant method.

While the survey response rate is not large enough to offer results that are fully representative of the entire caseload, despite the small response rate (2.4%, increased from 2.2% in 2014), the resulting margin of error for the survey was still acceptable ( $\pm 1.7\%$ , 19 times out of 20)<sup>1</sup>, meaning the results are statistically significant. This margin of error is comparable to the 2014 survey results.

Ultimately, the feedback provides a valuable opportunity for the ministry to assess our service delivery effectiveness and identify further opportunities to enhance our services.

## Demographic Characteristics

Demographic variances in responses are highlighted throughout the report as they occur (see also Appendices for further analysis of demographic characteristics by survey response).

For example, key demographic characteristics did vary within the sample size as shown in the table below. 73% of survey respondents self-identified as person with a disability<sup>2</sup>, 5 percentage points higher than the ministry persons with disabilities (PWD) caseload of 68%. This variance reduced from 13% in 2014.

2016			
Identifier	Respondents	Population	Variance
Person with a Disability <sup>2</sup>	2,444 (73%)	95,322 (68%)	+5%
Did not Identify as a Person with a Disability	898 (27%)	45,661 (32%)	-5%
<b>Total</b>	<b>3,342</b>	<b>140,983</b>	
2014			
Identifier	Respondents	Population	Variance
Person with a Disability	2,377 (79%)	89,048 (66%)	+13%
Did not Identify as a Person with a Disability	628 (21%)	46,051 (34%)	-13%
<b>Total</b>	<b>3,005</b>	<b>135,099</b>	

<sup>1</sup> The margin of error was calculated assuming the data was a normal distribution.

<sup>2</sup> Calculated using the results of question 12 which is comparable to 2014 survey data

The 2016 geographic distribution of survey respondents was similar to the ministry caseload, however, the variances increased in the lower mainland and interior/north when compared to the 2014 survey results.

2016			
Geographic Identifier	Respondents	Population	Variance
Vancouver Island	808 (24%)	29,287 (21%)	+3%
Lower Mainland	1,656 (50%)	75,469 (54%)	-4%
Interior/North	697 (21%)	36,227 (26%)	-6%
Prefer not to say	181		
<b>Grand Total</b>	<b>3342 (100%)</b>	<b>140,983 (100%)</b>	
2014			
Geographic Identifier	Respondents	Population	Variance
Vancouver Island	677 (24%)	28,044 (21%)	+3%
Lower Mainland	1,518 (54%)	72,947 (54%)	0%
Interior/North	620 (22%)	34,118 (25%)	-3%
Prefer not to say	190		
<b>Grand Total</b>	<b>3005 (100%)</b>	<b>135,099 (100%)</b>	

## Service Satisfaction Results

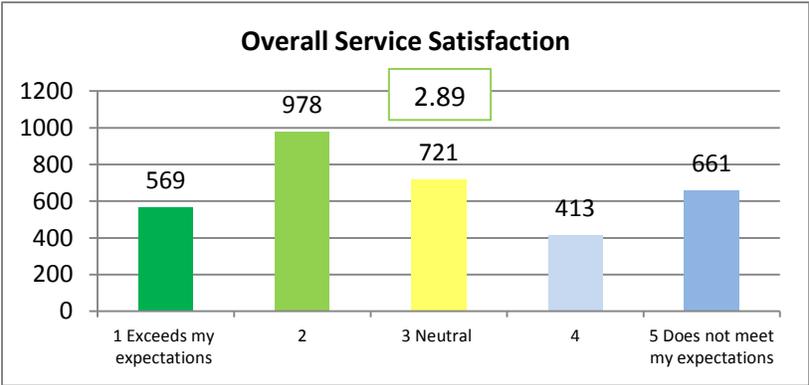
A shift in the 2016 survey was asking respondents to rate satisfaction of three separate online services, while in 2014, respondents were asked about general online services only. The three online services were: general online services (i.e. Online Resource, forms, and ministry news releases), the online Self Serve Assessment and Application (SSAA) tool, and the online client portal My Self Serve (MySS). The ministry did not ask about email satisfaction this year as email was very restricted in its use (Bus Pass Program predominantly).

Respondents were asked to rate their current level of satisfaction by service channel on a five point scale and responses were consolidated (see individual service channel sections of this report and Appendices for further analysis of service satisfaction by survey response, for example, Service Satisfaction by Frequency of Contact).

### Overall Service Satisfaction

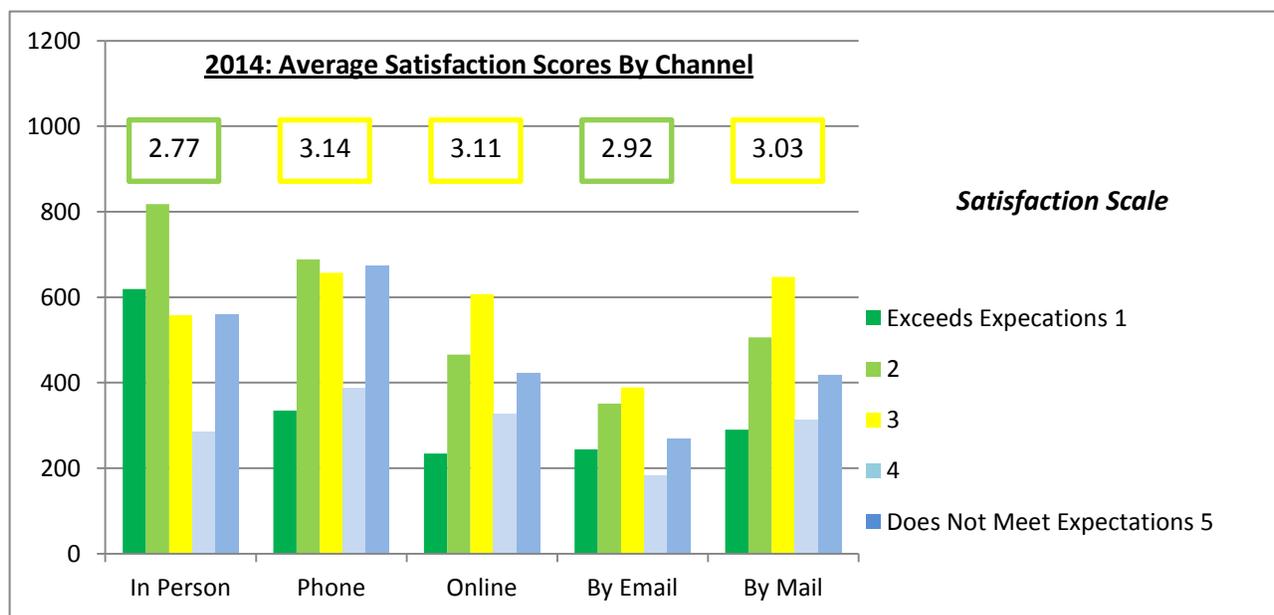
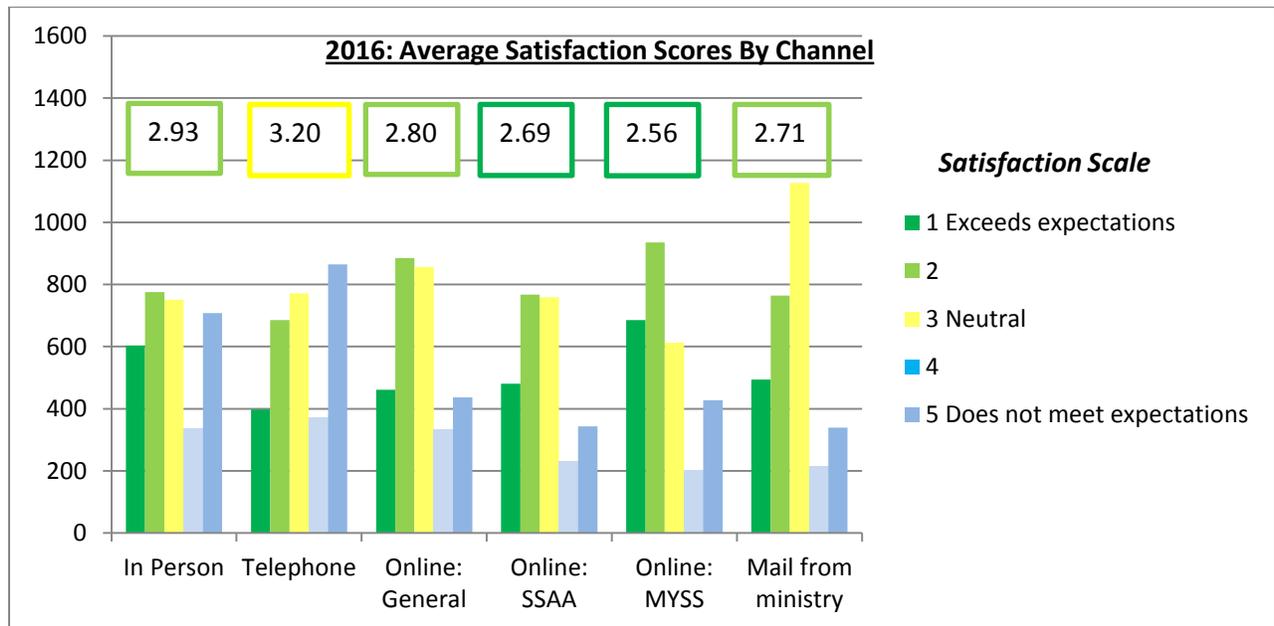
Respondents were asked to rate their **overall level of satisfaction** with ministry service. 46% (1,527) of respondents reported overall satisfaction with service received from the

ministry (based on meets to exceed expectations for comparison purposes). The average overall service satisfaction score improved in 2016 (2.89, up from 3.17 as identified in 2014).



Respondents were asked to rate their current level of satisfaction by channel on a five point scale. Client satisfaction relating to online services has improved since 2014. This is likely predominantly due to the provincial introduction of My Self Serve late 2014, and enhancements to the online application tool, and relates to the clients who use these tools.

While average satisfaction for online services increased (as did mail sent from the ministry), in person and telephone average satisfaction decreased. The following charts show the 2016 and 2014 average satisfaction scores by channel (lower the number, higher the satisfaction). The 'Do not use' data are not included in these particular charts.

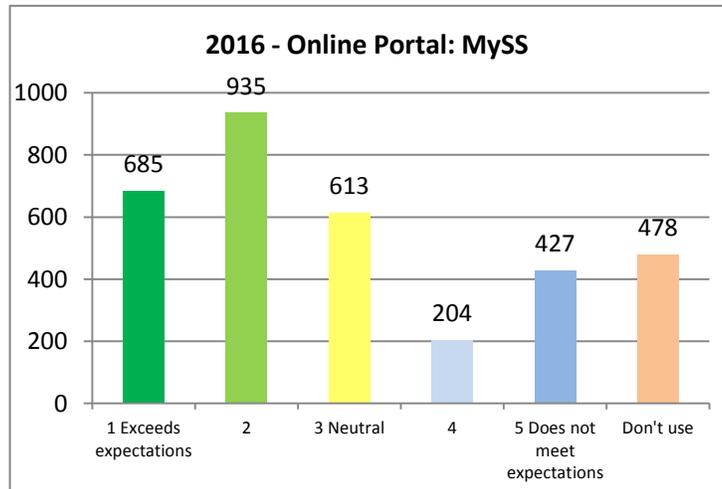


The 2016 survey did not measure email satisfaction as its use is limited, primarily for the Bus Pass Program. The individual service channel results are described in more detail below.

## Online Portal: My Self Serve

MySS received the highest satisfaction rating by those who use this channel when compared to all six of the service channels assessed in the 2016 survey. The overall satisfaction rating, (based on averaging all 5 points of the expectation scores on a weighted scale) was 2.56. 48% (1,620) of respondents rated that the Online Portal: My Self Serve meets or exceeds expectations (1 or 2), and 22% (631) rated that it does not meet expectations (4 or 5).

The table to the right shows the service satisfaction rating distribution. Since respondents were not asked to rate MySS in the 2014 baseline survey, the ministry does not have service satisfaction data to compare the 2016 results to.



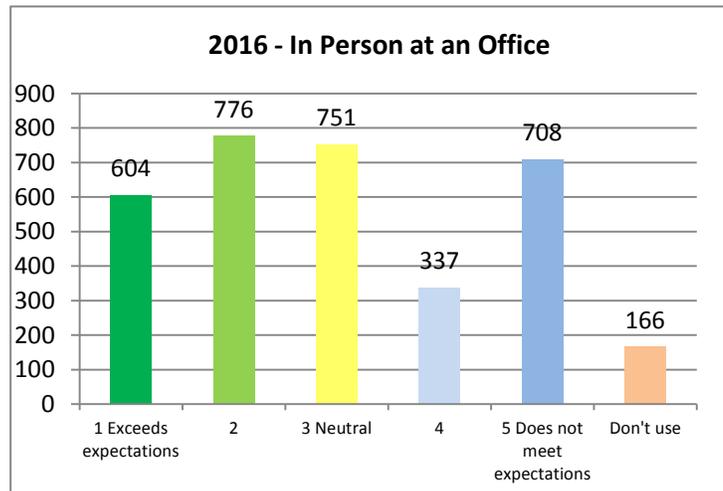
When reviewing the diversity of those accessing this service, 49% (128) of those that self-identified as a member of a visible minority reported MySS exceeding or meeting expectations.

48% (134) that self identified as of aboriginal ancestry reported MySS meeting or exceeding expectations.

## In Person at an Office

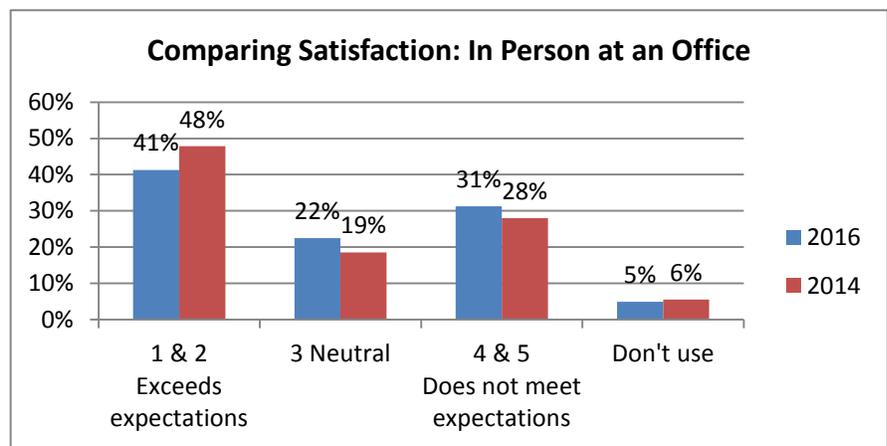
This channel refers to face-to-face services provided to clients in person with a worker at an office. The table below shows the service satisfaction rating distribution.

For in person services, the overall satisfaction rating, (based on averaging all 5 points of the expectation scores on a weighted scale) was 2.93. 41% (1,380) rated that it meets or exceeds expectations (1 or 2), and 33% (1045) rated that it does not meet expectations (4 or 5).



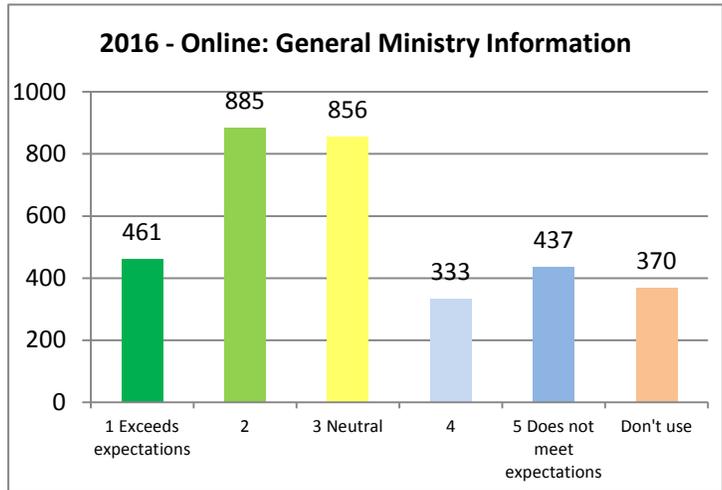
When reviewing the diversity of those accessing this service, 41% (1,000) of those that self-identified as a PWD reported in person service exceeding or meeting expectations. 46% (129) of survey respondents that self-identified as of aboriginal ancestry reported the service meeting or exceeding service expectations.

The table to the right shows the in person service satisfaction results in 2016 compared to 2014. In person service satisfaction reduced by 7% in 2016 for exceeds/meets expectations. This channel received the highest satisfaction rating in 2014.



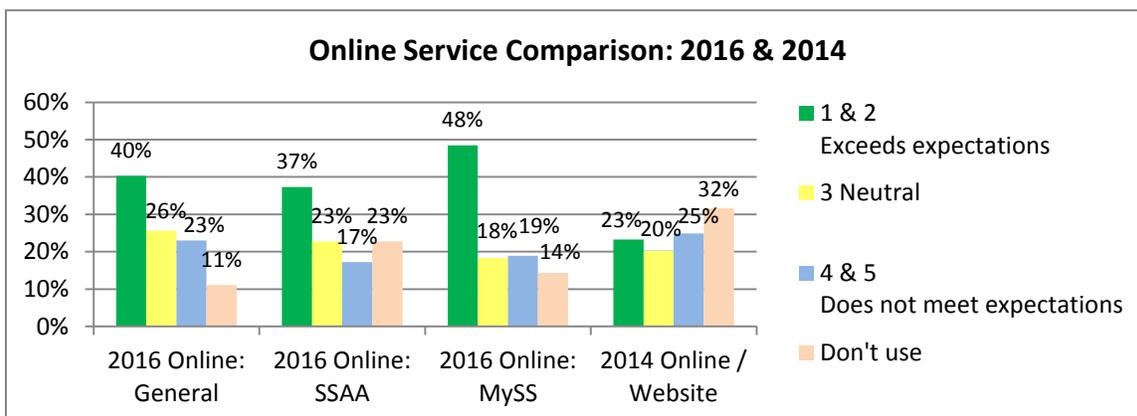
## Online: General Ministry Information

This channel refers to general ministry information clients access online such as BCEA Policy and Procedure Manual, forms, and ministry news releases. The table to the right shows the service satisfaction rating distribution. The overall satisfaction rating, (based on averaging all 5 points of the expectation scores on a weighted scale) was 2.80. 40% (1,346) rated that the ministry's general online services meets or exceeds expectations (1 or 2), and 26% (770) rated that it does not meet expectations (4 or 5).



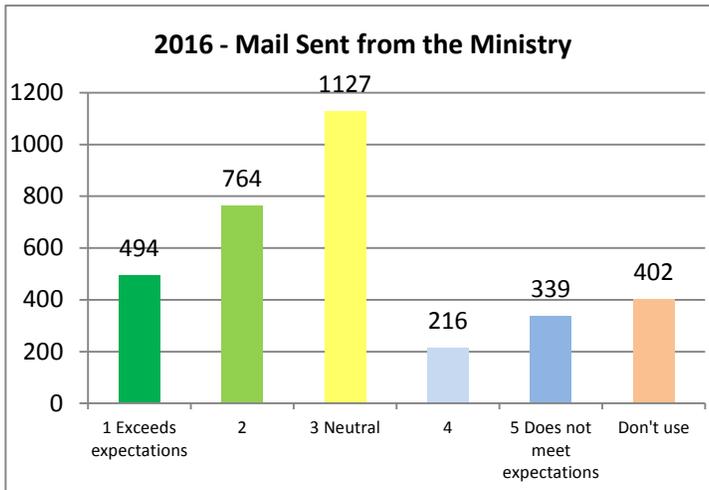
When reviewing the diversity of those accessing this service, 44% (115) of those that self-identified as a member of a visible minority reported this service meeting or exceeding expectations. 39% (945) of survey respondents that self-identified as PWD reported the service meeting or exceeding expectations. Similarly, 39% (110) of those identifying as of aboriginal ancestry reported online general service met or exceeded expectations.

Online services were assessed differently in the 2016 and 2014 surveys. In 2014, general online / website services overall (which included SSAA at the time) were rated by respondents. In 2016, online general services, SSAA and MySS online services were all rated separately. The table below compares the online service satisfaction ratings. In 2014, over 30% of respondents indicated they did not use the online / website services. Of those who used them, 23% indicated the service met or exceeded expectations. 2016 ratings of the three individual online services showed an increase in satisfaction ratings of meeting/exceeding expectations.



## Mail Sent from the Ministry

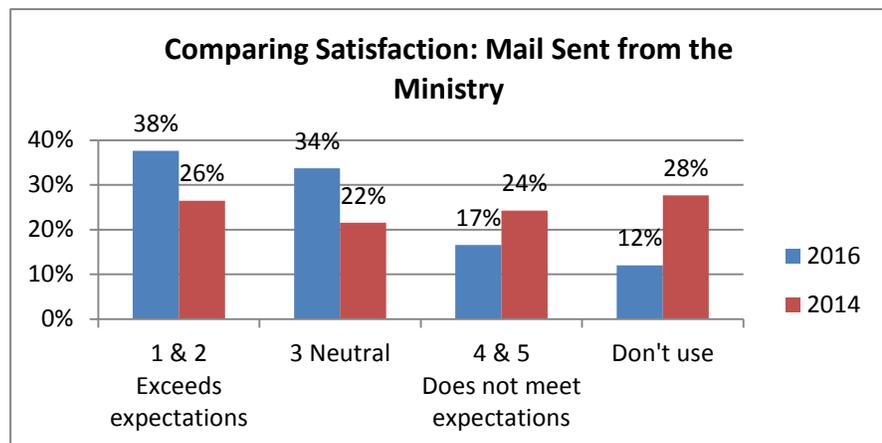
This channel refers to mail sent by the ministry to clients. The table below shows the service satisfaction rating distribution. For mail sent from the ministry, the overall satisfaction rating, (based on averaging all 5 points of the expectation scores on a weighted scale) was 2.71.



38% (1,258) of respondents felt that this service meets or exceeds expectations (1 or 2), and 19% (555) rated that it does not meet expectations (4 or 5). When reviewing the diversity of those accessing this service, 41% (107) of those that self-identified as a member of a visible minority reported this service meeting or exceeding expectations. 38% (927) of survey

respondents that self-identified as PWD reported the service meeting or exceeding expectations. 38% (107) who self identified as of aboriginal ancestry felt the same.

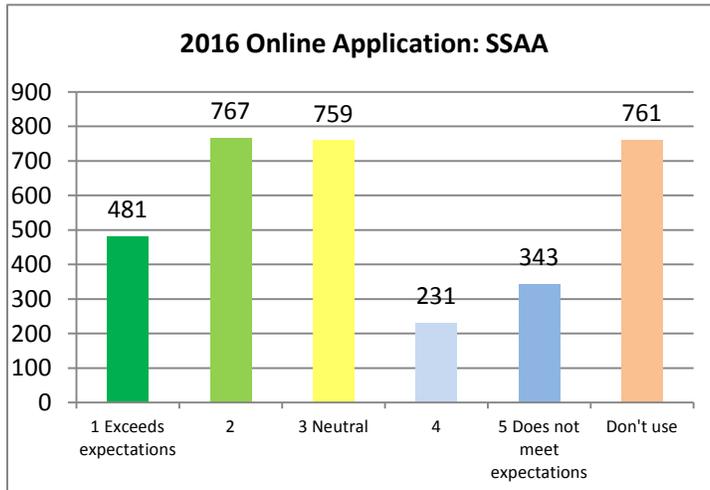
The table to the right compares the 2016 and 2014 service satisfaction for mail sent from the ministry.



While fewer respondents use mail and more feel neutral about it, 12% more clients indicated that the service met or exceeded expectations in 2016 when compared to 2014.

## Online Application: SSAA

This service refers to the online tool British Columbians can use to learn what may be available to them, assess their eligibility and apply for government assistance. This tool is available on the ministry's public website. The table to the left shows the service satisfaction

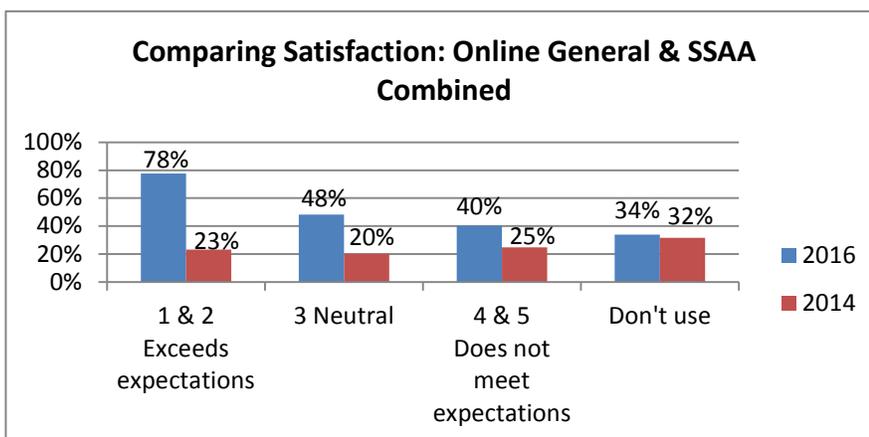


rating distribution. Overall, (based on averaging all 5 points of the expectation scores on a weighted scale) was 2.69. 37% (1,248) of respondents reported the online SSAA met or exceeded expectations (1 or 2) while 22% (574) rated that it does not meet expectations (4 or 5). Of all the service channels surveyed, the SSAA received the highest percentage of do not use at 23% (761).

When reviewing the diversity of those accessing this service, 41% (107) of those who self-identified as a member of a visible minority reported this service meeting or exceeding expectations. 40% (111) of survey respondents who self-identified as of aboriginal ancestry reported the service meeting or exceeding expectations. Approximately 25% of all self-identified member of a visible minority, of aboriginal ancestry and person with disability indicated they do not use the Online Application service.

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Since the 2014 survey assessed SSAA satisfaction combined with general online / website service as one channel, in order to compare results with 2016 data, 2016 general online and SSAA satisfaction ratings are combined in the data table below. While it should be

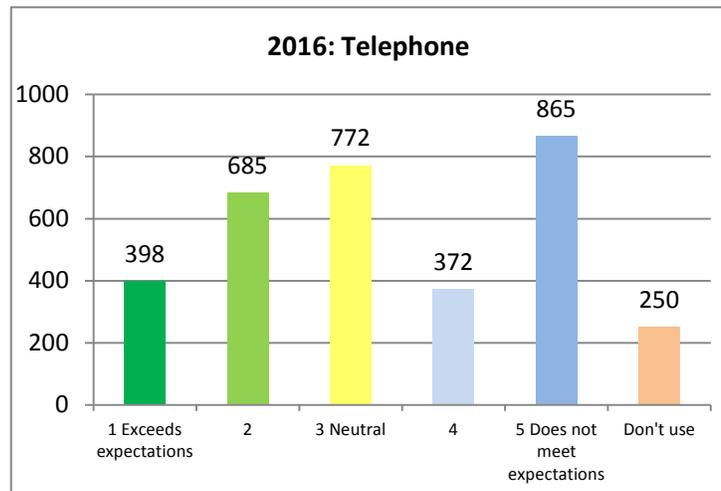


noted that this does not result in a direct comparison, results of this analysis identify that general online service and SSAA satisfaction increased in 2016 when compared to 2014.

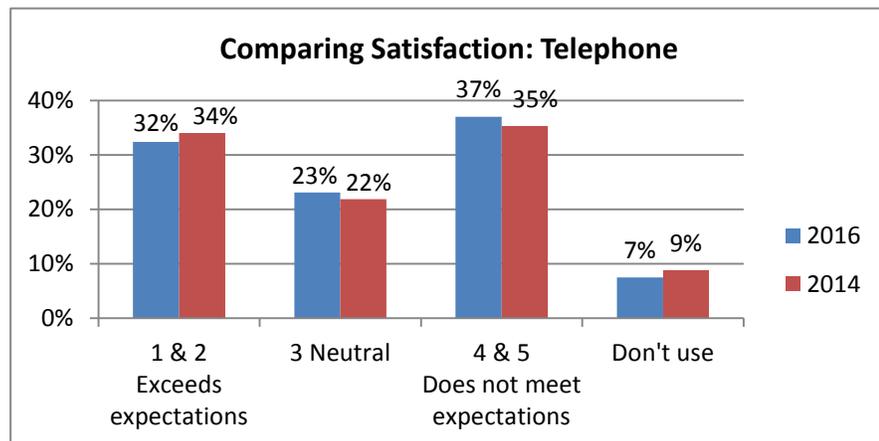
## Telephone

The telephone service channel refers to the ministry's 1-866 number used by citizens to access information (including about ministry programs). The table below shows the service satisfaction rating distribution. Clients identified telephone service satisfaction as the area requiring the most service improvement. Overall, (based on averaging all 5 points of the expectation scores on a weighted scale) was 3.20. 32% (1,083) felt the service met or exceeded expectations (1 or 2), 40% (1,237) felt telephone service did not meet expectations (4 or 5).

When reviewing the diversity of those accessing this service, 40% (112) of respondents who self identified themselves as of aboriginal ancestry reported telephone service met or exceeded expectations. 35% (91) of those who self-identified as of a visible minority reported the service met or exceeded expectations. Of those who indicated telephone service does not meet expectation, 38% (940) identified themselves as persons with disability.



The table below compares the telephone service satisfaction results in 2016 and 2014. While survey results are comparable, it is noted that telephone service received the lowest satisfaction rating (meeting or exceeding expectations) in 2016. Compared to 2014, telephone service received the second highest satisfaction rating. The increase in online service satisfaction was a factor.



## Awareness of Ministry Services

The 2016 survey asked respondents if they were aware of various ways the ministry offers services: toll-free 1-866 line including self serve options, MySS, email (predominantly for Bus Pass Program), and front counter service. 60% (1,997) respondents identified they were aware of the all service options listed while 8% (252) reported they were not aware. The remaining 33% (1093) reported they were aware of some but not all.

The survey also asked respondents if they were aware of the features accessible through MySS for registered clients: 24/7 access to file information, ability to submit a monthly report online, upload documents from mobile phone or computer, ability to reply to the ministry online, receive reminders and messages from the ministry, view and print confirmation of assistance, and access to other ministry information including forms and policies. The results were comparable to respondent's awareness of the various ways the ministry offers service. 57% (1910) of respondents indicated they were aware of all the features listed while 11% (366) were not aware. The remaining 32% (1,066) reported they were aware of some but not all of the features.

## Likelihood of Using Self-Serve and Online Options

Using a five-point scale, respondents then indicated the likelihood of using any/some of the ministry's self-serve and online services. 72% (2,403) indicated it was likely or very likely that they would use the self-serve and online services. 14% (483) reported that it was unlikely they would access the self-serve and online services.

When comparing age demographics to the likelihood of using self-serve and online services, age did not have significant impacts on those likely to use services though over half 54% (259) of those who identified being unlikely to use the services were from 45 to 64 years old.

## Summary of Open Ended Question Results

As part of the survey, the ministry included one open ended question. Question eight gave survey respondents the opportunity to provide one recommendation to improve the ministry's self services (i.e. online portal – My Self Serve, toll-free 1-866 line automated telephone inquiry options). This question was optional and responses were limited to 350 characters in total. The question response rate was 73% (2,456 respondents).

Responses to this question have been grouped into themes:

### **Telephone (1 866 866-0800)**

Clients expressed that they have experienced long wait times for ministry services using the telephone service channel. They emphasized, the ministry should consider increasing the number of staff answering the phone to help reduce the wait times. Clients report: being cut off at times, receive varying responses, feeling rushed, and some indicated they have difficulty articulating their needs over the phone. Along with improving wait times, clients would like a quicker return call when using the call back feature. However, clients also commented that they appreciate the call back feature. Clients would like to see the phone tree simplified with clearer messaging and faster routing to speak to a worker. Clients also recommended offering the ability to accept calls from Voice over Internet Protocol (VoIP) services, (i.e. Skype, Google Talk, etc.) to increase accessibility.

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### **Online (My Self Serve)**

Clients expressed that the online channel provides easy and convenient access to ministry information. However, clients commented that the registration process for My Self Serve (MySS) was complicated and hard to navigate. Many clients find the multiple passwords required to sign in to My Self Serve confusing and would like to see the process simplified (i.e. one password only). Clients would like to have an easier process for changing passwords or username and updating case information. Clients strongly recommend offering support for technical issues (i.e. click to chat, real time troubleshooting support, etc.) outside of the main toll free line. Clients commented they are having difficulties uploading documents and would like the ability to upload larger files more easily. Clients appreciate having the option to complete the monthly stub online, but would like the cutoff

date extended and more support for questions/issues. Other suggestions included making public computers available in all ministry offices, MySS in different languages, more forms available, ability to email the ministry (without restrictions), ability to book an appointment online and providing staff more training on MySS to better support clients.

### **Online Application**

Some clients commented they had difficulty finding the link to the Income Assistance (IA) application, Self Serve Assessment and Application – SSAA tool, and that the application is too long to do on a public computer with limited access times (i.e. library 1 hour limit). There were also recommendations to update the ministry website to make it easier to access and navigate and more user-friendly with current information.

### **Face-to-face**

Clients expressed that they have experienced long wait times for ministry services when using our face-to-face channel. Further, a common concern expressed was around office accessibility (office closures, hours of service and physical layout) and the need for privacy while accessing ministry services.

### **General**

A reoccurring recommendation was to improve service quality through more training, for example, on ministry policies as well as compassion, respect and disability awareness training for ministry staff.

Clients also emphasized the importance of consistency amongst service channels and staff. Clients indicated that they would like to know upfront what services/benefits they might be eligible for, as well as improving communication overall.

Feedback emphasized the current service delivery model should be improved for our PWD clients in particular; suggestions included separating PWD from IA clients and delivering service through either a caseload model or a designated worker for those who need it and also simplifying the application process.

Feedback also emphasized the ministry should review the current rate structure and consider raising the rates, including providing support for internet costs.

## Conclusion and Next Steps

Establishing a baseline in 2014 and continuing to engage clients around their satisfaction with our service delivery channels by reaching out to them for their perceptions on the service delivery experience is a positive step. It is important to assess the effectiveness and impact of significant initiatives and our service delivery model and continue to monitor service on an ongoing basis.

Despite the small response rate of 2.4% (based on 3,342 respondents vs a total in-scope population of approximately 140,000), the resulting margin of error for the survey was still acceptable ( $\pm 1.7\%$ , 19 times out of 20), meaning the results are statistically significant. Further, the geographic distribution of survey respondents was very similar to the ministry's caseload. As such, the feedback does provide a valuable opportunity for the ministry to assess our service delivery effectiveness and identify opportunities to enhance our services.

The ministry continues to look for opportunities to deliver services in a simplified, standardized and streamlined way as it moves towards more technology-enabled and virtually delivered services to provide people with more flexibility on how, when and where to access services. Since the launch of MySS, over 30,000 clients have registered and feedback from clients indicates a growing interest in services available online and over the phone. The ministry's call centre receives about 1.6 million calls every year and there are times when high call volumes cause delays, however, the ministry is taking steps to make our phone service even better. While the ministry will continue to provide face to face services, it is anticipated that clients will increasingly choose to be served over the telephone or online. Face to face service will always be available to clients for whom phone or self-service channels are not viable service options.

In focusing on improving the quality of service and achieving future operational efficiencies we must understand the service experience as a whole. This involves mindfully considering how we can integrate channels, supporting the shift to increased self-service, and working collaboratively to resolve shortcomings through joint service delivery with our service delivery partners (e.g. Service BC).

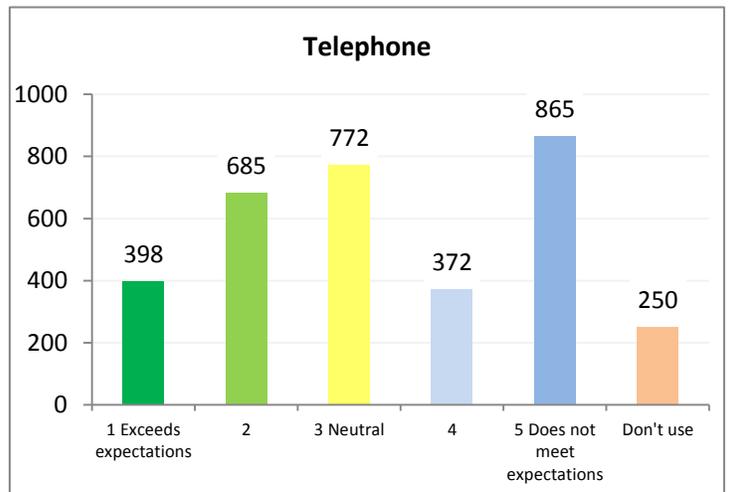
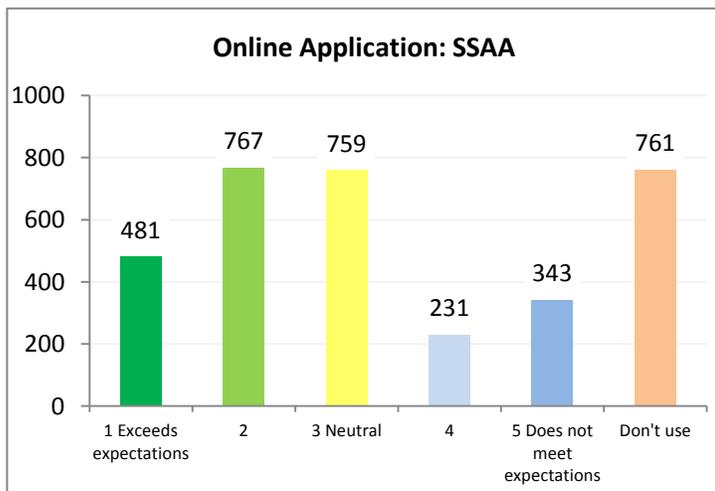
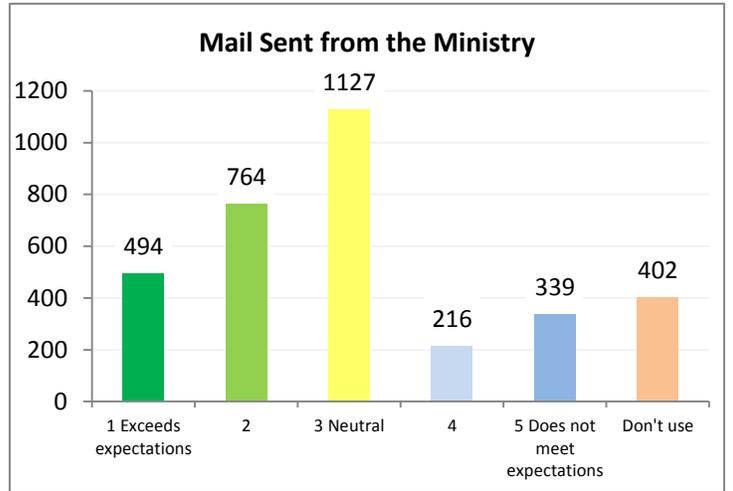
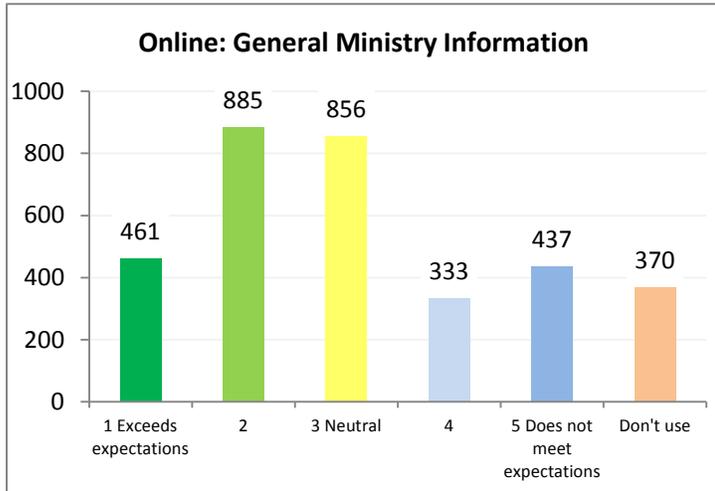
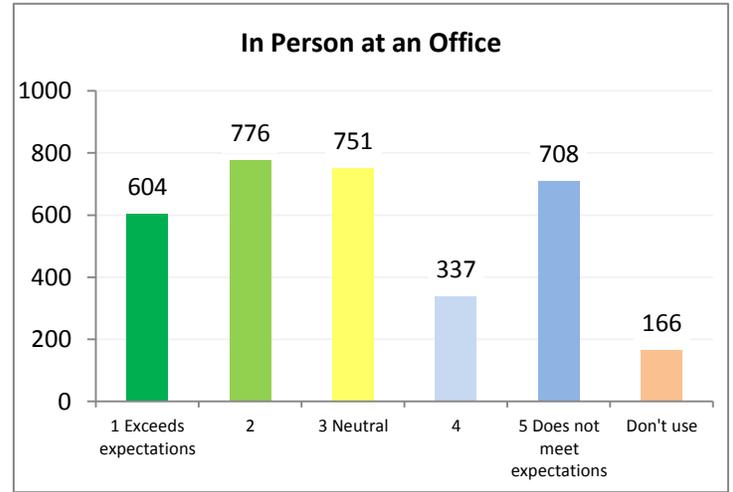
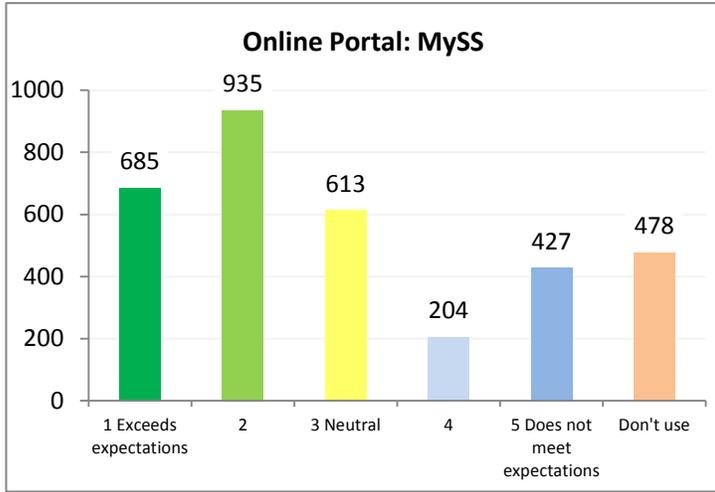
Ultimately, to be the government leader in service delivery, the ministry must focus on

streamlined, integrated and efficient service delivery placing the client at the heart of the service transaction – reviewing service delivery from the client perspective.

It is imperative we continue to engage stakeholders and continue to use established feedback loops both to consult and keep them informed of service delivery changes. External stakeholders provide a valuable source of feedback and information sharing about the effectiveness of ministry policies, programs and services for clients. This will allow the ministry to tailor future engagement to ensure we obtain the information and participation required to make informed service delivery enhancement decisions. Regular and ongoing engagement and monitoring/reporting helps the ministry gauge the ongoing perceptions and needs of clients based on client experience and tailor future activities and service enhancements to ensure they are appropriate and meeting the needs identified.

The consolidated survey results collected from the 2016 Service Satisfaction Survey will be shared with the ministry's leadership and business leads for review and consideration, as the ministry moves forward in enhancing its service delivery to improve effectiveness and efficiency.

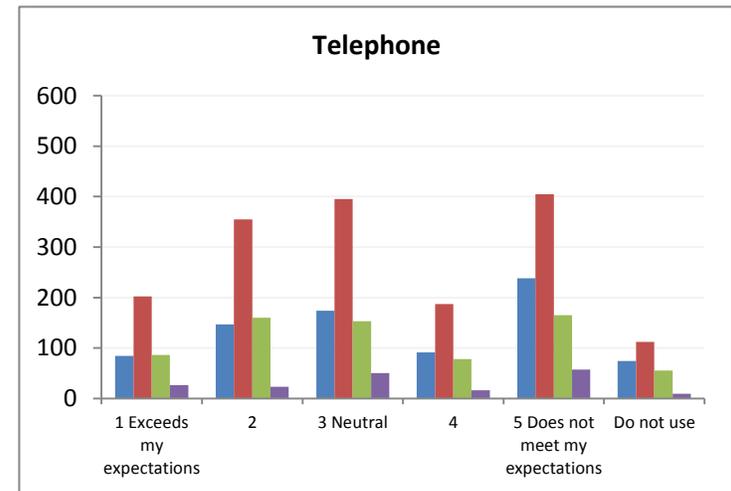
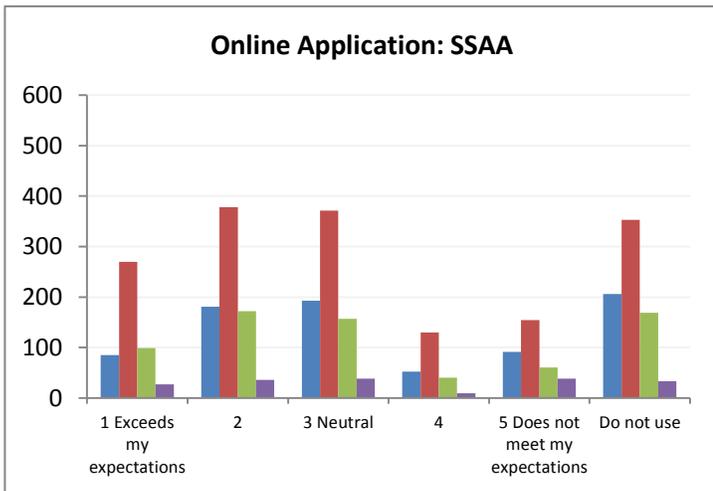
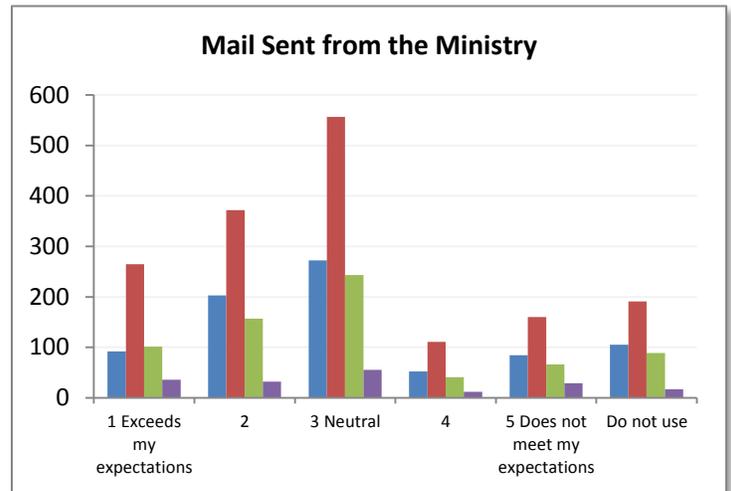
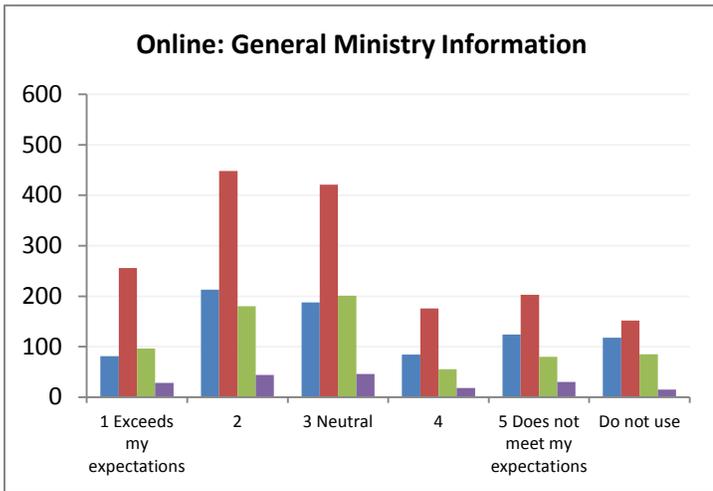
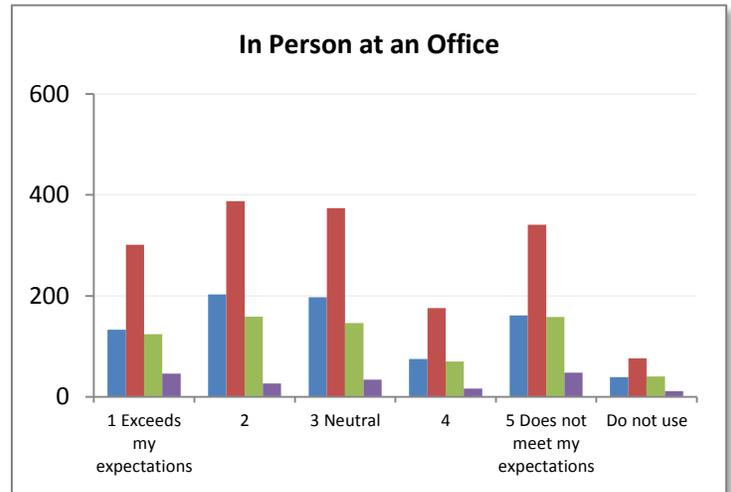
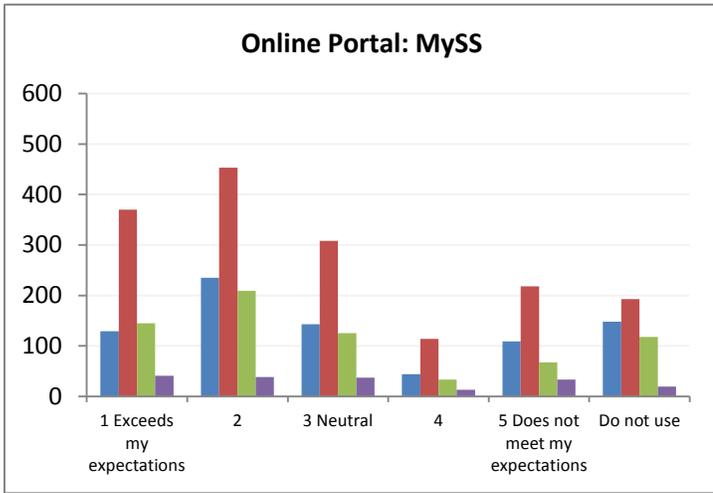
# Appendix A: Service Satisfaction by Channel



# Appendix B: Service Satisfaction by Geographic Location

## Legend:

■ Vancouver Island 
 ■ Coastal/Lower Mainland 
 ■ Interior/North 
 ■ Prefer not to say



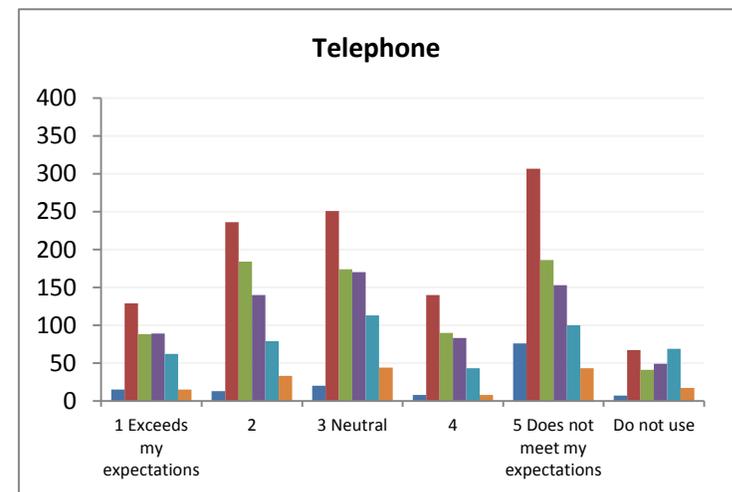
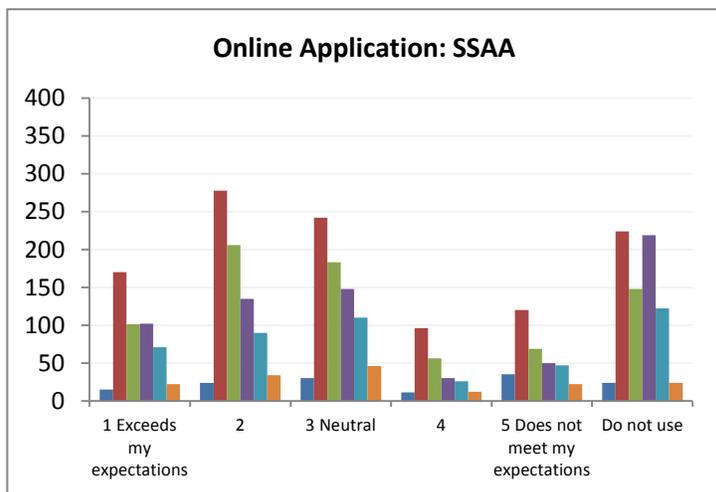
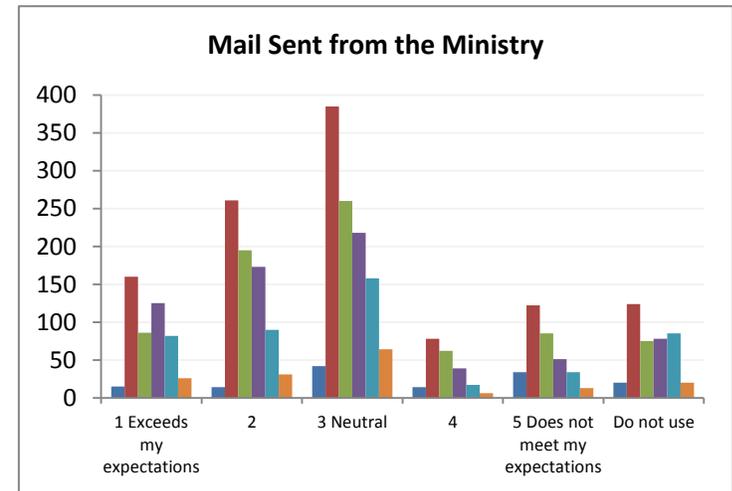
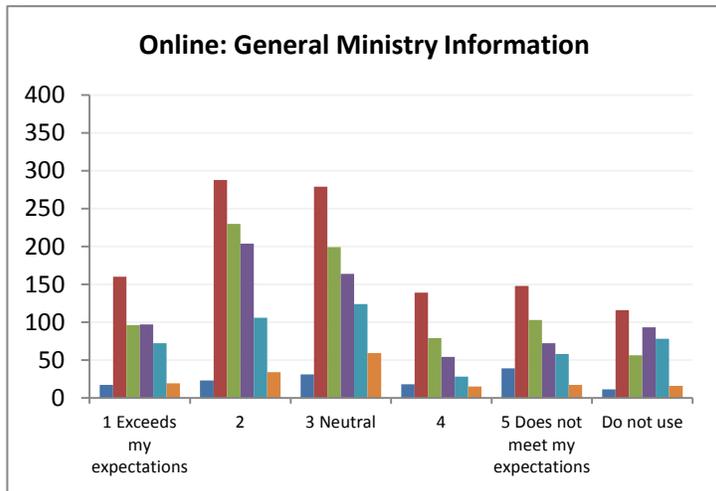
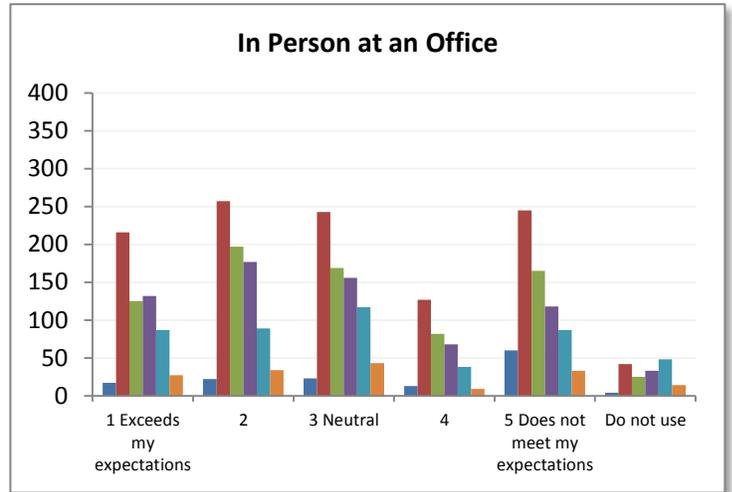
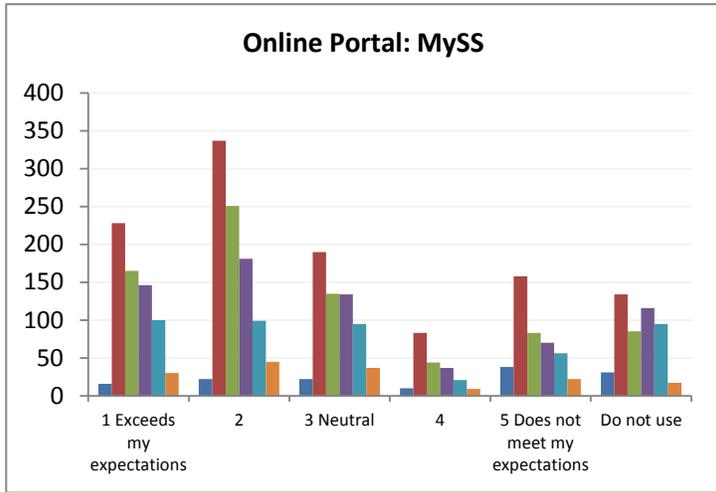
## Appendix C: Service Satisfaction by Diversity

	A member of a visible minority group	Of aboriginal ancestry	A person with a disability	None of the above	Prefer not to say
<b>In Person at an Office</b>					
1 Exceeds expectations	21%	24%	17%	22%	15%
2	27%	22%	24%	23%	16%
3 Neutral	17%	22%	22%	24%	24%
4	11%	11%	11%	7%	10%
5 Does not meet expectations	22%	18%	21%	20%	31%
Do Not Use	2%	3%	5%	5%	5%
<b>Telephone</b>					
1 Exceeds expectations	11%	18%	11%	16%	10%
2	24%	22%	20%	21%	17%
3 Neutral	20%	23%	23%	26%	21%
4	11%	9%	12%	9%	10%
5 Does not meet expectations	26%	24%	27%	22%	33%
Do Not Use	8%	5%	8%	5%	8%
<b>Online: General</b>					
1 Exceeds expectations	15%	17%	12%	21%	12%
2	30%	22%	27%	26%	22%
3 Neutral	17%	23%	26%	26%	29%
4	11%	8%	10%	8%	12%
5 Does not meet expectations	15%	13%	13%	12%	16%
Do Not Use	12%	17%	12%	7%	9%
<b>Online Application: SSAA</b>					
1 Exceeds expectations	14%	18%	12%	21%	15%
2	27%	21%	22%	29%	19%
3 Neutral	15%	23%	24%	21%	22%
4	6%	6%	7%	8%	9%
5 Does not meet expectations	12%	7%	10%	9%	16%
Do Not Use	25%	24%	26%	11%	20%
<b>Online Portal: MySS</b>					
1 Exceeds expectations	21%	24%	18%	26%	20%
2	29%	23%	29%	28%	24%
3 Neutral	13%	17%	19%	16%	20%
4	5%	6%	6%	6%	7%
5 Does not meet expectations	17%	10%	13%	14%	15%
Do Not Use	17%	19%	15%	9%	14%
<b>Mail Sent from the Ministry</b>					
1 Exceeds expectations	17%	19%	14%	15%	15%
2	24%	20%	24%	22%	18%
3 Neutral	27%	35%	34%	31%	33%
4	8%	7%	7%	5%	7%
5 Does not meet expectations	12%	10%	10%	13%	13%
Do Not Use	11%	11%	11%	14%	14%

# Appendix D: Service Satisfaction by Frequency of Contact

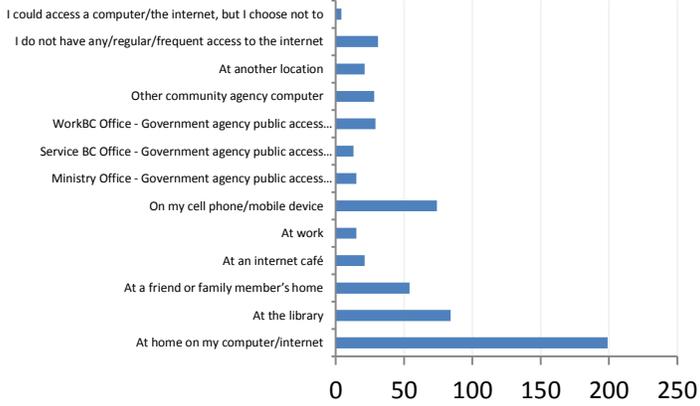
## Legend:

- At least once a week
  - Less than once a month
  - Almost never
- At least once a month
  - Once or twice a year
  - Do not know, unsure or prefer not to say

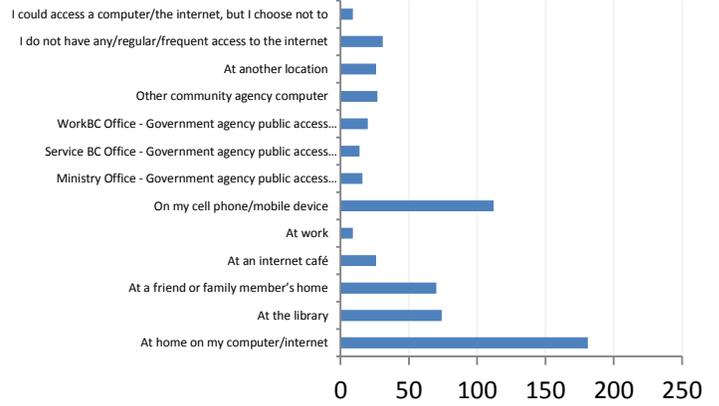


## Appendix E: Internet Access by Diversity

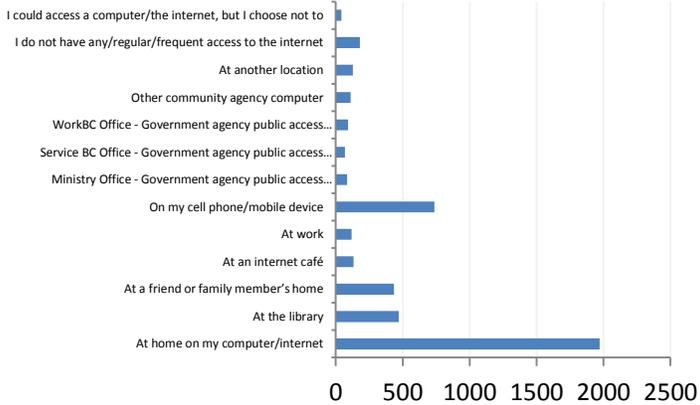
### Member of a Visible Minority



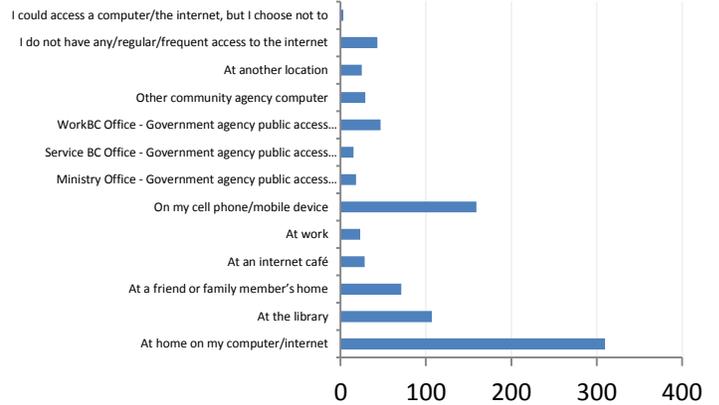
### Of Aboriginal Ancestry



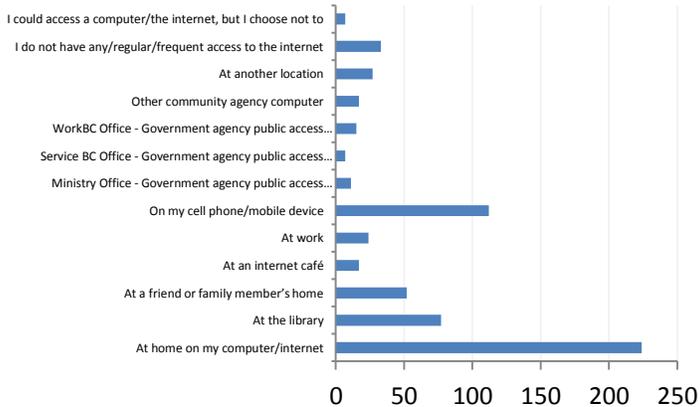
### Persons with Disabilities



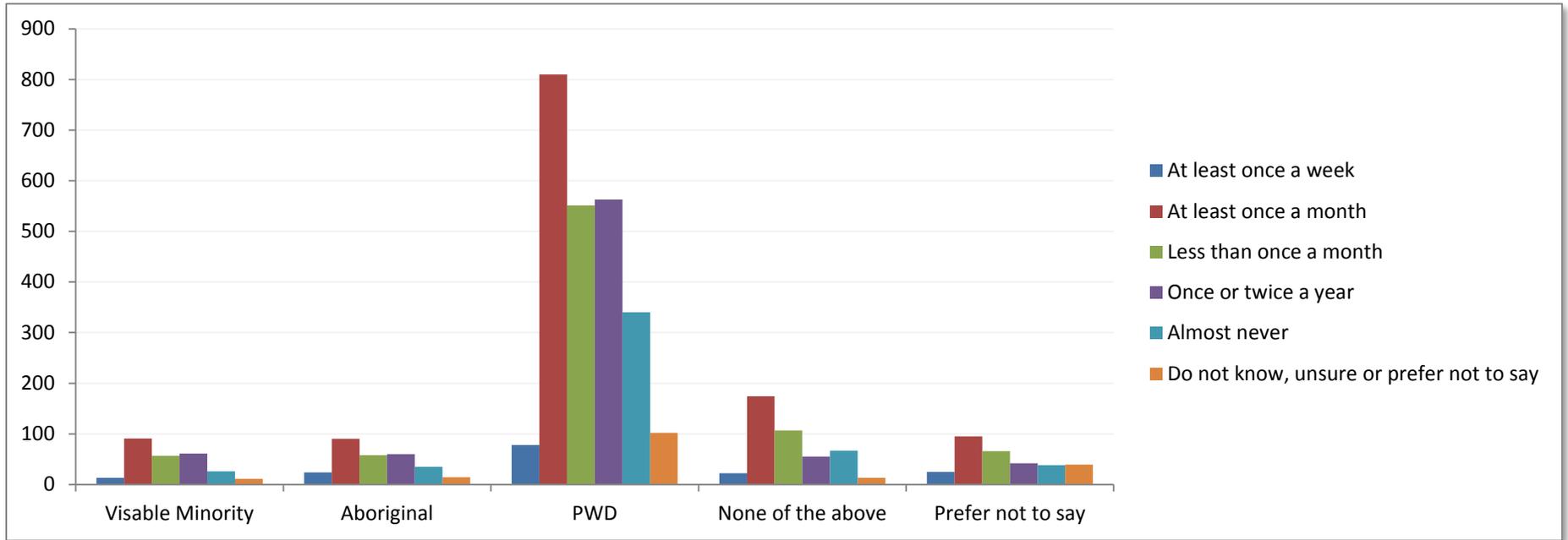
### None of the above



### Prefer not to say

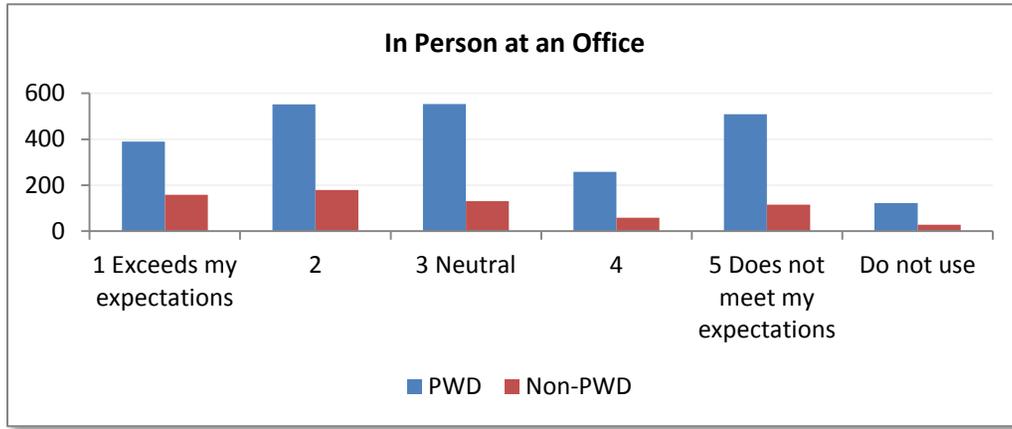


## Appendix F: Frequency of Contact by Diversity

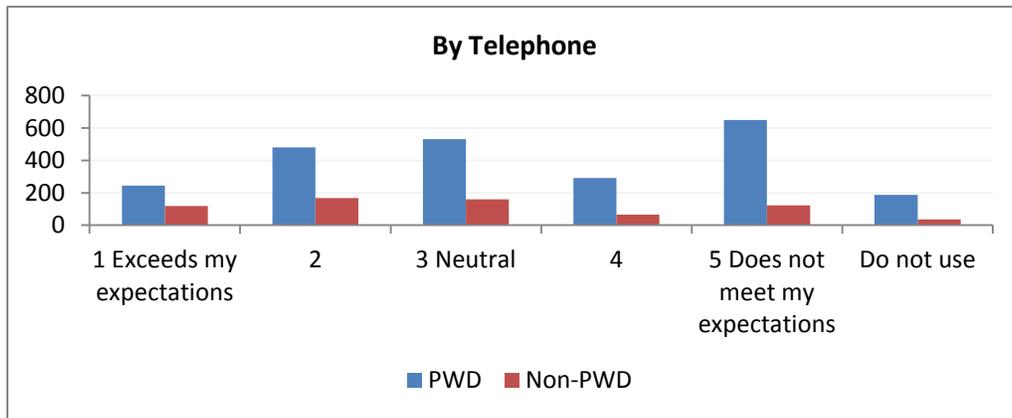


	At least once a week	At least once a month	Less than once a month	Once or twice a year	Almost never	Prefer not to say
Visible Minority	13	91	57	61	26	11
Aboriginal	24	90	58	60	35	14
PWD	78	810	551	563	340	102
None of the above	22	174	107	55	67	13
Prefer not to say	25	95	66	42	38	39

## Appendix G: Income Assistance Type by Service Satisfaction



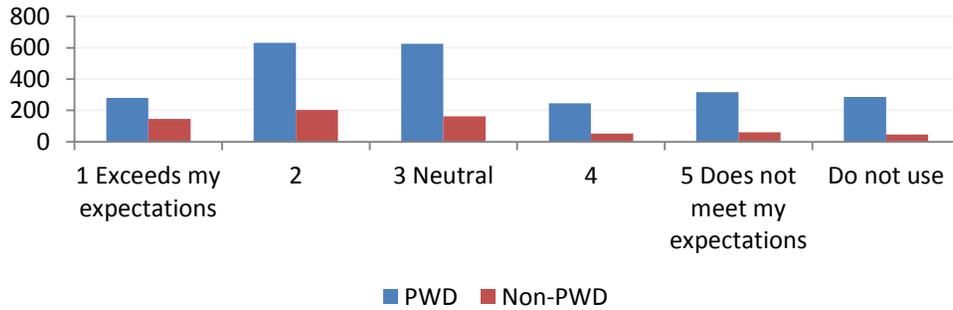
In person at an office	PWD <sup>1</sup>	Non-PWD
1 Exceeds my expectations	390 (16%)	158 (24%)
2	552 (23%)	179 (27%)
3 Neutral	554 (23%)	130 (19%)
4	258 (11%)	58 (9%)
5 Does not meet my expectations	509 (21%)	115 (17%)
Do not use	122 (5%)	28 (4%)



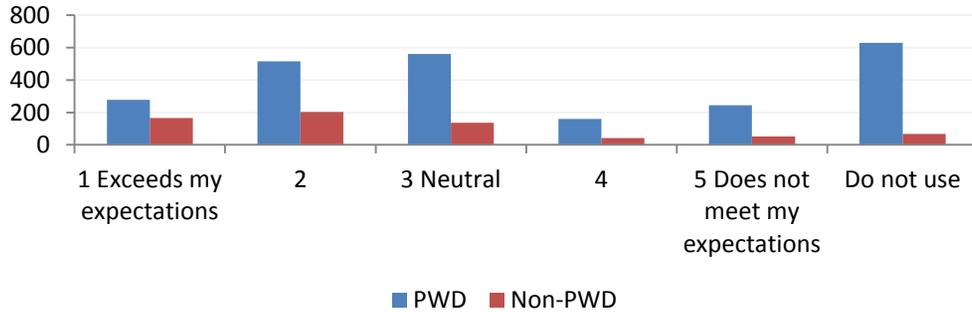
By Telephone	PWD	Non-PWD
1 Exceeds my expectations	245 (10%)	119 (18%)
2	481 (20%)	168 (25%)
3 Neutral	532 (22%)	159 (24%)
4	291 (12%)	65 (10%)
5 Does not meet my expectations	649 (27%)	122 (18%)
Do not use	187 (8%)	35 (5%)

<sup>1</sup> Calculated from the results of survey question 13 where respondents identified if they applied for, or have, Persons with a Disability (PWD) designation.

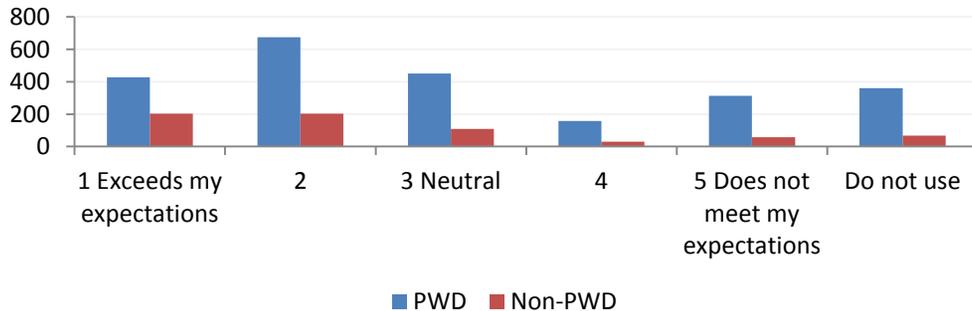
**Online: General Ministry Information**



**Online Application: SSAA**



**Online Portal: MySS**

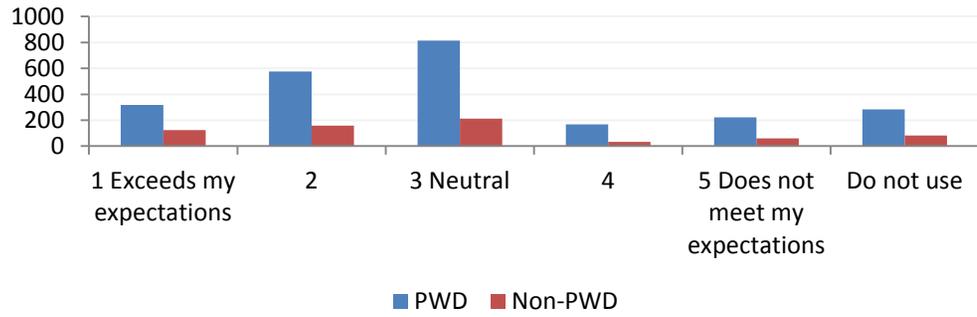


Online: General	PWD	Non-PWD
1 Exceeds my expectations	279 (12%)	145 (22%)
2	631 (26%)	203 (30%)
3 Neutral	626 (26%)	161 (24%)
4	246 (10%)	53 (8%)
5 Does not meet my expectations	317 (13%)	60 (9%)
Do not use	286 (12%)	46 (7%)

Online Application: SSAA	PWD	Non-PWD
1 Exceeds my expectations	277 (12%)	166 (25%)
2	515 (22%)	204 (31%)
3 Neutral	560 (23%)	136 (20%)
4	159 (7%)	42 (6%)
5 Does not meet my expectations	244 (10%)	52 (8%)
Do not use	630 (26%)	68 (10%)

Online Portal: MySS	PWD	Non-PWD
1 Exceeds my expectations	428 (18%)	203 (30%)
2	675 (28%)	203 (30%)
3 Neutral	451 (19%)	108 (16%)
4	158 (7%)	30 (4%)
5 Does not meet my expectations	313 (13%)	57 (9%)
Do not use	360 (15%)	67 (10%)

**Mail Sent from the Ministry**



By Mail	PWD	Non-PWD
1 Exceeds my expectations	319 (13%)	124 (19%)
2	576 (24%)	158 (24%)
3 Neutral	815 (34%)	211 (32%)
4	169 (7%)	33 (5%)
5 Does not meet my expectations	223 (9%)	60 (9%)
Do not use	283 (12%)	82 (12%)

## Appendix H: Time on Assistance by Diversity

