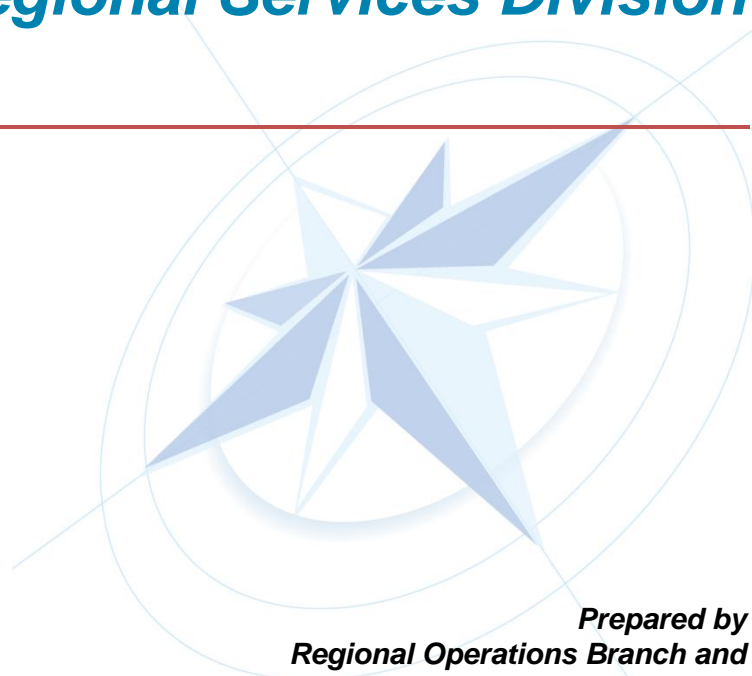


# Service Satisfaction Survey Summary Report

*Regional Services Division*

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*Prepared by  
Regional Operations Branch and  
Corporate Planning Branch*

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Ministry of  
Social Development  
and Social Innovation

## Executive Summary

The Service Satisfaction Survey was launched on March 26<sup>th</sup> and closed on May 26<sup>th</sup>, 2014.

The purpose of the survey was to:

- Obtain information and feedback on client preferences about various service delivery channels (face-to-face, online, telephone, email, mail),
- Identify potential service delivery efficiencies to enhance client satisfaction, and
- Determine service satisfaction with the intent to monitor on an ongoing basis.

A key goal of the survey is to establish a baseline around client satisfaction with the ministry's existing service delivery channels as well as to identify service preferences and the associated rationale. This baseline will enable the ministry to monitor service channel satisfaction as new service enhancements are introduced.

The survey was open to all clients receiving ministry services. The in-scope population was estimated at approximately 135,000 clients, from which the ministry received a total of 3,005 responses. This survey was administered online, as the ministry considered the most efficient and cost effective way of delivering the survey in addition to privacy and information security considerations.

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 (2.2%) the resulting margin of error for the survey was still acceptable ( $\pm 1.8\%$ , 19 times out of 20), meaning the survey results are statistically significant. Further, the geographic distribution of survey respondents was very similar to the ministry's caseload.

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

Respondents were asked to rate their preference for accessing services by channel. For preferred channels, respondents were asked to indicate their reasons for preference, while for least preferred channels they were asked to indicate their reasons accordingly<sup>1</sup>.

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<sup>1</sup> Some survey responses were based on answers that required a *click all that apply* response, therefore percentages may not be indicative of survey responses.



Overall, respondents indicated their most preferred service delivery channel was currently through face-to-face services because they felt they had their questions answered, received information that was clear and easily understandable, and were able to address their complex situation. Telephone and online services were the next most preferred channels respectively; however, a significant portion of respondents also indicated they do 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 indicated the benefits of online services included accessibility and being able to access services outside regular business hours. One of the top drawbacks reported for both the telephone and online service channels, was a perception that these channels were not optimal to address complex situations. Interestingly, 79% of respondents self-identified as a person with a disability, 13% higher than our ministry's persons with disabilities (PWD) caseload, which may have contributed to the overall preference for face-to-face service given the likelihood that persons with disabilities have unique circumstances.

Respondents were asked to rate their current level of satisfaction by channel. In averaging the score for each service channel, the highest satisfaction rating was with face-to-face services. Excluding those who responded they do not use a particular channel, overall ratings show a balance of meeting/exceeding expectations and not meeting expectations with each of the service channels. This indicates there are opportunities for improvement.

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 related to service delivery process and improved customer service.

The ministry is moving towards more technology-enabled and virtually delivered services in order to provide people with more flexibility on how, when and where to access our services. Asking clients for their feedback through a Service Satisfaction Survey is a positive step forward for the ministry when considering future service delivery changes.

This report 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.



## Introduction

The ministry is focused on ensuring a provincially integrated, efficient, standardized and technology-enabled service delivery that supports positive client outcomes.

Key goals include:

- Broaden client access to services (through multi-channel service delivery);
- Maximize efficiency;
- Integrate with government priorities and between channels; and
- Ensure continuing effectiveness.

Clients can currently access service a number of ways, including: telephone, online, face-to-face, mail, fax, and to a limited degree email. Stakeholder engagement is a cornerstone of new service delivery initiatives, with the ministry actively sharing information and incorporating feedback from staff, advocacy groups, and clients.

The ministry is looking for opportunities to deliver services in a more simplified, standardized and streamlined way. Through service delivery transformation, the ministry is realigning service delivery to better meet the needs of people receiving income or disability assistance. As we move forward, stakeholder engagement remains a critical component of the process.

The Service Satisfaction Survey was launched March 26<sup>th</sup> and closed May 26<sup>th</sup>, 2014.

The purpose of the survey was to:

- Obtain information and feedback on client preferences about various service delivery channels (face-to-face, online, telephone, email, mail),
- Identify potential service delivery efficiencies to enhance client satisfaction, and
- Determine service satisfaction with the intent to monitor on an ongoing basis.

A key goal of the survey is to establish a baseline around client satisfaction with the ministry's existing service delivery channels as well as to identify service preferences and the associated rationale. This baseline will enable the ministry to monitor service channel satisfaction as new service enhancements are introduced.

The survey was open to all clients receiving ministry services and was administered online. Respondents were asked to rate their preference for accessing services by channel on a five point scale. For preferred channels, respondents were asked to indicate their reasons for preference, while for least preferred channels they were asked to indicate their reasons



accordingly<sup>2</sup>. Respondents were asked to rate their current level of satisfaction by channel. 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 regional variances in responses are highlighted as they occur (see also Appendices).

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

## Survey Methodology

The survey was open to all clients receiving ministry services. Survey questions were predominantly focused on service channel preference with rationale, level of client satisfaction by channel, an opportunity to provide a recommendation to improve ministry services and demographic characteristics.

The in-scope population was estimated at approximately 135,000 clients, from which the ministry received a total of 3,005 responses. This survey was administered online, as the ministry considered the most efficient and cost effective way of delivering the survey in addition to privacy and information security considerations. Clients were invited to participate in the online survey via cheque insert and two stub messages. 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 (2.2%), the resulting margin of error for the survey was still acceptable ( $\pm 1.8\%$ , 19 times out of 20)<sup>3</sup>, meaning the results are statistically significant.

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

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<sup>2</sup> Some survey responses were based on answers that required a *click all that apply* response, therefore percentages may not be indicative of survey responses.

<sup>3</sup> The margin of error was calculated assuming the data was a normal distribution.



## Demographic Characteristics

Demographic and regional variances in responses have been 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 follows:

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>	

79% of survey respondents identified as person with a disability, 13 percentage points higher than our ministry persons with disabilities (PWD) caseload of 66%.

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</b> (100%)	<b>135,099</b> (100%)	

The geographic distribution of survey respondents was very similar to our ministry caseload.

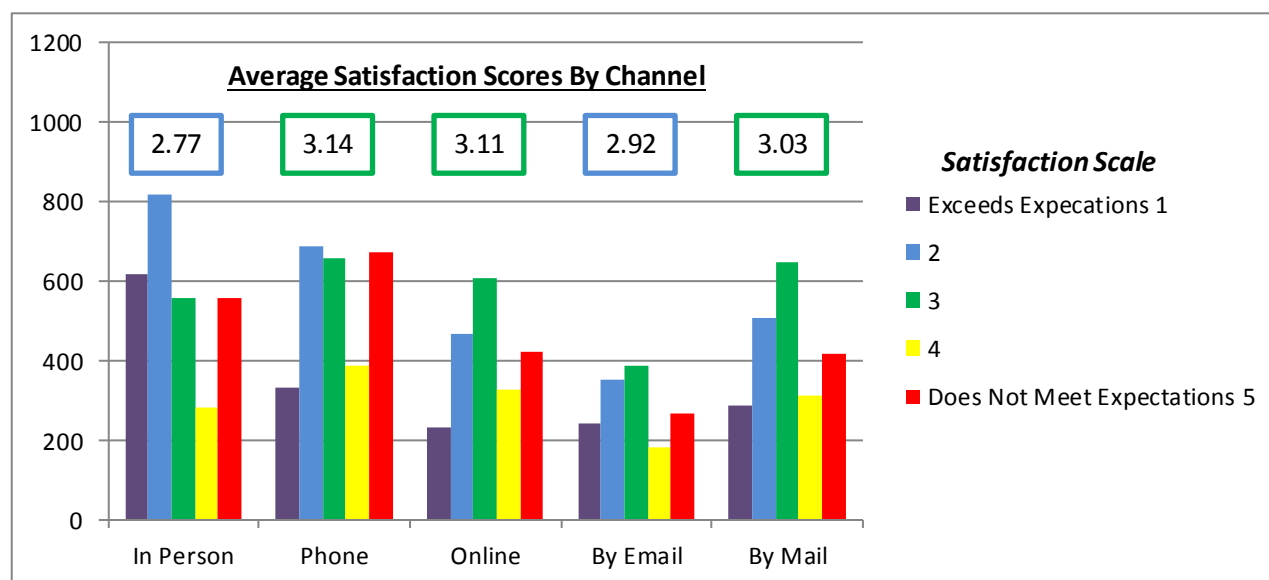
## Service Satisfaction

A key goal of the survey is to establish a baseline around client satisfaction with the ministry's existing service delivery channels as well as to identify service preferences and the associated rationale. This baseline will enable the ministry to monitor service channel satisfaction as new service enhancements are introduced.

Respondents were asked to rate their current level of satisfaction by channel on a five point scale, and responses are consolidated (see also Appendices for further analysis of service satisfaction by survey response, for example, service satisfaction by frequency of contact).



In averaging the score for each service channel, the highest satisfaction rating was with face-to-face services. Excluding those who responded they do not use a particular channel, overall ratings show a balance of meeting/exceeding expectations and not meeting expectations with each of the service channels indicating. This indicates that there are opportunities for improvement in each channel.



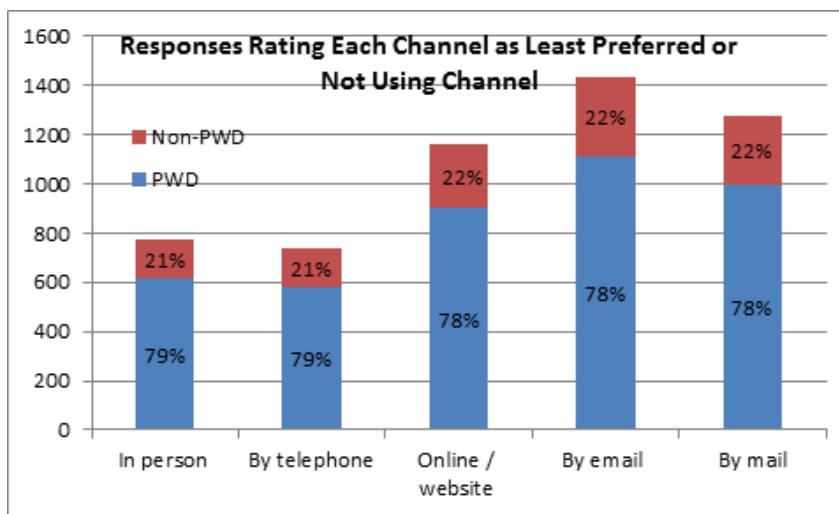
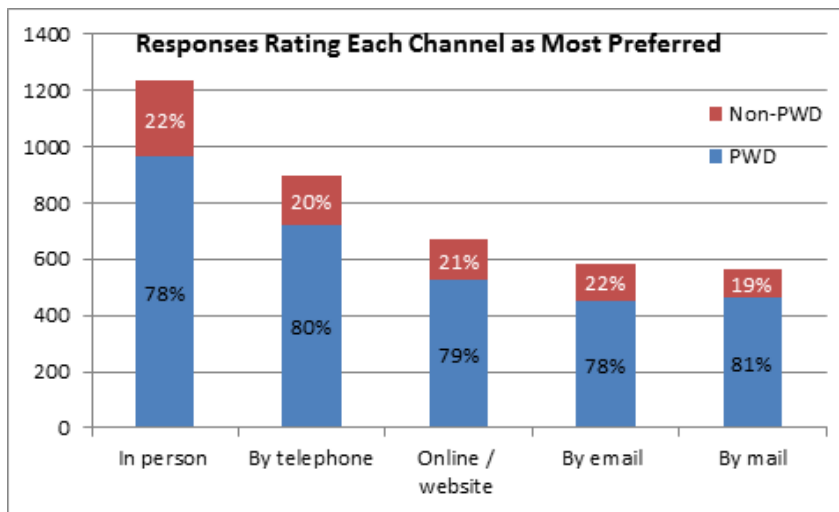
## Service Preferences

Respondents were asked to rate their preference for accessing services by channel on a five point scale. For preferred channels, respondents were asked to indicate their reasons for preference, while for least preferred channels they were asked to indicate their reasons accordingly<sup>4</sup>.

The responses are consolidated, including the service preferences as indicated by survey respondents and the benefits and drawbacks of five service channels (see also Appendices for further analysis of service preferences by survey responses).

<sup>4</sup> Some survey responses were based on answers that required a *click all that apply* response, therefore percentages may not be indicative of survey responses.





Respondents' most preferred service delivery channel is through face-to-face services, due to their perception of this service option best enabling them to address a complex situation.

Telephone and online services were the next most preferred channels respectively; however, a significant portion of respondents indicated they do 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 fully launched provincially. Respondents indicated the benefits of online services included accessibility and being able to access services outside regular business hours.

One of the top drawbacks reported for both the telephone and online service channels, was a perception that these channels were not optimal to address complex situations.

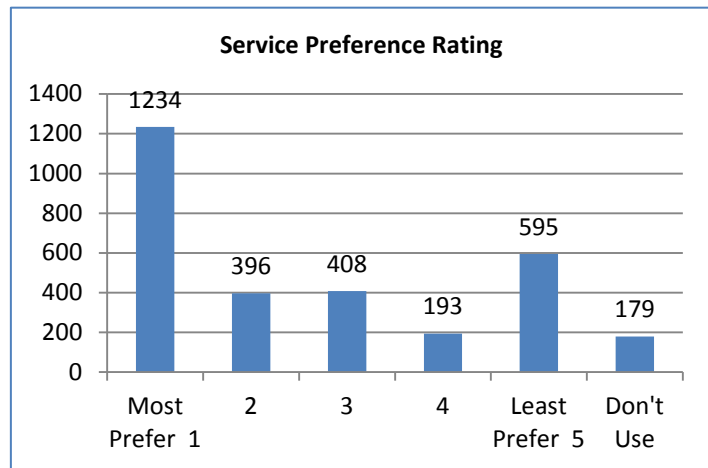




## Service Preferences - In Person with a Worker at an Office

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 preference rating distribution. The 1,234 (41%) responses that rated this channel as most preferred, represents the highest rating preference out of all five channels.

When reviewing the diversity of those accessing this service, 46% (133) of those that self-identified as a member of a visible minority reported that this channel was their most preferred. There



were 41% (966) of survey respondents that self-identified as PWDs and also reported this as their preferred service stream.

Location proximity to offices did appear to have some influence on preference with 25% (247) of respondents not living very close to offices least preferring this service channel compared to 17% of those who lived closer. However, 32% (306) of respondents who did not live very close still preferred to receive face-to-face services.

It was noted that those who indicated this service channel was their top choice frequented the service more often with 59% rating it their top choice of those who access services at least once a week compared to 40% who access services once or twice a year.

Benefits and drawbacks of this service channel are discussed further.



## Reasons clients prefer to use this service (In Person...)

There were 1,630 (54%) respondents that indicated they preferred this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for preferring this service method.

Reasons	# of Respondents that selected
I get my questions answered	1,180
I get clear information that I understand	1,084
This service option best enables me to address my complex situation	1,080
I get accurate information	899
I get personal, polite service	846
My personal information is private and secure	776
There are no costs for me to access the service	729
The services are easily accessible	717
The response I receive is fast	685
The process is easy to follow	623
I get consistent quality of service	552
The hours of service work for me	513

When reviewing the top reasons why respondents indicated they prefer to access this service channel, there were three options that rated much higher than others.

Of the respondents that indicated they prefer in person service, respondents identified:

- 72% (1,180) they get their questions answered
- 67% (1,084) they get clear information
- 66% (1,080) this service option best enables them to address their complex situation.

This indicates that respondents who prefer face-to-face services do so because they feel they receive clear, understandable information that is applicable to their complex circumstances.



## Reasons clients do not prefer to use this service (In Person...)

There were 967 (32%) respondents that indicated they do not prefer or don't use this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for not preferring or not using this service method.

Reasons	# of Respondents that selected
This service is not easily accessible	599
Other reasons	475
The quality of service is inconsistent	443
The service is impersonal or impolite	424
The response I receive is slow	397
The hours of service do no work for me	363
There is a cost for me to access the service	276
The information I received has not been accurate	235
I do not get my questions answered	235
This service option does not enable me to address my complex situation	222
The information I received is not clear to me	221
The process is not easy to follow	194
I do not feel my information was secure/kept private	191

Reviewing the above feedback about this service channel, respondents had a somewhat polarized view: 41% (1,234) of respondents most prefer the channel while the next highest rating choice was by the 20% (595) who indicated it was their least preferred.

62% (599) of respondents indicated the top reason they do not prefer to use, or don't use this service is that the service is not easily accessible. The next most chosen responses were other reasons and inconsistent services at approximately 49% and 46% respectively.

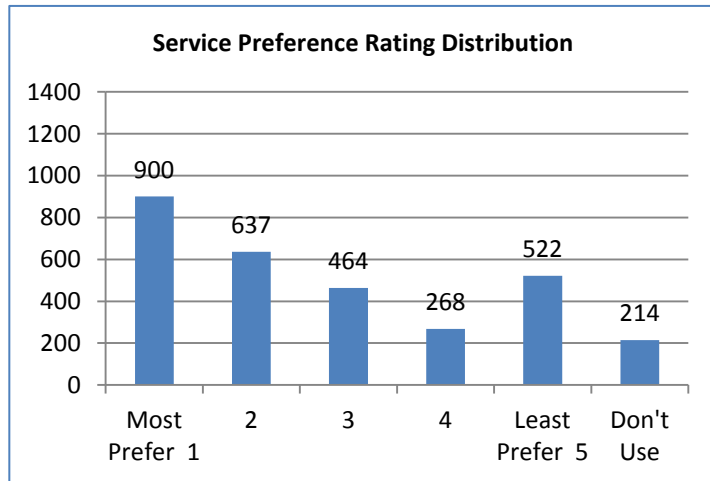
It can be concluded, overall survey respondents perceived this service channel as providing clear information that answers their questions, but service quality is inconsistent and they may have accessibility challenges.



## Service Preferences - By 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 to the right shows the service preference rating distribution.

This service channel was the second most popular service channel with 30% (900) of respondents rating this as their preferred channel. Of this 30% of respondents, 80% (720) self-identified as PWDs.



Further review shows that 51% (1,228 of 2,377) self-identified PWDs reported high service quality experiences rating this service channel as two or better on a 5 point scale (where 1 is the highest rating).

Proximity to a local office did appear to influence a respondents service preference towards telephone service with 37% (357) of those not living very close preferring this service channel. This compares to only 25% of respondents who live closer to an office and preferred telephone service.

Service request frequency did not appear to change a respondent's preference rating of this service channel with the exception of those who least prefer using this service channel. It was noted that 26% of respondents who access services at least once per week least prefer this channel compared to only 14% of respondents accessing services once or twice a year.



## Reasons clients prefer to use this service (Telephone)

There were 1,537 (51%) respondents that indicated they prefer this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for preferring this service method.

Reasons	# of Respondents that selected reason
I get my questions answered	904
The services are easily accessible	883
There are no costs for me to access the service	881
The hours of service work for me	686
I get clear information I understand	673
I get personal polite service	655
This service option best enables me to address my complex situation	644
I get accurate information	606
The response I receive is fast	599
My personal information is private and secure	562
The process is easy to follow	536
I get consistent quality of service	412

As in the previous service channel, there were three options rating much higher than the others. Of the respondents that indicated they prefer telephone service, respondents identified:

- 59% (904) they get their questions answered
- 57% (883) services are easily accessible
- 57% (881) no cost to accessing the services through this channel

Ranking lower on the list of benefits is speed of response, information security, ease of process, and quality of service.



## Reasons clients do not prefer to use this service (Telephone)

There were 1,004 (33%) respondents that indicated they do not prefer or don't use this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for not preferring or not using this service method.

Reasons	# of Respondents that selected reason
The service is not easily accessible	490
The response I receive is slow	452
The quality of service is inconsistent	435
This service option does not enable me to address my complex situation	421
Other reasons	404
The service is impersonal or impolite	402
The information I received is not clear to me	387
I do not get my questions answered	386
The process is not easy to follow	359
The information I received has not been accurate	295
The hours of service do not work for me	221
There is a cost for me to access the service	166
I do not feel my information was secure/kept private	151

Directly contrasting the positive feedback indicated by respondents about this channel, of the respondents that indicated they do not prefer or don't use telephone service, 49% (490) of respondents indicated this service is not easily accessible as the top reason why they do not prefer to use it. The second highest rating 45% (452) was that the response clients receive is slow. The quality of service experienced on the phone was also identified as inconsistent by 43% (435) of respondents. These last two reasons are consistent with their lower ranking on the benefits of using this service channel.

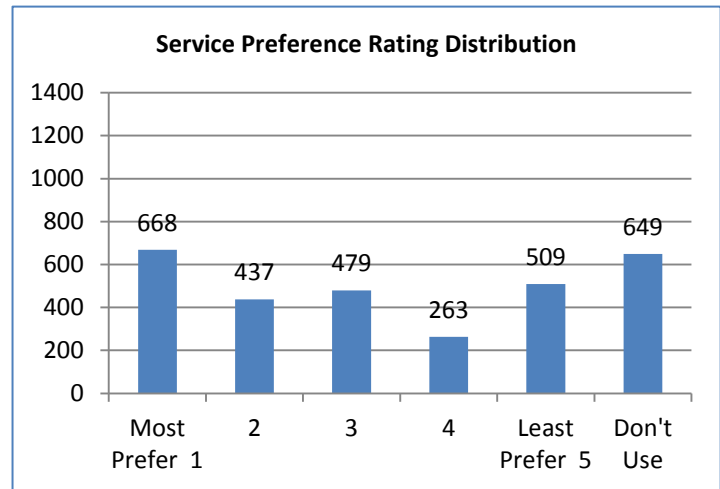
Overall it can be concluded that survey respondents feel this service channel generally answers their questions but the service quality is inconsistent. Views on accessibility of services through this channel appear to be directly linked to a respondent's view on whether they prefer this channel or not.



## Service Preferences - Online/Website

The Online/Website service channel refers to services accessed using the ministry's online resources, forms, and Self-Serve Assessment and Application tool. The table to the right shows the service preference rating distribution.

While 22% (668) of respondents state this as their most preferred channel, almost as many individuals indicated they don't currently use it 22% (649).



Proximity to an office appeared to have very little influence on a respondent's preference for this channel with variations of no more than one per cent depending on distance from an office. Frequency of service requests only appeared to influence those who least preferred this service channel with a higher proportion of respondents least preferring this channel the more often they accessed services.

Of the 668 respondents indicating this was their most preferred service channel, 53% (355) identified that they lived in the Lower Mainland area. This was the highest instance of the most preferred responses when compared with any other location for the online service channel.

Phone/mobile devices 13% (396) ranked the fourth most popular way for internet access behind at home 76% (2,290), at a library 19% (598) or at a friend's/family member 14% (423). Respondents also indicated that they chose to access the internet through their mobile device rather than at ministry office 9% (277), which was a lower ranked option.

While 17% (509) of users reported they least prefer the online/website service channel, a large number of users also reported that they do not currently use online services at all 22% (649). This is the second highest reporting of respondents who indicate they do not use a specific channel following only email with 36% (1,091) reporting that they don't use it.



## Reasons clients prefer to use this service (Online/website)

There were 1,105 (37%) respondents that indicated they prefer this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for preferring this service method.

Reasons	# of Respondents that selected reason
The services are easily accessible	829
The hours of service work for me	801
There are no costs for me to access the service	698
I get accurate information	510
The process is easy to follow	468
The response I receive is fast	440
I get clear information that I understand	439
My personal information is private and secure	390
I get my questions answered	344
I get consistent quality of service	337
This service option best enables me to address my complex situation	305
I get personal polite service	223

Similar to some of the other service channel benefits, there were three benefits that rated higher than the others among respondents that indicated they prefer online/website service. With no limitations on client access times, 75% (829) of respondents indicated this channel was easily accessible while 72% (801) stated the hours of service work for them. The third most given reason was no costs to access this service at 63% (698).





## Reasons clients do not prefer to use this service (Online/website)

There were 1,491 (50%) respondents that indicated they do not prefer or don't use this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for not preferring or not using this service method.

Reasons	# of Respondents that selected reason
This service option does not enable me to address my complex situation	672
The process is not easy to follow	623
I do not get my questions answered	611
Other reasons	575
The service is not easily accessible	543
The information I received is not clear to me	527
The service is impersonal or impolite	452
I do not feel my information was secure/kept private	393
The response I receive is slow	338
The quality of service is inconsistent	304
The information I received has not been accurate	234
There is a cost for me to access the service	227
The hours of service do not work for me	56

When reviewing the drawbacks clients identified about this service channel, of the respondents that indicated they do not prefer or don't use online/website service, 47% (672) identified that the service option does not enable them to address their complex situation as the top reason. This supports the earlier responses that interacting directly with a frontline worker (via phone or in-person) is viewed as the optimal way to address complex issues.

This also suggests that clients are not yet able to adequately or effectively use the online/website channel to access services.

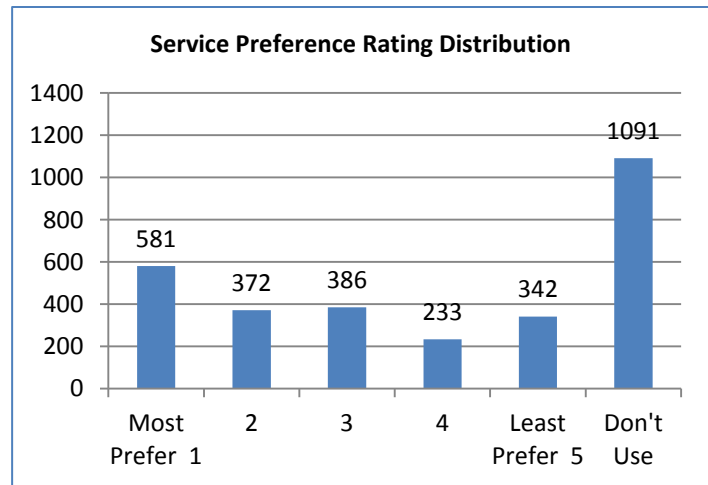
- 44% (623) stated that this process is not easy to follow, while an additional
- 43% (611) indicated that they do not get their questions answered through this channel



## Service Preferences - By email

This service channel refers to services provided to citizens through email such as the Bus Pass Program. The table to the right shows the service preference rating distribution.

While the use of email and online access to service is becoming more popular, email still had the largest amount of respondents indicating that they do not use it, 36% (1,091). Only 19% (581) of respondents chose this service channel as their most preferred.



Of the 1,507 respondents indicating that they live close enough to access an office, 19% (285) identified this as their most preferred option. A further 21% (169) of the 822 respondents contacting the ministry once or twice a year indicated this was their most preferred option.

Of the 36% (1,091) responding that they do not use email, 78% (855) self-identified as PWDs.



## Reasons clients prefer to use this service (Email)

There were 953 (32%) respondents that indicated they prefer this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for preferring this service method.

Reasons	# of Respondents that selected reason
The services are easily accessible	665
The hours of service work for me	632
There are no costs for me to access the service	593
The process is easy to follow	400
I get clear information that I understand	392
I get my questions answered	369
I get accurate information	359
The response I receive is fast	346
This service option best enables me to address my complex situation	315
My personal information is private and secure	310
I get consistent quality of service	267
I get personal, polite service	259

When reviewing the benefits clients rated as their top choices, the results are directly aligned with the online channel benefits. In fact, the same three options were the top rated benefits of both service channels. Of the respondents that indicated they prefer email service, 70% (665) of responses reported that the services are easily accessible through this channel while an additional 66% (632) stated that the hours of service work for them. Further, 62% (593) reported that there were no costs for them to access the service which was the third more preferred reason.



## Reasons clients do not prefer to use this service (Email)

There were 1,666 (55%) respondents that indicated they do not prefer or don't use this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for not preferring or not using this service method.

Reasons	# of Respondents that selected reason
Other reasons	832
This service option does not enable me to address my complex situation	585
The service is not easily accessible	476
I do not get my questions answered	455
The response I receive is slow	451
The service is impersonal or impolite	445
I do not feel my information was secure/kept private	426
The process is not easy to follow	406
The information I received is not clear to me	351
The quality of service is inconsistent	291
There is a cost for me to access the service	241
The information I received has not been accurate	185
The hours of service do no work for me	66

When reviewing the top rated drawbacks to this service channel, of the respondents that indicated they do not prefer or don't use email service, 50% (832) of respondents chose other reasons. This rating makes it difficult to determine additional reasons why the respondents do not perceive e-mail to be a preferred service channel.

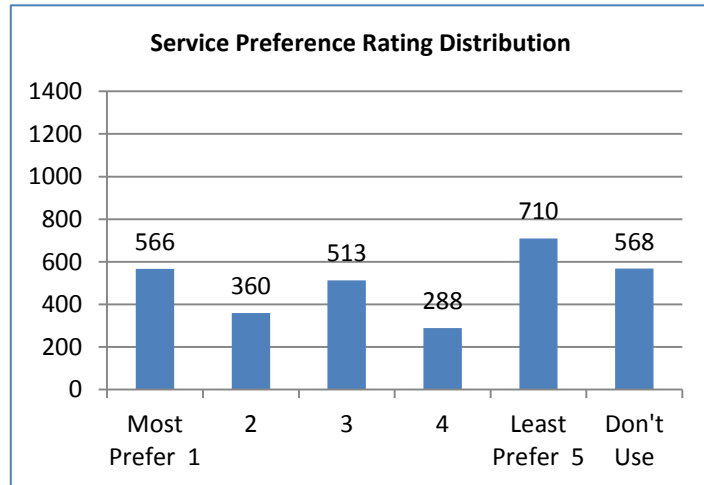
35% (585) of respondents stated that this service option does not enable them to address their complex situation. It may be inferred from this that if given the option, clients would prefer to access a channel that allows them to speak to a worker directly about their particular situation. An additional 29% (476) of responses identified that this service channel is not easily accessible.



## Service Preferences - By mail

Respondents that preferred to access ministry services by mail made up the smallest amount of individuals and as a result, it is the lowest ranked service channel with 19% (566) of respondents indicating it was their most preferred.

When reviewing the diversity of those that preferred this channel, those that self-identified as PWD were more likely to rank this service as higher compared to non-PWD respondents.



Of those that indicated that mail was their most preferred channel, 18% (272) individuals still reported that they were close enough to an office to make travel convenient.

This was also the service channel with the highest number of respondents, 24% (710) indicating they least preferred it while 19% (568) of respondents stated they don't use mail service.

In addition, 23% (554) of those that self-identified as PWDs indicated that this service channel was their least preferred; representing the highest percentage of "least preferred" responses among that demographic across all channels.

When comparing the Mail channel with the Online/Website service channel, every age demographic identified this as their least preferred channel over online. Comparatively, the online channel had more instances of respondents indicating they do not use it. In addition, each marital status group indicated they least preferred mail over online service with those self-identifying as single and couples with dependents ranking that they least prefer mail the most.



## Reasons clients prefer to use this service (Mail)

There were 926 (31%) respondents that indicated they prefer this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for preferring this service method.

Reasons	# of Respondents that selected reason
The services are easily accessible	490
I get clear information that I understand	447
I get accurate information	439
There are no costs for me to access the service	436
The process is easy to follow	394
The hours of service work for me	373
My personal information is private and secure	365
I get consistent quality of service	303
This service option best enables me to address my complex situation	289
I get my questions answered	273
I get personal, polite service	206
The response I receive is fast	191

Of the respondents that indicated they prefer mail service, 53% (490) of respondents stated that this channel enabled services to be easily accessible, which was the top most rated response. A further 48% (447) of respondents stated they get clear information that is easy to understand.

The third and fourth ranked options were almost rated equally with 47% (439) stating they get accurate information and an additional 47% (436) responded that there are no costs for them to access the service.



## Reasons clients do not prefer to use this service (Mail)

There were 1,566 (52%) respondents that indicated they do not prefer or don't use this service delivery channel. Respondents were able to select multiple preferences, and multiple reasons for not preferring or not using this service method.

Reasons	# of Respondents that selected reason
The response I receive is slow	1,016
This service option does not enable me to address my complex situation	593
Other reasons	563
I do not get my questions answered	486
There is a cost for me to access the service	468
The service is impersonal or impolite	392
The service is not easily accessible	362
The quality of service is inconsistent	341
The information I received is not clear to me	299
The process is not easy to follow	280
I do not feel my information was secure/kept private	271
The information I received has not been accurate	170
The hours of service do not work for me	136

Of the respondents that indicated they do not prefer, or don't use mail service, 1,016 (65%) of respondents identified slow responses as the highest ranked reason for not preferring this channel. 593 (38%) individuals stated the service option does not enable them to address their complex situation, which could infer a lack of two-way communication via this channel. An additional 563 (36%) of respondents stated other reasons as their third most rated option to why they do not access this service channel.



## Summary of Open Ended Question Results

As part of the survey, the ministry included one open ended question. Question fifteen gave clients the opportunity to provide one recommendation to improve the ministry's service delivery. This question was optional and responses were limited to 250 characters in total. The question response rate was 79%.

Responses to this question have been grouped into seven themes:

- Service delivery process improvement recommendations (38%)
- Customer service recommendations (27%)
- Policy change suggestions (15%)
- Improving accessibility (11%)
- General recommendations (10%)
- Positive comments regarding current service delivery (7%)
- No recommendation provided (2%)

Please note that the above percentages represent the proportion of comments under each theme. They do not equal 100% as some comments were categorized into more than one theme and many respondents made more than one comment. More details regarding the types of recommendations under each theme can be found in the Appendices – see Open Ended Question Themes.





## Open Ended Question Themes

Clients expressed that they have experienced long wait times for ministry services, using both the face-to-face and telephone service channels. They emphasized, along with improving upon wait times that they would like to see opportunities to reduce call duration, particularly with implications to cell phone minute consumption. Some examples include, offer a call back feature, increase contact centre workers, and update the automated phone messaging to be clearer and faster ability to connect to a worker. Clients also recommended offering the ability to make an appointment.

A reoccurring recommendation was to improve the quality of service 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 better integration between service channels.

Expanding the ministry online channel was also strongly recommended. Clients would like more services to be offered online. Examples include the ability to submit their monthly stubs online, access forms, have access to their personal information, have the ability to contact the ministry via email, and live chat with a ministry worker. There were also recommendations to update the ministry website to make it easier to access and navigate and more user-friendly.

Clients frequently indicated that they would like to know upfront what services/benefits they might be eligible for, as well as improving communication overall. Further, a common concern expressed was around office accessibility (hours of service and physical layout) and the need for privacy while accessing ministry services.

Feedback emphasized the current service delivery model needs improvement for our Persons with Disabilities (PWD) clients in particular, and more information should be provided to these clients upfront so they know what they are eligible for. Suggestions also included separating PWD from Income Assistance (IA) clients and delivering service through either a caseload model or a designated worker for those who need it.

Feedback also emphasized the ministry should be reviewing the current rate structure and consider raising the rates for both IA and PWD clients.



To date, service enhancements have been introduced that relate and/or respond to feedback are that the ministry's 1-866 automated messaging system has been updated to clarify options, clients who provide their PID/PIN are able to access self-serve features and entry of this information enables workers to serve clients more quickly. The ministry's toll-free 1-866 line also now offers a call back feature. In Spring 2014, the ministry launched an online service channel, My Self Serve, which has since been implemented province wide. My Self Serve is a flexible service option for clients that further enables privacy while accessing ministry services and offers registered users the ability to access their personal file information, as well as submit their monthly stub online.



## Conclusion and Next Steps

Reaching out to clients for their perceptions of the current service delivery experience has been a very positive step forward. A key focus of the Service Satisfaction Survey was to establish a baseline around client satisfaction with our existing service delivery channels as well as to identify service preferences and the associated rationale.

Despite the small response rate of 2.2% (based on 3,005 respondents vs a total in-scope population of approximately 135,000), the resulting margin of error for the survey was still acceptable ( $\pm 1.8\%$ , 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 is moving towards more technology-enabled and virtually delivered services in order to provide people with more flexibility on how, when and where to access our services. To ensure service delivery success, 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. Building upon recent service delivery feedback, including from the Self-Serve Assessment and Application (SSAA) survey, these results as well as additional client engagement initiatives will further identify client needs, preferences and supports needed to enhance channel access. For example, the ministry obtained stakeholder feedback on prototypes for the new online service channel, My Self Serve.

The results of this survey are intended to provide a baseline from which the ministry will continue to monitor service channel satisfaction.

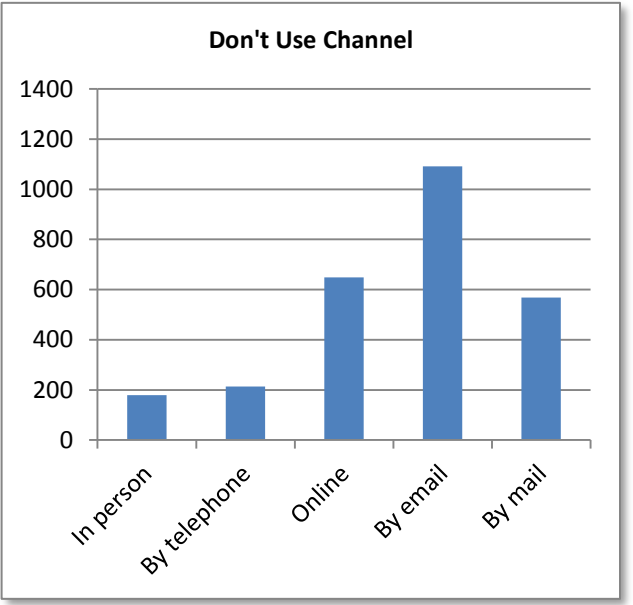
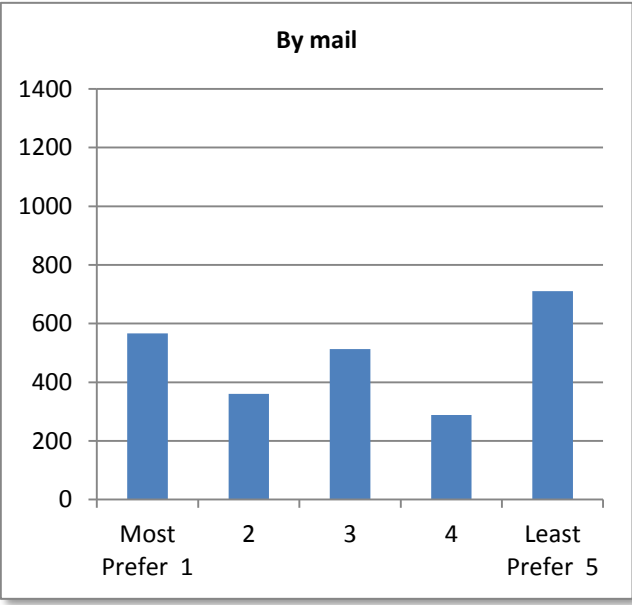
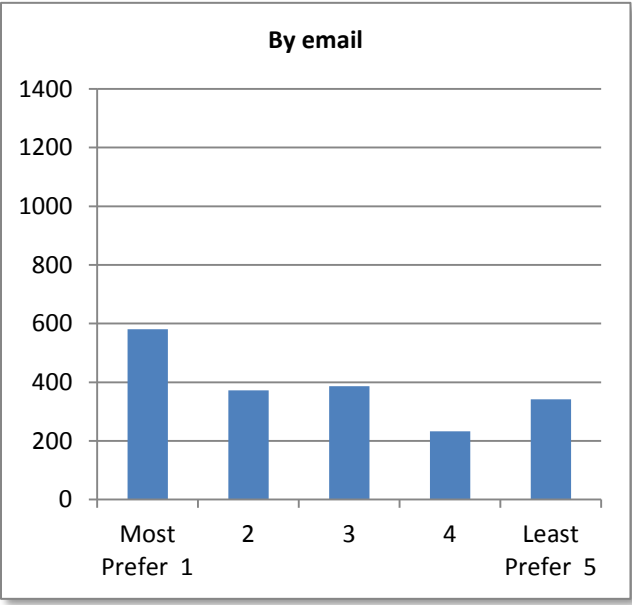
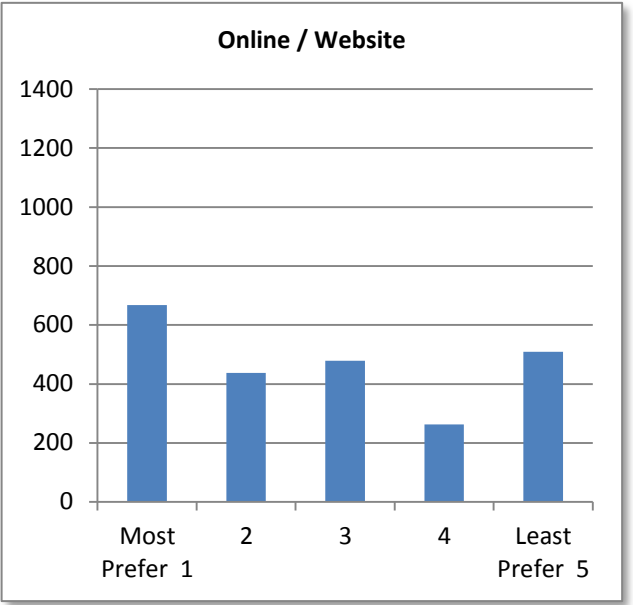
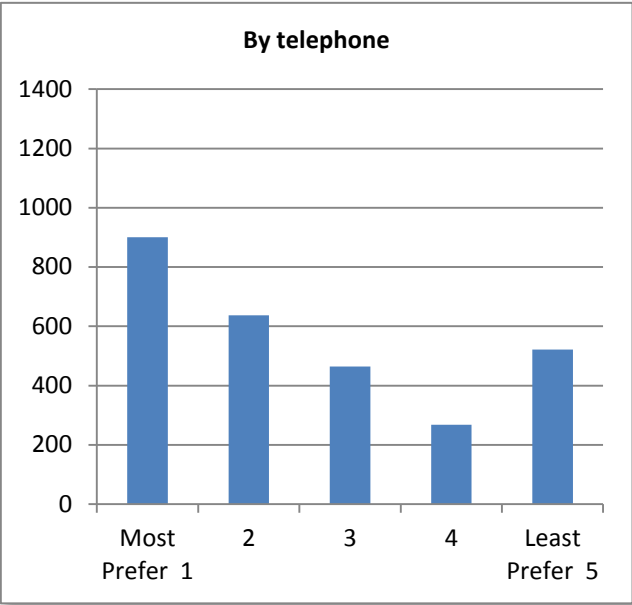
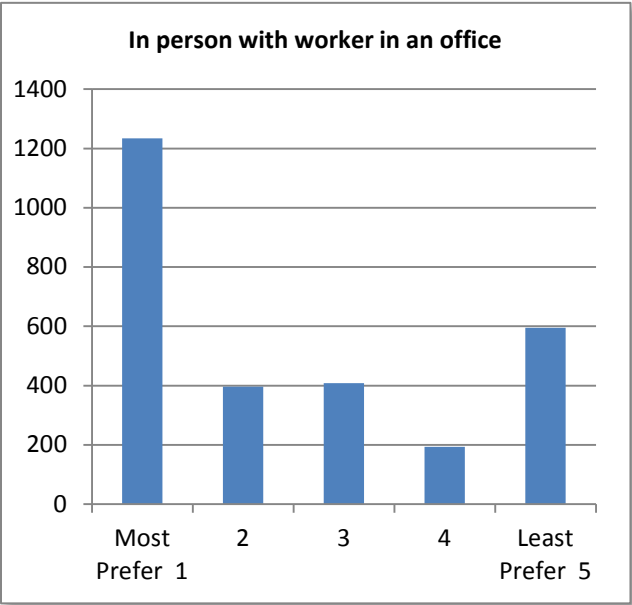
Follow-up engagement initiatives are anticipated to assess service satisfaction levels. Assessment may include determining the type of transactions that are best delivered by each channel, and to understand if a service channel is not being used at optimum service levels, why that may be, as well as what can be done to broaden the use of that channel. For example, this may involve determining how to improve accessibility for those individuals interested in self-serve options.



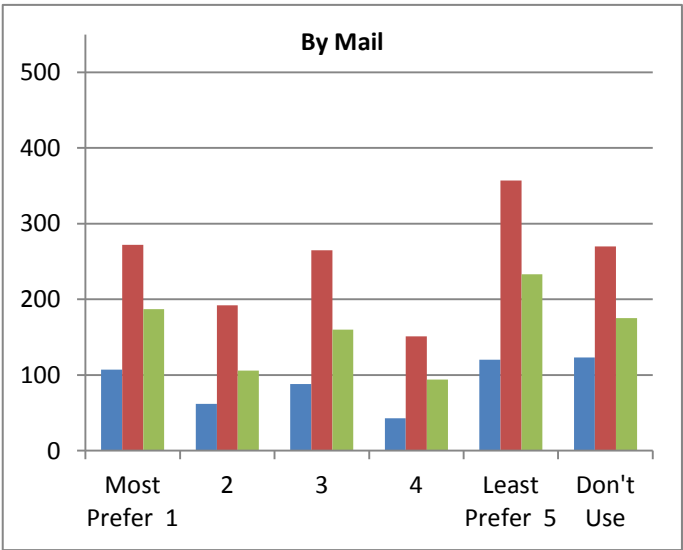
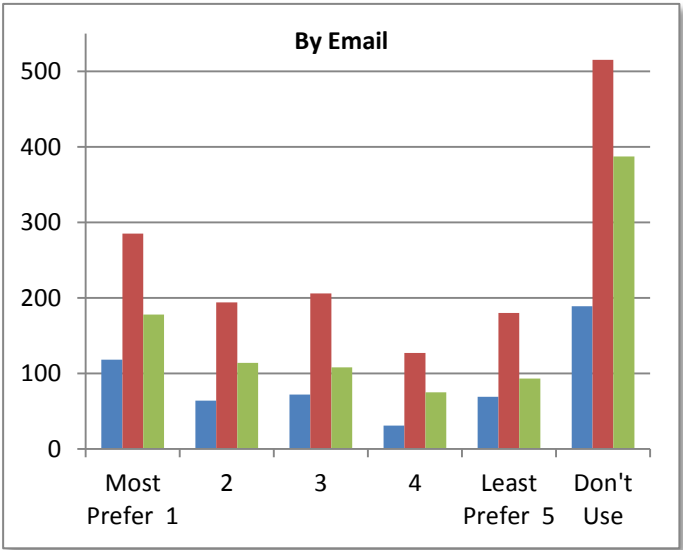
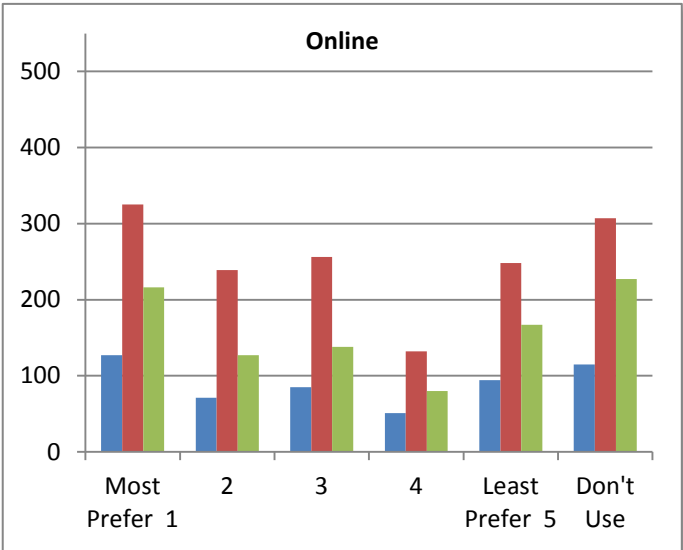
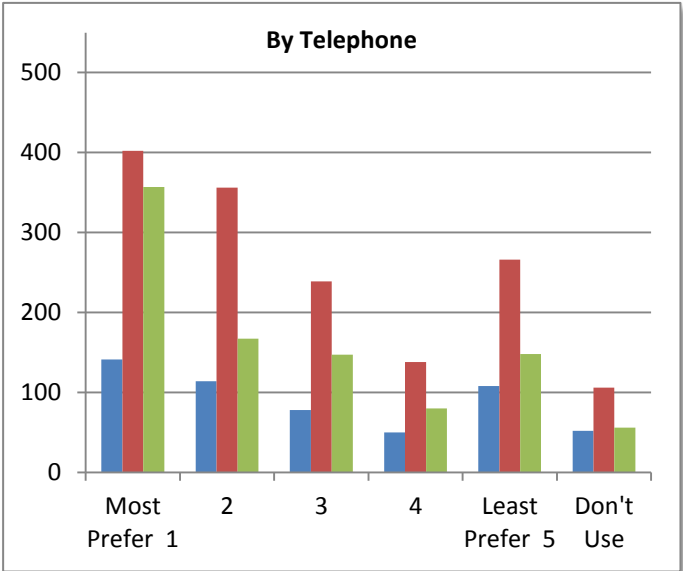
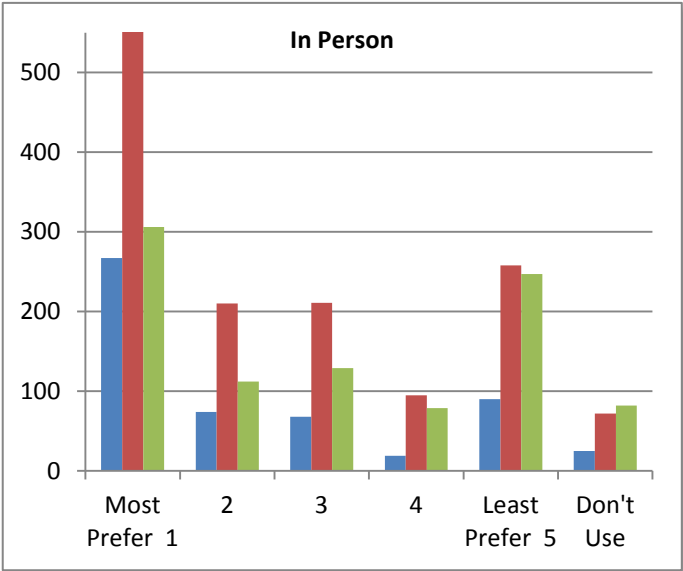
The consolidated survey results collected from the 2014 Service Satisfaction Survey will be shared with the ministry's leadership and business leads for review and consideration, as the ministry moves forward in enhancing its service delivery to improve effectiveness and efficiency.



# Appendix A: Service Preference by Channel



Appendix B: Service Preference by Distance to Office



**Service preference by proximity to an office**

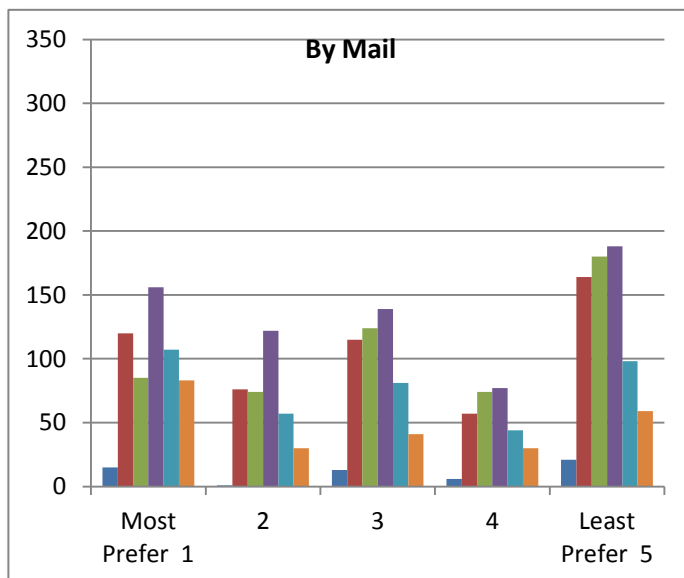
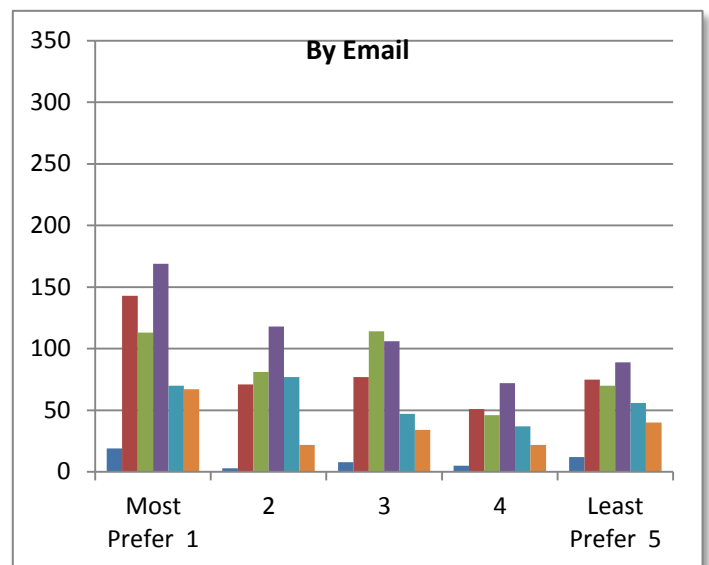
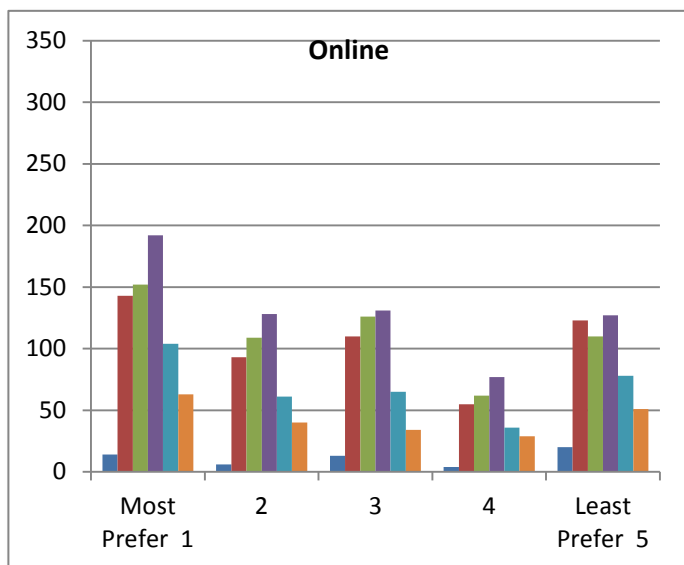
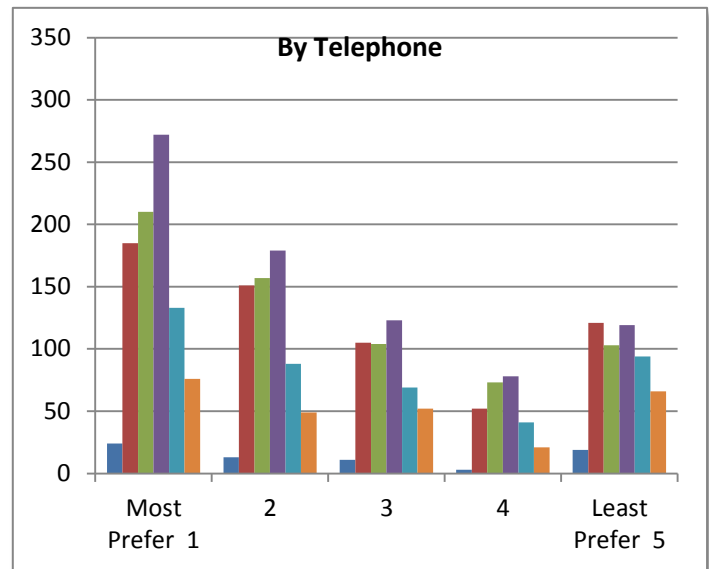
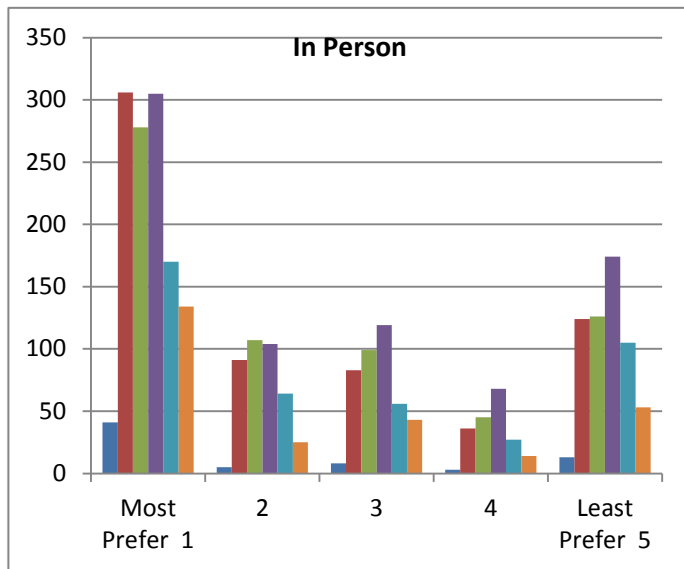
**Legend**

- Very close
- Close enough to make travel convenient
- Not very close

## Appendix C: Service Preference 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 with a worker at an office</b>					
Most Prefer 1	46%	44%	41%	41%	41%
2	13%	12%	13%	14%	12%
3	11%	9%	14%	14%	13%
4	6%	7%	7%	5%	7%
Least Prefer 5	22%	23%	20%	19%	18%
Don't Use	3%	5%	6%	7%	8%
<b>By telephone</b>					
Most Prefer 1	32%	28%	30%	26%	29%
2	18%	21%	21%	23%	22%
3	14%	16%	16%	15%	15%
4	10%	5%	8%	11%	10%
Least Prefer 5	18%	21%	17%	17%	19%
Don't Use	8%	9%	7%	7%	5%
<b>Online</b>					
Most Prefer 1	25%	20%	22%	24%	21%
2	15%	15%	14%	19%	15%
3	13%	13%	17%	15%	9%
4	8%	4%	9%	7%	9%
Least Prefer 5	18%	24%	16%	17%	19%
Don't Use	22%	25%	22%	17%	27%
<b>By Email</b>					
Most Prefer 1	24%	21%	19%	19%	21%
2	11%	9%	13%	11%	10%
3	12%	9%	13%	14%	12%
4	7%	8%	8%	6%	5%
Least Prefer 5	13%	14%	11%	12%	13%
Don't Use	34%	39%	36%	38%	38%
<b>By Mail</b>					
Most Prefer 1	22%	21%	19%	14%	17%
2	12%	8%	12%	11%	11%
3	17%	16%	17%	20%	15%
4	8%	11%	9%	12%	9%
Least Prefer 5	25%	24%	23%	26%	24%
Don't Use	16%	19%	19%	17%	24%

## Appendix D: Service Preference by Frequency of Contact

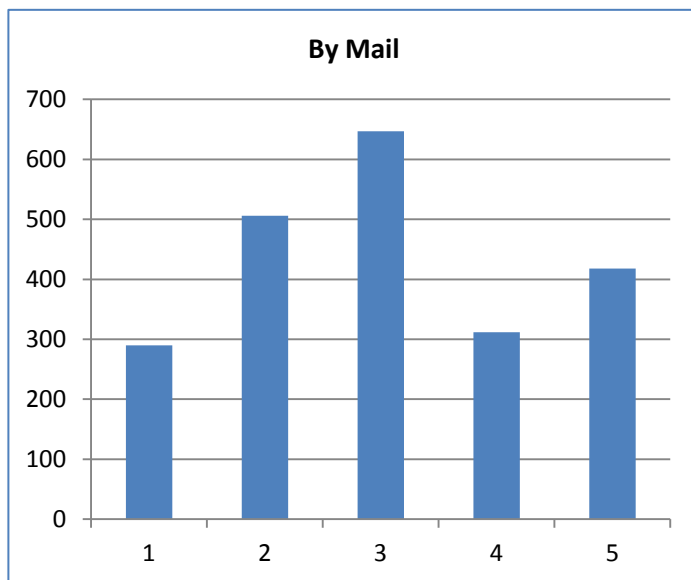
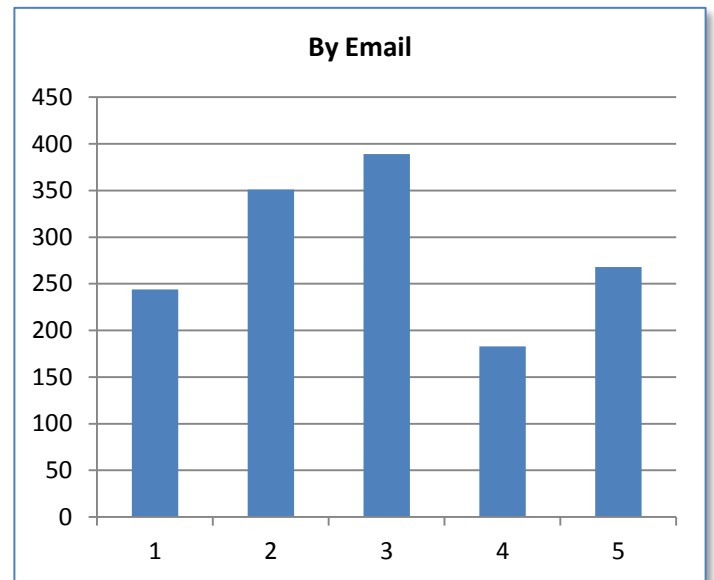
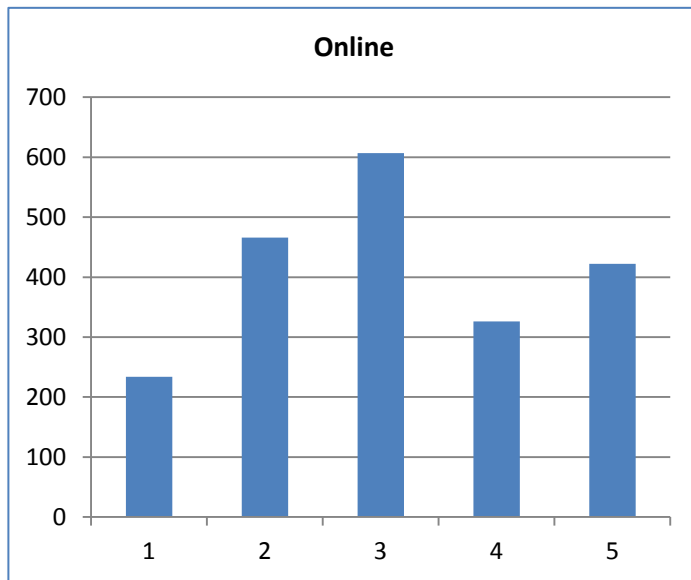
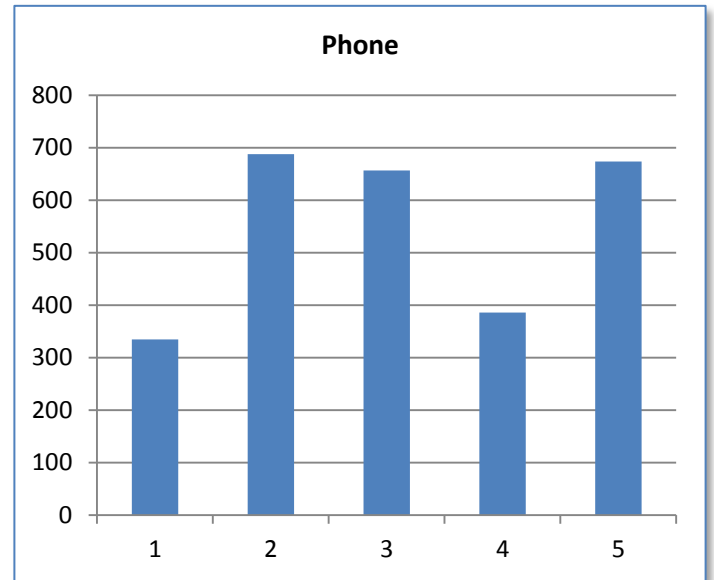
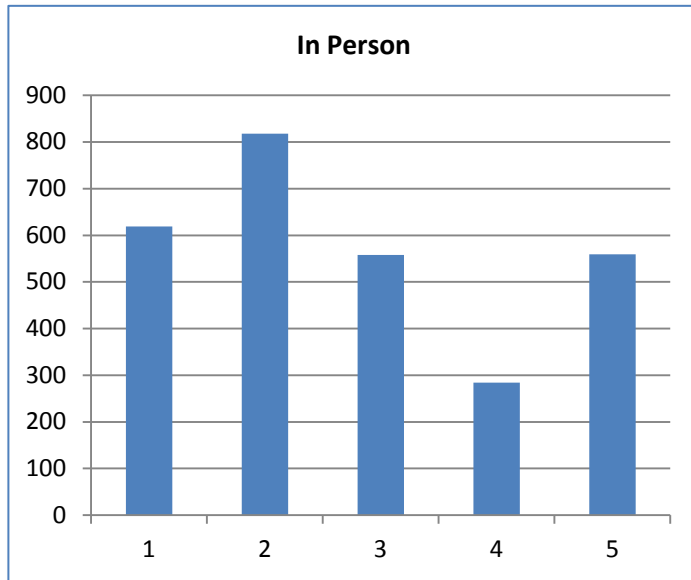


### Legend

- 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



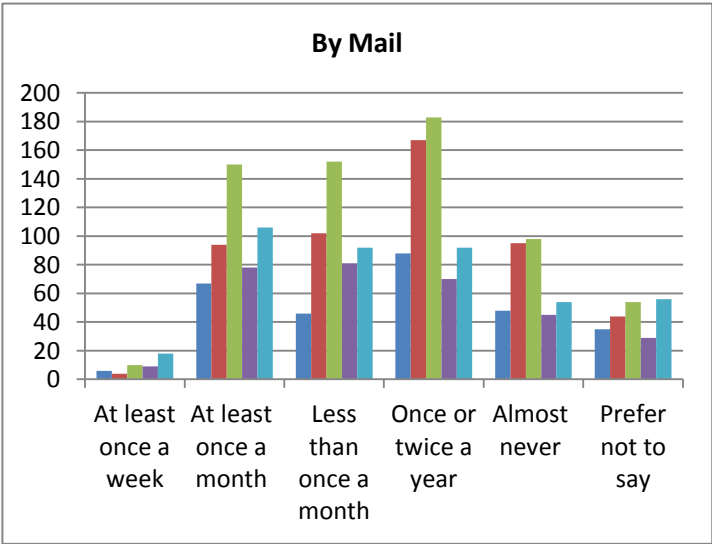
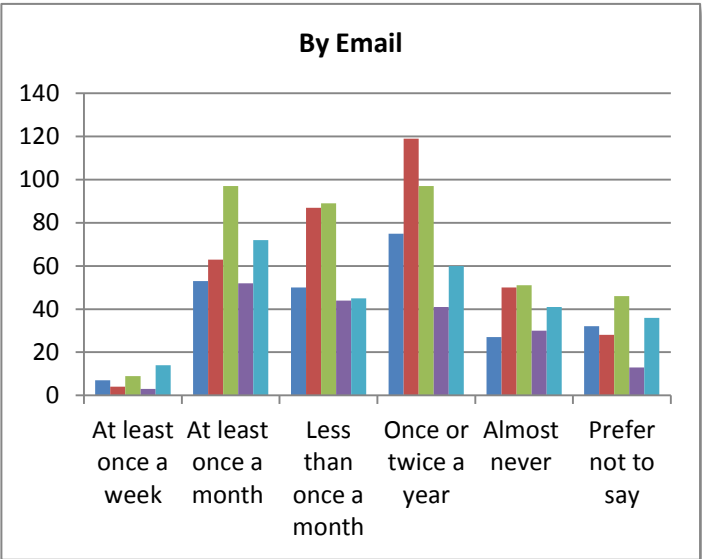
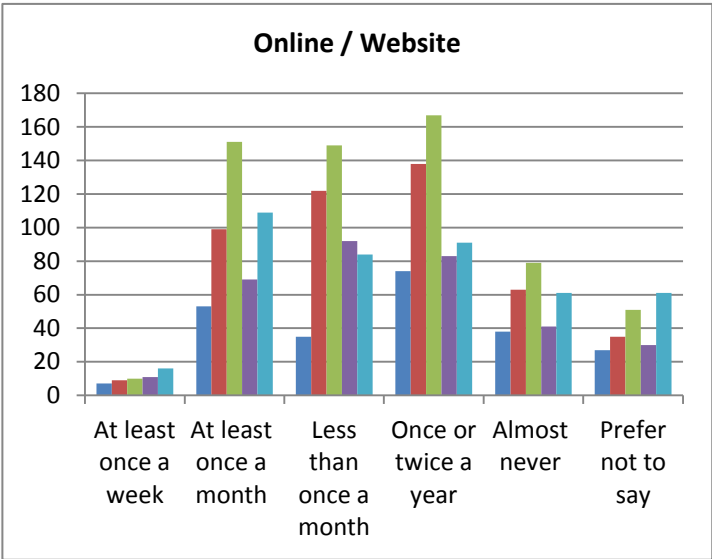
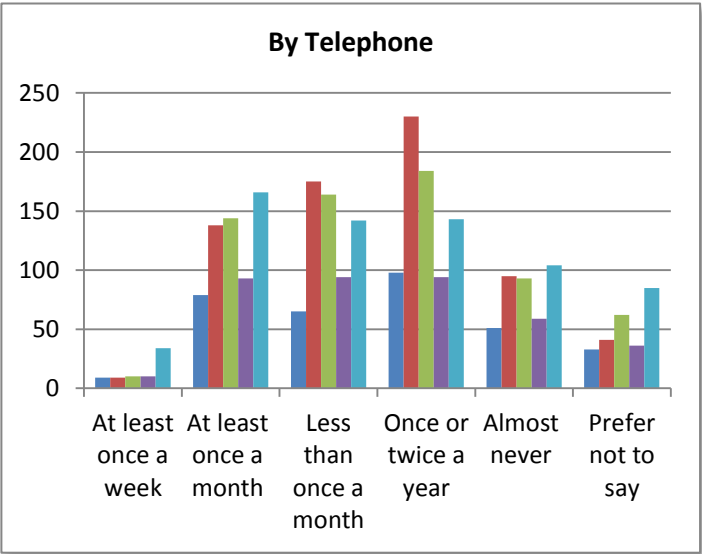
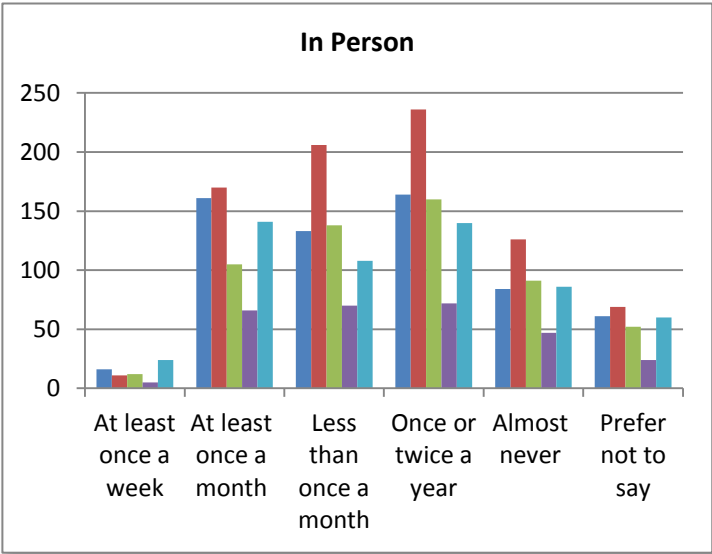
## Appendix E: Service Satisfaction by Channel



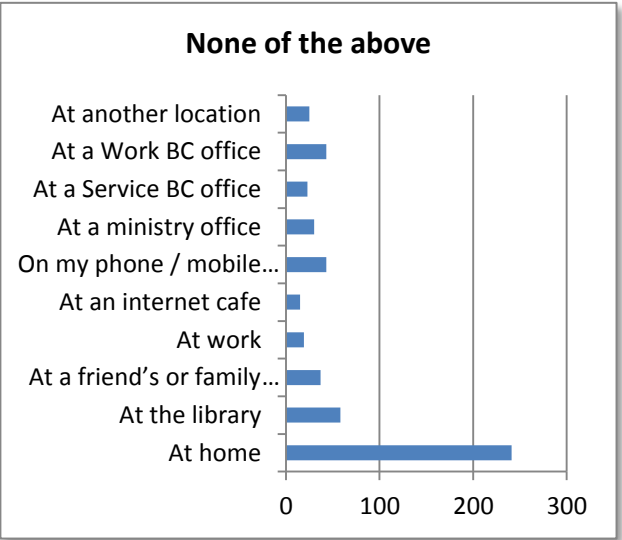
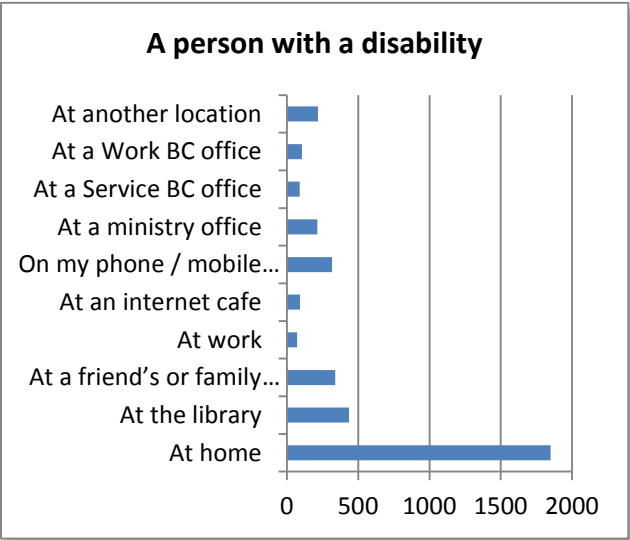
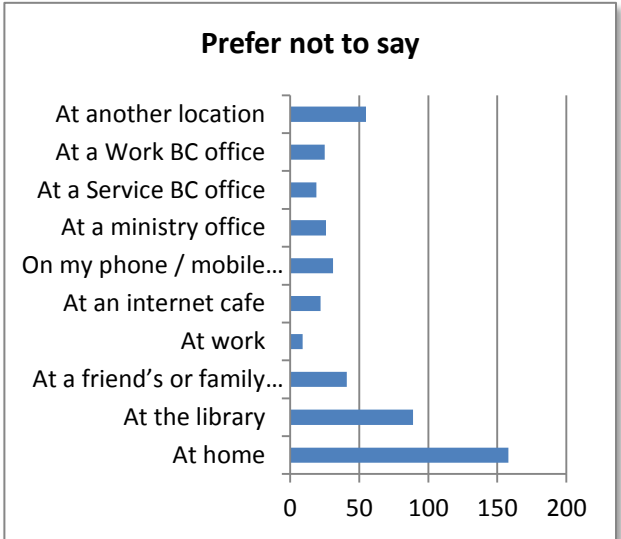
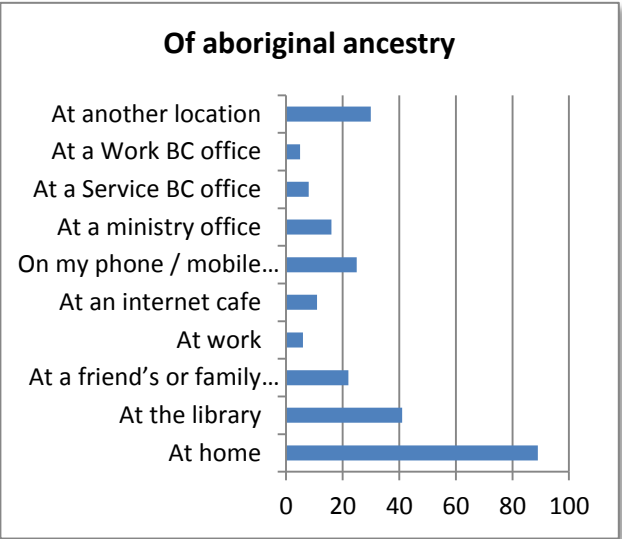
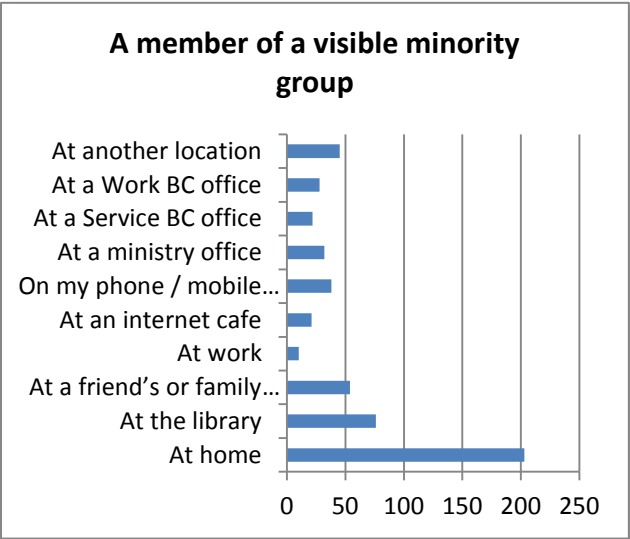
### Legend

- 1 Exceeds my expectations
- 2
- 3
- 4
- 5 Does not meet my expectations

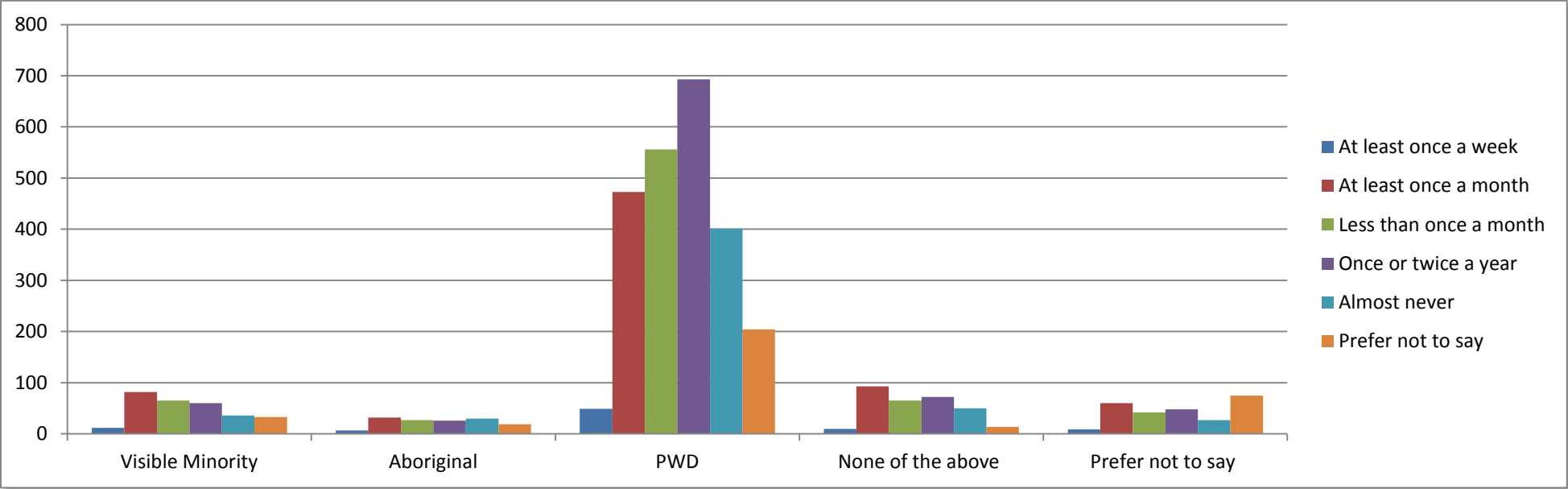
Appendix F: Service Satisfaction by Frequency of Contact



Appendix G: Internet Access by Diversity

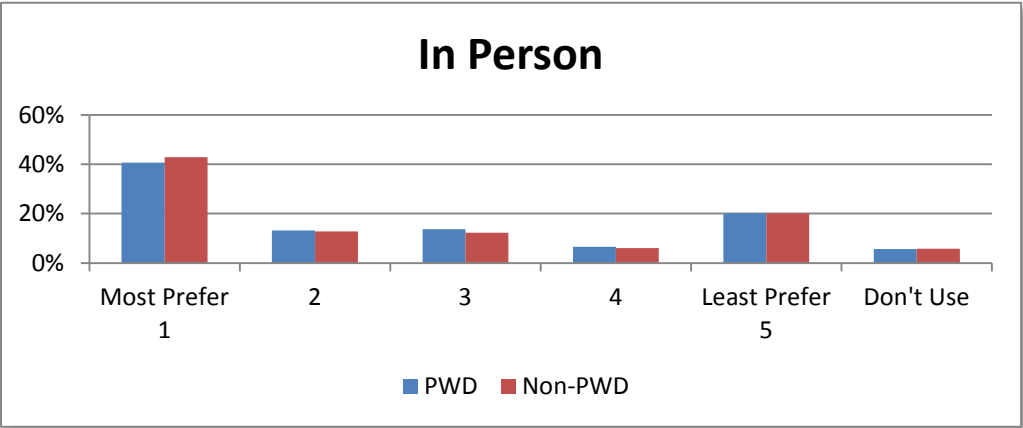


Appendix H: Frequency of Contact by Diversity

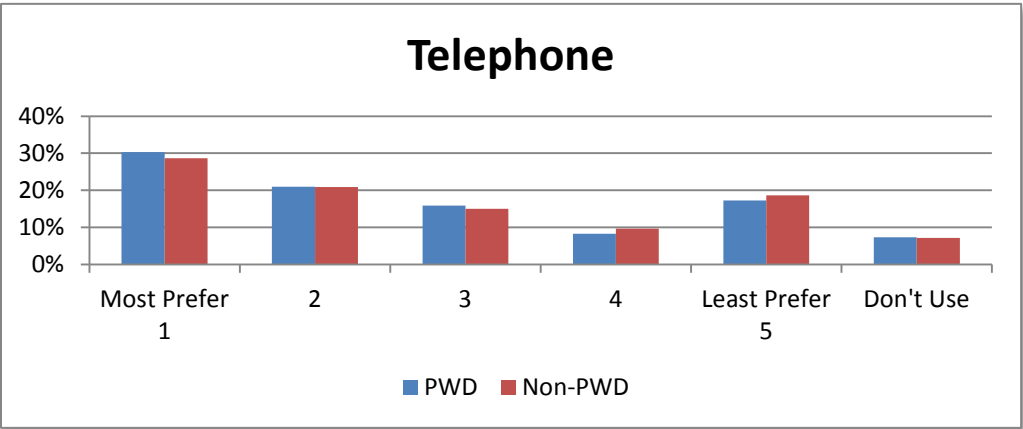


	At least once a week	At least once a month	Less than once a month	Once or twice a year	Almost never	Prefer not to say
Visible minority	12	82	65	60	36	33
Aboriginal	7	32	27	26	30	19
PWD	49	473	556	693	401	204
None of the above	10	93	65	72	50	14
Prefer not to say	9	60	42	48	27	75

Appendix I: PWD and Diversity Service Preference

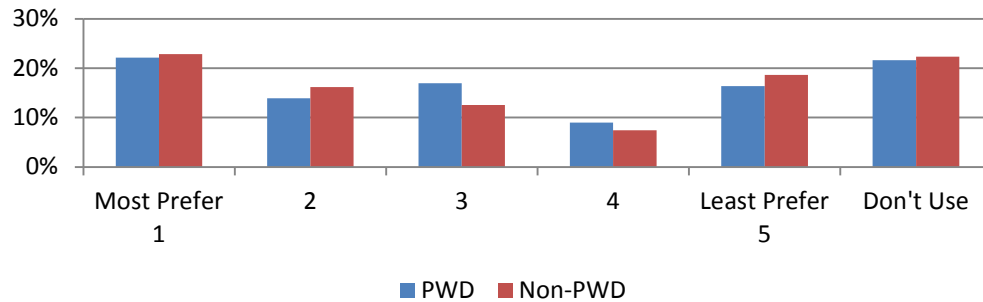


In person with a worker at an office	PWD	Non-PWD
1 - Most Prefer	966 (41%)	426 (43%)
2	312 (13%)	127 (13%)
3	325 (14%)	122 (12%)
4	158 (7%)	60 (6%)
5 - Least Prefer	479 (20%)	201 (20%)
Don't Use	136 (6%)	58 (6%)



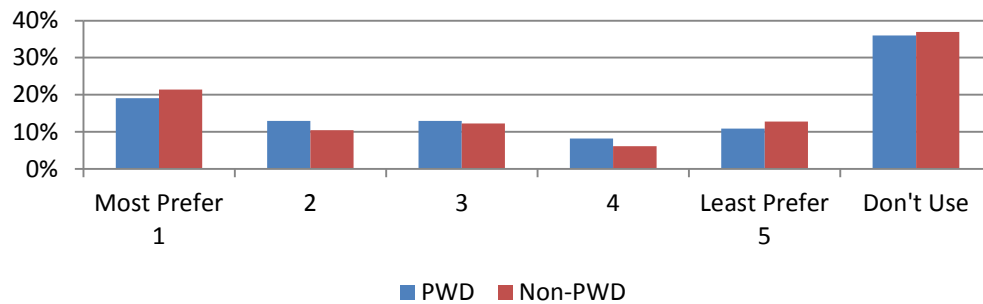
By telephone	PWD	Non-PWD
1 - Most Prefer	720 (30%)	285 (29%)
2	498 (21%)	208 (21%)
3	378 (16%)	149 (15%)
4	196 (8%)	96 (10%)
5 - Least Prefer	410 (17%)	185 (19%)
Don't Use	174 (7%)	71 (7%)

## Online



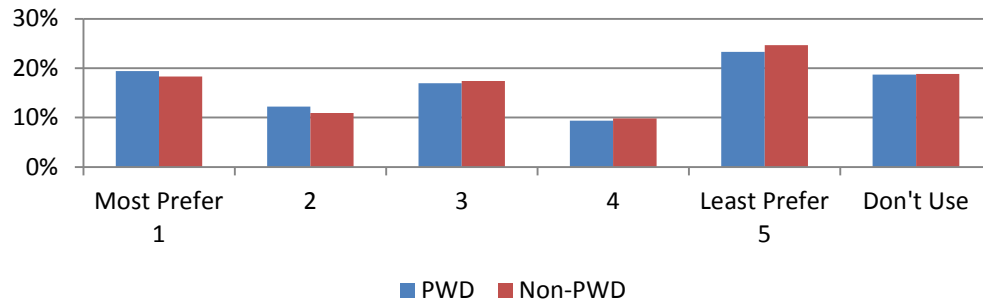
Online	PWD	Non-PWD
1 - Most Prefer	526 (22%)	227 (23%)
2	331 (14%)	161 (16%)
3	403 (17%)	125 (13%)
4	213 (9%)	74 (7%)
5 - Least Prefer	389 (16%)	185 (19%)
Don't Use	514 (22%)	222 (22%)

## Email



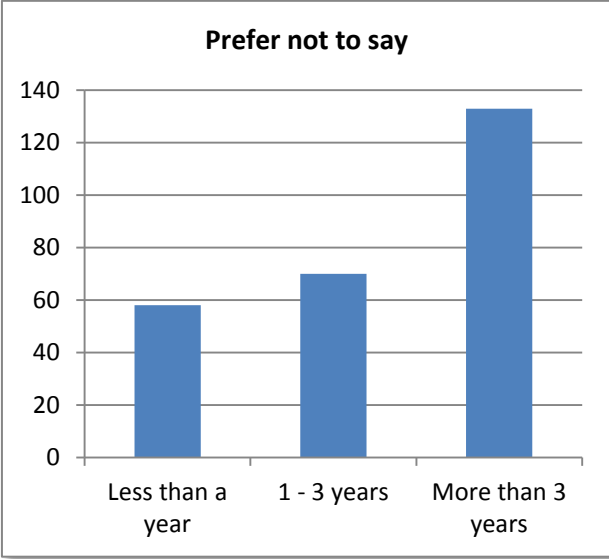
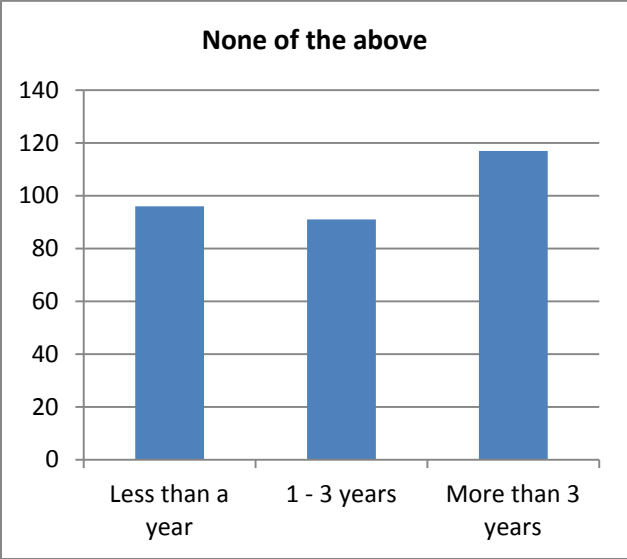
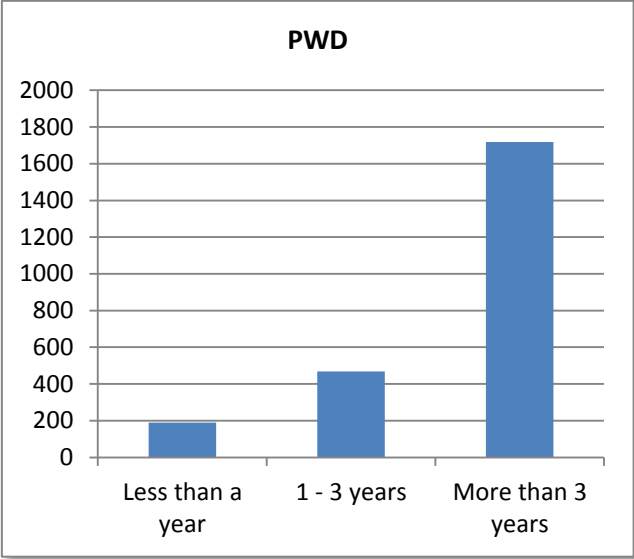
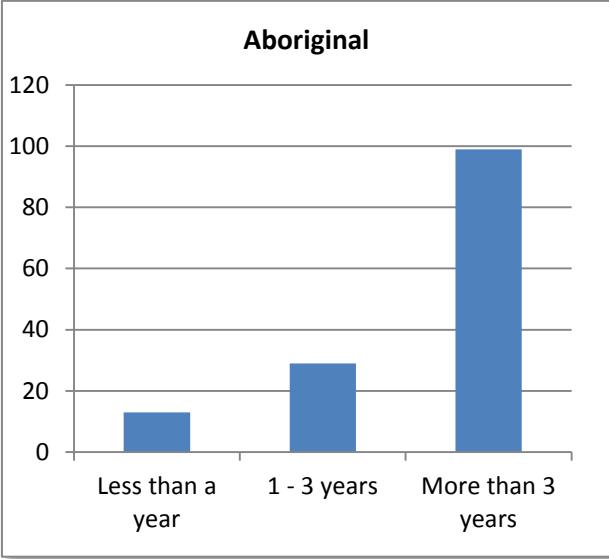
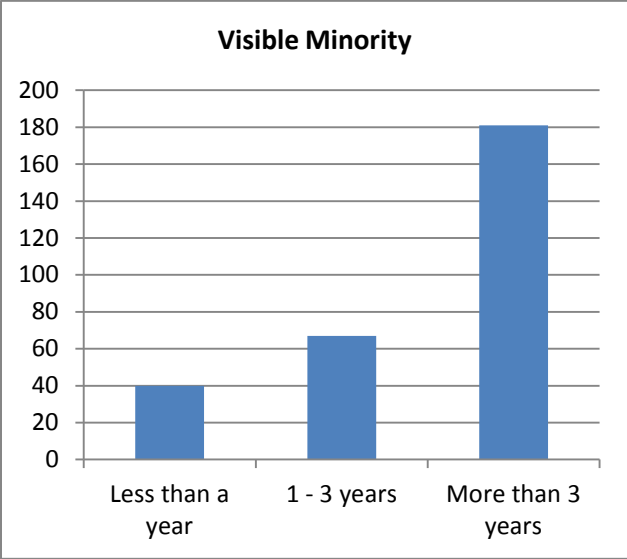
By Email	PWD	Non-PWD
1 - Most Prefer	453 (19%)	213 (21%)
2	307 (13%)	104 (10%)
3	307 (13%)	122 (12%)
4	195 (8%)	61 (6%)
5 - Least Prefer	259 (11%)	127 (13%)
Don't Use	855 (36%)	367 (37%)

## Mail

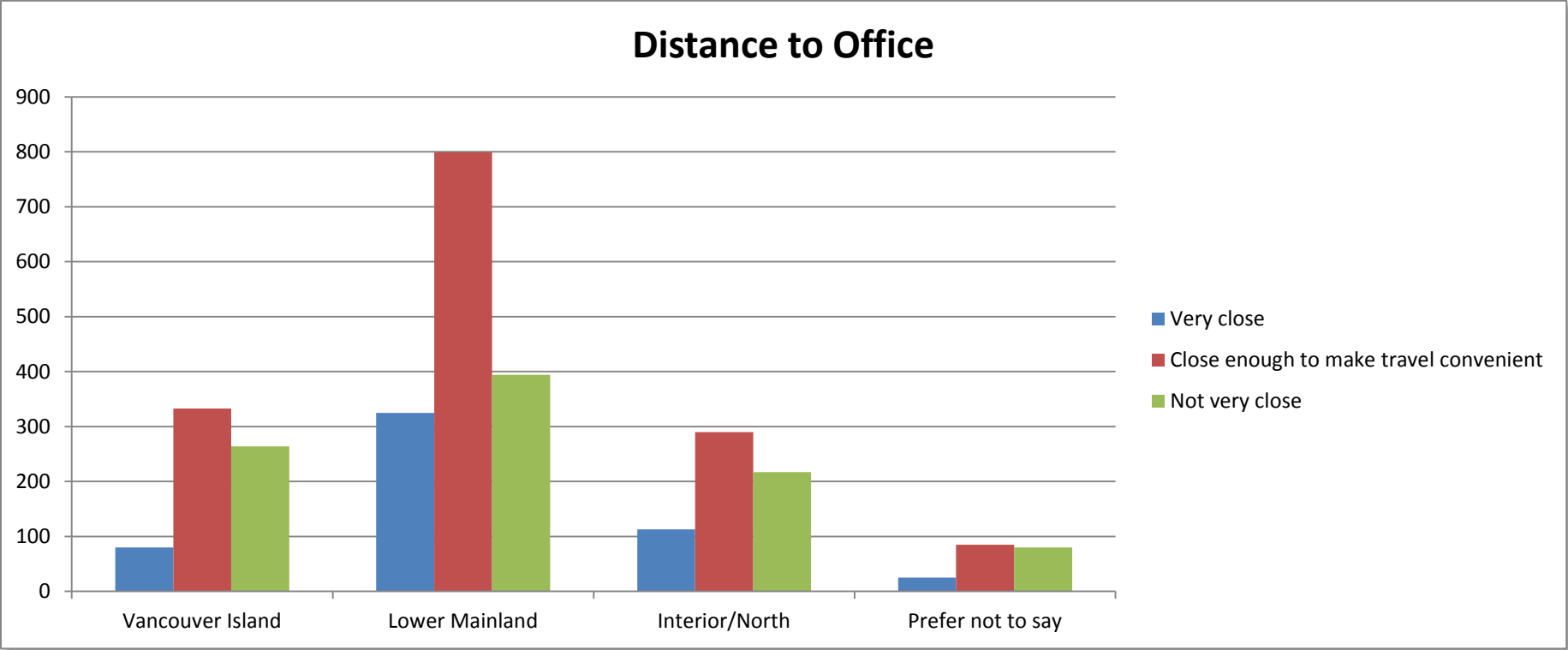


By Mail	PWD	Non-PWD
1 - Most Prefer	461 (19%)	182 (18%)
2	290 (12%)	109 (11%)
3	403 (17%)	173 (17%)
4	223 (9%)	98 (10%)
5 - Least Prefer	554 (23%)	245 (25%)
Don't Use	445 (19%)	187 (19%)

Appendix J: Time on Income or Disability Assistance by Diversity



Appendix K: Distance to Office by Location



Location	Very close	Close enough to make travel convenient	Not very close	Grand Total
Vancouver Island	80	333	264	677
Lower Mainland	325	799	394	1518
Interior/North	113	290	217	620
Prefer not to say	25	85	80	190



## Appendix L: Open-Ended Question Themes

Survey respondents were asked, “If there was one recommendation you could make to improve our service delivery, what would it be?” (Text space allowed up to 250 characters)

### Service Delivery Process (38%)

- Improve coordination of service channels
- Reduce waiting times (phones and in-person)
- Ability to have a call back function
- Provide ability to make an appointment
- Offer designated worker for clients who need it
- Increase privacy at local offices
- Allow clients to wait indoors
- Increase number of staff
- Ensure timely response
- Develop an online account, where clients can access their personal information
- Ability to submit stub online
- Expand services accessible online (i.e., live chat, downloading/submitting forms)
- Improve ministry website and make it more user friendly
- Introduce email as an expanded service delivery channel
- Review cheque issue schedule (i.e., consistent cheque date every month, eliminate 5 work week)
- Expand direct deposit options (i.e., Child in Home of Relative [CIHR], landlords)
- Improve phone tree and make it clearer to understand and faster ability to connect to a worker

### Customer Service (27%)

- Improve consistency overall
- Improve the quality of the service enhanced through more training on ministry policies as well as compassion, respect and disability awareness.
- Need consistency amongst agents answering the phone on what is available for clients
- Improved communication from ministry staff

### **Policy Change (15%)**

- Increase rates for food and shelter for both income assistance and disability assistance clients.
- Review child support and Canadian Pension Plan [CPP] policy (i.e., stop deducting)
- Bring back Community Volunteer Supplement [CVS]
- Review dental and medical coverage and processes
- Review the current service delivery model (i.e., separate PWD from Income Assistance clients)

### **Accessibility (11%)**

- Improve accessibility for face to face service (i.e. number of offices and office hours), including  
within local offices (physical access and office layout)
- Provide direct phone access to local offices
- Concerns raised around offices being closed entirely and/or over lunch

### **General Comments (10%)**

Comments that were more general in nature for example, references to broader government and mandates, and future survey recommendations were classified in this category.

### **Positive Comments (7%)**

Comments that had a positive tone or stated service delivery items that clients liked were classified in this category. A few clients also commented they appreciate that the ministry has various service channels to accommodate their needs.

### **No Recommendation (2%)**

Comments that did not contain a recommendation were classified in this category.

## Appendix M: Service Satisfaction Survey Questions



Ministry of  
Social Development  
and Social Innovation

## Service Satisfaction Survey

Please tell us about your experiences accessing ministry services so that we can continue to improve our service delivery. Your responses are not linked to your file in any way. This survey is completely anonymous. It will take about 10-15 minutes to complete. Thank you, your feedback is important to us.

1. How do you prefer to access services from the ministry? Please identify your preference for each option below.

	Most Prefer 1	2	3	4	Least Prefer 5	Don't Use
In person with a worker at an office						
By telephone						
Online / website (i.e. Online Resource, Forms, Self-Serve Assessment and Application Tool)						
By email (Bus Pass Program)						
By mail						

2. You identified you **prefer** to access services **in person with a worker at an office**. Please tell us the reasons why by checking all that apply:

- ☐ *The services are easily accessible*
- ☐ *The hours of service work for me*
- ☐ *There are no costs for me to access the service*
- ☐ *I get accurate information*
- ☐ *I get clear information that I understand*
- ☐ *I get my questions answered*
- ☐ *I get personal, polite service*
- ☐ *I get consistent quality of service*
- ☐ *The response I receive is fast*
- ☐ *My personal information is private and secure*
- ☐ *The process is easy to follow*
- ☐ *This service option best enables me to address my complex situation*

3. You identified you **prefer** to access services by **telephone**. Please tell us the reasons why by checking all that apply:

- ☐ *The services are easily accessible*
- ☐ *The hours of service work for me*
- ☐ *There are no costs for me to access the service*
- ☐ *I get accurate information*
- ☐ *I get clear information that I understand*
- ☐ *I get my questions answered*
- ☐ *I get personal, polite service*
- ☐ *I get consistent quality of service*
- ☐ *The response I receive is fast*
- ☐ *My personal information is private and secure*
- ☐ *The process is easy to follow*
- ☐ *This service option best enables me to address my complex situation*

4. You identified you **prefer** to access services **online or via website**. Please tell us the reasons why by checking all that apply

- ☐ *The services are easily accessible*
- ☐ *The hours of service work for me*
- ☐ *There are no costs for me to access the service*
- ☐ *I get accurate information*
- ☐ *I get clear information that I understand*
- ☐ *I get my questions answered*
- ☐ *I get personal, polite service*
- ☐ *I get consistent quality of service*
- ☐ *The response I receive is fast*
- ☐ *My personal information is private and secure*
- ☐ *The process is easy to follow*
- ☐ *This service option best enables me to address my complex situation*

5. You identified you **prefer** to access services by **email**. Please tell us the reasons why by checking all that apply:

- ☐ *The services are easily accessible*
- ☐ *The hours of service work for me*
- ☐ *There are no costs for me to access the service*
- ☐ *I get accurate information*
- ☐ *I get clear information that I understand*
- ☐ *I get my questions answered*
- ☐ *I get personal, polite service*
- ☐ *I get consistent quality of service*
- ☐ *The response I receive is fast*
- ☐ *My personal information is private and secure*
- ☐ *The process is easy to follow*
- ☐ *This service option best enables me to address my complex situation*

6. You identified you **prefer** to access services by **mail**. Please tell us the reasons why by checking all that apply:

- ☐ *The services are easily accessible*
- ☐ *The hours of service work for me*
- ☐ *There are no costs for me to access the service*
- ☐ *I get accurate information*
- ☐ *I get clear information that I understand*
- ☐ *I get my questions answered*
- ☐ *I get personal, polite service*
- ☐ *I get consistent quality of service*
- ☐ *The response I receive is fast*
- ☐ *My personal information is private and secure*
- ☐ *The process is easy to follow*
- ☐ *This service option best enables me to address my complex situation*

7. You identified that you **do not use** or **do not prefer** to access services **in person with a worker at an office**. Please tell us the reasons why by checking all that apply:

- ☐ *The service is not easily accessible*
- ☐ *The hours of service do not work for me*
- ☐ *There is a cost for me to access the service*
- ☐ *The information I received has not been accurate*
- ☐ *The information I received is not clear to me*
- ☐ *I do not get my questions answered*
- ☐ *The service is impersonal or impolite*
- ☐ *The quality of service is inconsistent*
- ☐ *The response I receive is slow*
- ☐ *I do not feel my information was secure/kept private*
- ☐ *The process is not easy to follow*
- ☐ *This service option does not enable me to address my complex situation*
- ☐ *Other reasons*

8. You identified that you **do not use** or **do not prefer** to access services **by telephone**. Please tell us the reasons why by checking all that apply:

- ☐ *The service is not easily accessible*
- ☐ *The hours of service do not work for me*
- ☐ *There is a cost for me to access the service*
- ☐ *The information I received has not been accurate*
- ☐ *The information I received is not clear to me*
- ☐ *I do not get my questions answered*
- ☐ *The service is impersonal or impolite*
- ☐ *The quality of service is inconsistent*
- ☐ *The response I receive is slow*
- ☐ *I do not feel my information was secure/kept private*
- ☐ *The process is not easy to follow*
- ☐ *This service option does not enable me to address my complex situation*
- ☐ *Other reasons*

9. You identified that you **do not use** or **do not prefer** to access services **online or via website**. Please tell us the reasons why by checking all that apply:

- ☐ *The service is not easily accessible*
- ☐ *The hours of service do not work for me*
- ☐ *There is a cost for me to access the service*
- ☐ *The information I received has not been accurate*
- ☐ *The information I received is not clear to me*
- ☐ *I do not get my questions answered*
- ☐ *The service is impersonal or impolite*
- ☐ *The quality of service is inconsistent*
- ☐ *The response I receive is slow*
- ☐ *I do not feel my information was secure/kept private*
- ☐ *The process is not easy to follow*
- ☐ *This service option does not enable me to address my complex situation*
- ☐ *Other reasons*

10. You identified that you **do not use** or **do not prefer** to access services by **email**. Please tell us the reasons why by checking all that apply:

- ☐ *The service is not easily accessible*
- ☐ *The hours of service do not work for me*
- ☐ *There is a cost for me to access the service*
- ☐ *The information I received has not been accurate*
- ☐ *The information I received is not clear to me*
- ☐ *I do not get my questions answered*
- ☐ *The service is impersonal or impolite*
- ☐ *The quality of service is inconsistent*
- ☐ *The response I receive is slow*
- ☐ *I do not feel my information was secure/kept private*
- ☐ *The process is not easy to follow*
- ☐ *This service option does not enable me to address my complex situation*
- ☐ *Other reasons*

11. You identified that you **do not use** or **do not prefer** to access services by **mail**. Please tell us the reasons why by checking all that apply:

- ☐ *The service is not easily accessible*
- ☐ *The hours of service do not work for me*
- ☐ *There is a cost for me to access the service*
- ☐ *The information I received has not been accurate*
- ☐ *The information I received is not clear to me*
- ☐ *I do not get my questions answered*
- ☐ *The service is impersonal or impolite*
- ☐ *The quality of service is inconsistent*
- ☐ *The response I receive is slow*
- ☐ *I do not feel my information was secure/kept private*
- ☐ *The process is not easy to follow*
- ☐ *This service option does not enable me to address my complex situation*
- ☐ *Other reasons*



12. Where do you access ministry services online? Please check all that apply:

- ☐ *At home*
- ☐ *At the library*
- ☐ *At a friend's or family member's place*
- ☐ *At work*
- ☐ *At an internet cafe*
- ☐ *On my phone / mobile device*
- ☐ *At a ministry office*
- ☐ *At a Service BC office*
- ☐ *At a Work BC office*
- ☐ *At another location*

13. How often do you contact the ministry?

- ☐ *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*

14. Please rate your **level of satisfaction** with the service you received from the ministry in each of the service options listed below.

[illegible]

15. If there was one recommendation you could make to improve our service delivery, what would it be?

*Please note text space is limited to 250 characters*

## Demographics

To help us better understand the needs and preferences of the people we serve, we'd like to know a little about you.

16. What is your gender:

- ☐ *Male*  
☐ *Female*  
☐ *Prefer not to say*

17. What is your family type:

- ☐ *Single Person*  
☐ *Couple (married or common-law)*  
☐ *Single Parent*  
☐ *Couple with dependents (married or common-law)*  
☐ *Prefer not to say*

18. What is your age:

- ☐ *Under 25 years*  
☐ *25 - 34*  
☐ *35 - 44*  
☐ *45 - 54*  
☐ *55 - 64*  
☐ *65+*  
☐ *Prefer not to say*

19. How long have you been on Income Assistance?

- ☐ *Less than a year*  
☐ *1 - 3 years*  
☐ *More than 3 years*

20. Please check if you identify yourself as any of the following. Please check all that apply:

- ☐ *A member of a visible minority group*
- ☐ *Of aboriginal ancestry*
- ☐ *A person with a disability*
- ☐ *None of the above*
- ☐ *Prefer not to say*

21. What area of BC do you live in?

- ☐ *Vancouver Island*
- ☐ *Lower Mainland*
- ☐ *Interior/North*
- ☐ *Prefer not to say*

22. How close do you live to a ministry office?

- ☐ *Very close*
- ☐ *Close enough to make travel convenient*
- ☐ *Not very close*

**Important: Please click on the Submit button to complete this survey. Thank you for your feedback!**