



Client Experience Feedback on New Service Channel Involving Phone: The Service Canada Outreach Support Center (OSC) Executive Summary

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Client Experience Feedback on New Service Channel Involving Phone: The Service Canada Outreach Support Center (OSC)

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Rétroaction sur l'expérience client concernant un nouveau mode de prestation téléphonique : le Centre d'appui des services mobiles de Service Canada (Centre d'appui des services mobiles) - Rapport méthodologique

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1. Executive Summary

1.1. Summary

The Citizen Service Branch (CSB) has developed a Client Experience (CX) Survey Measurement Model to understand how clients perceive their experience with Service Canada. The CX Survey Measurement Model informs exit survey design to allow clients to provide feedback at the point of service. Client feedback immediately after a service interaction provides Service Canada with a pulse check on how well each channel is working and allows for course correction throughout the year.

This project collected data from clients experiencing a new person-to-person service. This new toll-free telephone service, The Service Canada Outreach Support Center (OSC), offers service and additional support for Indigenous communities and vulnerable clients facing barriers to accessing Employment and Social Development Canada's (ESDC) programs and services. Research was conducted with clients who call into the OSC system using Integrated Voice Response (IVR) survey methodology.

The overall objectives for the research are:

- Monitor service satisfaction, ease, and effectiveness of the OSC channel; and
- Identify opportunities for improvement (pain points) that occur within the OSC channel.

The questionnaire was designed by Service Canada and updated by Kantar to reflect an IVR appropriate approach and to ensure it complied with all industry and Public Opinion Research Directorate (PORD) requirements including those of the Government of Canada Standards for the Conduct of Public Opinion Research – Quantitative Research (Telephone and Online). The survey was designed to have a maximum estimated length of 5 minutes and was available in English or French.

All respondents were routed from existing OSC call centres to the IVR survey between December 2021 and May 2022. Respondents were recruited by OSC outreach workers by asking if clients would be willing to complete a feedback questionnaire about their service experience. Clients who consented, were transferred to the IVR software platform. The IVR component was conducted using Kantar's partner Logit.

A pre-test was undertaken on December 13-20, 2021 obtaining 20 completions, no changes were required and as such the results of the 20 completes were included in the final data set.

Fieldwork was conducted using IVR technology from December 13th, 2021, to May 31st, 2022, and the total number of interviews included the results of the pre-test. In total, 155 surveys were completed. The average survey length was 4:17 minutes with the shortest being 2:58 minutes and the longest being 7:10 minutes. No weighting was applied to the final data.

1.2. Contract Value

The total contract value for this project was **\$71,936.94** including HST.

1.3. Statement of Political Neutrality

I hereby certify as Senior Research Director & Public-Sector Practice Lead of Kantar TNS that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Policy on Communications and Federal Identity and the Directive on the Management of Communications. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences and standings with the electorate or ratings of the performance of a political party or its leaders.



Tanya Whitehead
Kantar
Vice President & Public-Sector Practice Lead