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POR Number: 257-06
Contract Number: U6530-061822-001-CY
Award Date: 2006-11-14

**Canada Business Network:
Client Satisfaction Survey 2007**

Prepared for Industry Canada

Any questions regarding this report can be directed to:

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Ce rapport est également disponible en français.

March 2007



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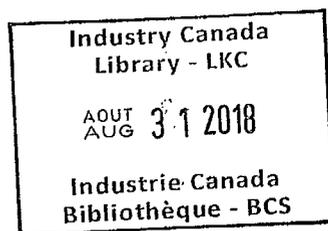
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EXECUTIVE SUMMARY

Phoenix SPI was commissioned by Industry Canada to conduct a survey of Canada Business clients to assess levels of client satisfaction with the service received during the previous six months. To that end, a survey of 719 Canada Business Network (CBN) clients was conducted using a mixed methodology, which included telephone, online and web-intercept data collection. In all, 277 clients completed the survey over the phone, 219 online and 223 via the web-intercept. Based on a sample of this size, the results can be considered to be accurate to within +/- 3.6%, 19 times out of 20 (for questions that applied to the full sample). The fieldwork was conducted from November 30, 2006 to February 19, 2007.

The results point to a clientele that is, for the most part, highly satisfied with the service it has received from the Canada Business Network, as well as with the information, products and services offered by Canada Business. Not only are they satisfied with the overall quality of service, clients also provided positive ratings of the different service channels used, the information provided, and the various Canada Business products and services used. Fully 83% expressed satisfaction with the overall quality of service received from the CBN, while two-thirds (65%) said that, in the end, they got everything they needed (a further 25% got part of what they needed), and very few (8%) encountered problems with the service. Underscoring this satisfaction was the fact that specific aspects of service delivery also tended to be rated positively. Well over three-quarters (79-81%) offered positive assessments of all aspects of service and, in each area, satisfaction was more likely to be strong (57-83%) than moderate (7-22%).

Focusing on service-related interactions, clients tended to contact Canada Business three or more times (50%), were most likely to have done so by telephone (53%) or the website (47%), and were most apt to have used only one of the five channels in the previous six months (66%). Not only was overall satisfaction with service high, it was also strong with respect to the service channels used by clients. Large majorities expressed relatively strong satisfaction with each of the channels used. In addition to being the most commonly-used channel, telephone was also the top-rated service channel – 90% of those who contacted Canada Business by phone were satisfied with the service received. Most felt they got what was needed (89%), the hours were convenient (87%), it was easy to reach an agent (86%), find the phone number (82%) and use the automated system (77%). Following the telephone, 88% were satisfied with the quality of service received at a CBN office, 82% with the service received through the national/provincial/territorial website(s), and 74% with email service. As with the various dimensions of telephone service, respondents provided positive ratings of all specific aspects of in-person, website, and email service.

Positive assessments notwithstanding, Canada Business might want to consider targeting those aspects of service that were accorded higher levels of dissatisfaction. Although in most instances relatively small numbers expressed dissatisfaction with service quality, this provides a focus for moving forward. In terms of overall service, this means focusing on ensuring that clients are informed of everything needed in order to get service. For the service channels, this means trying to make the automated phone system easier to use, ensuring information on the website(s) is easier to find, making the CBN email address easier to find, and addressing the CBN office wait times and hours of service.

Turning to the information available from Canada Business, 60% of surveyed clients looked to the CBN for information on starting a business, followed at a distance by information on business financing (33%), other government-related issues (27%), and business sectors (27%). The type of information clients had trouble locating included government information for businesses, business financing and sector-specific information, taxation information, and association sources or contacts. While some of the information was difficult to locate (over two-thirds did not find *everything* they sought), what respondents did obtain was highly rated, with 89% saying it met or exceeded their expectations. Notably, those representing potential start-up businesses tended to be more successful than those from existing businesses in finding all the needed information.

Not only did the information meet clients' needs, the vast majority said they used this information. At the time of the survey, fully 81% had made use of the information and most of those who had not (72%) said they planned to in the future. Satisfaction with specific aspects of this information, in addition, was uniformly high with more than four in five (82-84%) saying they were satisfied with its accuracy, relevance, accessibility, and clarity. Moreover, satisfaction in each of these areas was, again, more likely to be strong than moderate. Simply put, the majority were very satisfied with the quality of information received from the Canada Business Network.

In addition to information, the products and services offered through the Canada Business Network received strong satisfaction ratings. While many surveyed clients had used the various products and services, printed materials (48%) and personal assistance from an agent (43%) emerged as the most used products/services. Information packages followed at 36%, with the Research Library (25%) rounding out the top four. Satisfaction was highest with regard to personal assistance from an agent (90%; 65% were *very* satisfied), although all other products/services received favourable assessments.

Beyond these products and services, 51% were referred to an organization or person to obtain information. Nearly all of these clients already had (61%) or planned to (31%) use the referral. Those who had done so already were largely satisfied with the quality of their referral (83%) and found the information to be useful (85%). As further evidence that the products and services, as well as information, provided by Canada Business meet the needs of clients, more than half (55%) said the information or services helped them in starting a business, while exactly half reported that it helped them to do general research.

There were subgroup differences with respect to many of the issues explored in the survey, but the differences that do exist are largely limited to specific areas and most do not follow a consistent pattern. That said, a number of generalizations can be made about the nature of these variations. Atlantic Canadians and Quebeckers tended to align in many areas, while those from Ontario and the West were more in line with the overall survey findings. In addition, French-speaking respondents and those representing start-up businesses were often more apt to provide positive feedback, while those who used three or more service channels tended to be more negative about service overall compared to those who used fewer methods.

In conclusion, Canada Business appears to be serving its clients well. Beyond providing competent, friendly service and high quality information, products and services, the CBN helped over half of those surveyed to actually start a business. This finding, along with the

rest of the survey results, confirms that Canada Business is largely fulfilling its mandate as the primary source of up-to-date, accurate, business-related information for businesses and start-up entrepreneurs. In addition to maintaining this level of client service and high quality information, products and services, there are a handful of patterns in the data that suggest areas in which Canada Business could focus improvement efforts. While information obtained from the CBN was highly rated and viewed to be useful, it was not always easy for clients to find. Canada Business could benefit from exploring ways to help clients more easily locate and obtain information.

As well, while start-up businesses are Canada Business's main audience, existing businesses accounted for one-quarter of those who contacted the CBN over the previous six months, and these clients provided less positive feedback. This suggests a need for information, products, and services that are tailored to existing businesses.

Finally, Canada Business might consider targeting aspects of service that received higher levels of dissatisfaction – informing clients of everything needed, trying to make the automated phone system easier to use, ensuring information on the website(s) is easier to find, making the CBN email address easier to locate, and addressing the CBN office wait times and hours of service.

More Information:

Supplier name: Phoenix Strategic Perspectives Inc.
PWGSC contract number: U6530-061822-001-CY
Award date: 2006-11-14

INTRODUCTION

Industry Canada commissioned Phoenix Strategic Perspectives to conduct a survey of Canada Business clients to assess levels of client satisfaction with the service received during the previous six months.

Background and Objectives

Canada Business is a government information service for businesses and start-up entrepreneurs in Canada. It promotes entrepreneurship by serving as the primary source of up-to-date, accurate business-related information and providing referrals on government programs, services and regulations in all regions of the country. The mission of Canada Business is to:

- Improve the start-up, survival and growth rates of small and medium-sized enterprises by giving business people in every part of Canada access to accurate, timely and relevant information and referrals.
- Reduce the complexity of dealing with various levels of government by consolidating business information from the client's perspective in one convenient service.
- Enable clients to make well-informed business decisions in a global economy.
- Encourage business success through sound business planning, market research and the use of strategic business information.

Services from Canada Business are available via four main channels: telephone, in-person, email, and the Internet.

In March 2005, Industry Canada conducted a client satisfaction survey with visitors of four Canada Business locations. In 2007, Canada Business wanted to proceed with a client satisfaction survey of its entire network. The Canada Business Network (CBN) includes the following 13 service centres:

1. Canada – Ontario Business service centre
2. Canada – Manitoba Business service centre
3. Canada – Saskatchewan Business service centre
4. Canada – Alberta Business service centre (The Business Link)
5. Canada – British Columbia service centre (Small Business BC)
6. Canada – Newfoundland and Labrador Business service centre
7. Canada – Nova Scotia Business service centre
8. Canada – New Brunswick Business service centre
9. Canada – Prince Edward Island Business service centre
10. Canada – Québec service centre (Info entreprises)
11. Canada – Yukon Business service centre
12. Canada – Nunavut Business service centre
13. Canada – Northwest Territories Business service centre

The main purpose of the research was to ensure ongoing, systematic gathering, maintenance and reporting of client-focused information to facilitate management decision-making. Specific research objectives were to:

- Identify client information needs and satisfaction with products and services.
- Measure product and service delivery against client needs and preferences.
- Develop a profile of the client base.
- Track service performance over time.¹

This research builds on the findings of the 2005 survey, and is intended to establish a national baseline for subsequent surveys.

Research Activities

To assess the level of client satisfaction among people who contacted Canada Business, a mixed methodology was used. This combined intercept recruitment, with the subsequent data collection conducted online and by telephone. In all, 719 Canada Business clients completed the survey in one of these modes². A sample of this size can be considered to be accurate within +/- 3.6%, 19 times out of 20 (for questions that applied to the full sample). The fieldwork was conducted from November 30th, 2006 to February 19th, 2007. The various research activities are described in detail below, including the recruitment and data collection.

RECRUITMENT

Recruitment took the form of intercept activity. Given that services from Canada Business are available via four main channels – telephone, in-person, email, and the Internet – recruitment differed by channel. Clients who contacted a Canada Business service centre by the telephone or in-person channels³ were recruited for the research by service agents that staff the phone lines and/or offices. This involved obtaining clients': 1) agreement to participate in the research, and 2) contact information to enable their participation. Those who agreed to participate had the option to complete the survey by telephone or online (although the online survey was encouraged).

Clients who used email or the Internet channels were directed to complete the online survey. People who sent an email inquiry to Canada Business were sent a recruitment email following the email that answered their question(s). This ensured that service delivery was not impeded by recruitment, and it allowed for time to lapse between the inquiry and the response from Canada Business so clients could adequately comment on the quality of service and/or information. Those who accessed either the national or one of

¹ The 2005 and 2007 data are not fully comparable given that the target audiences were not the same. The 2005 survey included clients of service centres in Quebec, Ontario, Manitoba and Saskatchewan only. As well, modifications were made to the questionnaire and only two data collection modes were used this year – online and telephone. In 2005, respondents were also given the option to complete a paper-based questionnaire.

² In addition, 1 client completed a paper-based questionnaire which was mailed back to Phoenix.

³ At some Canada Business locations, in-office computer terminals are available for use by clients. At these locations, service agents also offered some of the clients who agreed to take part in the research the option to complete the survey at a computer terminal. These clients were able to access the survey through the website, which contained invitations to complete the survey – this was the basis of the Internet recruitment.

the provincial/territorial websites during the research were recruited to take part in the survey via a website intercept that used interstitial web pages, not pop-up windows. The interstitial pages intercepted website visitors and solicited their agreement to take part in the research.

Recruitment continued throughout most of the field period, beginning October 17th, 2006 and ending January 31st, 2007. All 13 Canada Business Network service centres took part in the recruitment. The target number of recruited participants was 5,000 (based on a 4:1 ratio of recruits versus completed surveys). Since the Canada Business traffic varies by location, so too did the recruitment totals. In total, however, only 1,712 clients were recruited by telephone, in-person or email to take part in the research. Regarding the Internet service channel, 223 visitors were recruited to complete the survey via the website intercept. Tables 1 and 2 below provide details of recruits by service channel and then by region.

Table 1

	SERVICE CHANNEL		
	Telephone/In-person	Email	Internet
No. of recruits	1,687*	25	223**

*Excludes client recruited for whom the contact information was invalid.

**This was a website intercept survey; therefore, the number of completed surveys is the only data available.

Table 2

Province/Territory	REGION
	No. of Recruits by Service Channel* (Excludes the Internet)
Alberta	374
British Columbia	161
Manitoba	52
New Brunswick	137
Newfoundland	12
Nova Scotia	125
Northwest Territories	8
Nunavut	2
Ontario	385
Prince Edward Island	9
Quebec	380
Saskatchewan	61
Not available	6
Grand Total	1,712

*Excludes client recruited for whom the contact information was invalid.

QUESTIONNAIRE

The questionnaire was based on the version used in 2005 in order to maximize tracking and comparability. However, significant changes were required to ensure that the

questionnaire design was consistent with the methodology being used. In the past, different questionnaires were used for each service channel assessed and for each method selected by the client to complete the survey (i.e. clients had the choice of completing the survey by phone, Internet, mail or fax). This year, to streamline the process, one questionnaire, with *modules* for each service channel, was used to collect the data. Surveyed clients were asked to respond to the modules that corresponded to each service channel they used in the previous six months. The questionnaire took an average of 14 minutes to complete, and the number of questions asked of each client varied depending on the nature of their interaction with Canada Business.

The questionnaire incorporated key elements of the Common Measurements Tool (CMT) to enable comparisons of service quality across federal government departments and agencies. In addition, it included a number of customized questions, as well as the main quality-of-service measures relevant to each service channel. CMT questions included those pertaining to clients' overall satisfaction with the quality of service received from the Canada Business Network (CBN) and their perceptions of the service experience, including whether they got what they needed in the end or had any problems with the service they received from the CBN.

DATA COLLECTION

The following table presents the number of completed surveys broken down by data collection mode, along with related specifications for each method:

Table 3

	DATA COLLECTION MODE		
	Telephone	Online	Web Intercept
Interviews	277	219	223
Fieldwork Dates	Nov. 30 th , 2006 – Feb. 19 th , 2007	Dec. 7 th , 2006 – Feb. 19 th , 2007	Dec. 14 th , 2006 – Feb. 19 th , 2007
Average Length	13.5 minutes	11.8 minutes	10.4 minutes
Response Rate	66%	18%	N/A

1. Online survey:

The following specifications applied:

- In total, 1,200 recruited clients were invited to participate in the survey (excluding those with email addresses returned as undeliverable). The survey was completed by 219 clients. This represents a response rate of 18%.
- The survey was password-protected, available in both official languages, and accessible through a URL link contained in the email invitation letter.
- As a reminder regime, up to three emails were sent to recruited clients that had not

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yet completed the survey. Each reminder was sent approximately one week apart.

- The survey averaged 11.8 minutes and was available online from December 7th, 2006 to February 19th, 2007.

2. Telephone survey:

The following specifications applied:

- In total, 277 clients completed a telephone interview between November 30th, 2006 and February 19th, 2007.
- A pre-test of the survey was conducted (seven interviews in English, and three in French). The amount of sample available at the time of the pre-test did not support more pre-test interviews.
- All calling took place during regular business hours and in the evenings (evening calling proved to be effective). A minimum of eight call-backs were attempted before a record was retired.
- Interviews averaged 13.5 minutes in length.
- The response rate for this data collection mode was 66%.

The table below presents detailed information about the call dispositions for the telephone survey, as well as the telephone response rate calculation (using the MRJA formula):

Telephone Survey	
Total Numbers Attempted	536
Out-of-scope - Invalid	82
Unresolved (U)	54
<i>No answer/Answering machine</i>	54
In-scope - Non-responding (IS)	14
<i>Language barrier</i>	0
<i>Incapable of completing (ill/deceased)</i>	1
<i>Callback (Respondent not available)</i>	13
Total Asked	386
<i>Refusal</i>	91
<i>Termination</i>	7
In-scope - Responding units (R)	288
<i>Not Qualified</i>	11
<i>Completed Interview</i>	277
Refusal Rate	25.39%
Response Rate	65.45%

3. Website intercept survey:

The following specifications applied:

- In total, 223 clients completed the intercept survey between December 14th, 2006 and February 19th, 2007.
- The intercept survey was available in French and English and accessible through the national and provincial/territorial Canada Business websites. Each new client who visited the website(s) during the research period was invited to complete the survey using an interstitial survey invitation.

- The survey invitation contained information about the survey, offered assurances of confidentiality, and encouraged participation. If clients accepted the invitation, the survey opened in a new browser window. If they declined, the invitation window closed and did not appear again for the client if s/he revisited the site during the research.
- The survey averaged 10.4 minutes.
- The response rate cannot be determined with precision due to sampling issues related to website surveys in general.

ANALYSIS

The data from each survey mode were combined and analyzed together to produce the overall findings. No weights were applied to the final data. The Canada Business Network service centre traffic data could not be used as the basis for developing weights. The available regional data were not reliable. As well, to develop accurate weights for the data, the service centre traffic needed to be broken out by the different service channels used by clients for service-related interactions. Since this information was not available, the survey data have not been weighted.

Note to Readers

- For editorial purposes, the terms 'respondents' and 'clients' are used throughout the report to denote survey participants. As well, the terms 'Canada Business Network' and 'Canada Business' are used interchangeably, along with the acronym 'CBN'.
- At times, the number of respondents (i.e. not the percentage) who answered certain questions or answered in a certain way is provided. The following method is used to denote this: $n = 100$, which means the number of respondents, in this instance, is 100.
- Since questions were often asked of sub-samples of the survey population, the number of respondents changes throughout the report. Accordingly, readers should be aware of this and exercise caution when interpreting results based on smaller numbers of respondents.
- For key questions throughout the report, the findings are tracked over time.
- Some of the graphs do not sum to 100% due to rounding.

Appended to the report, in both official languages, are:

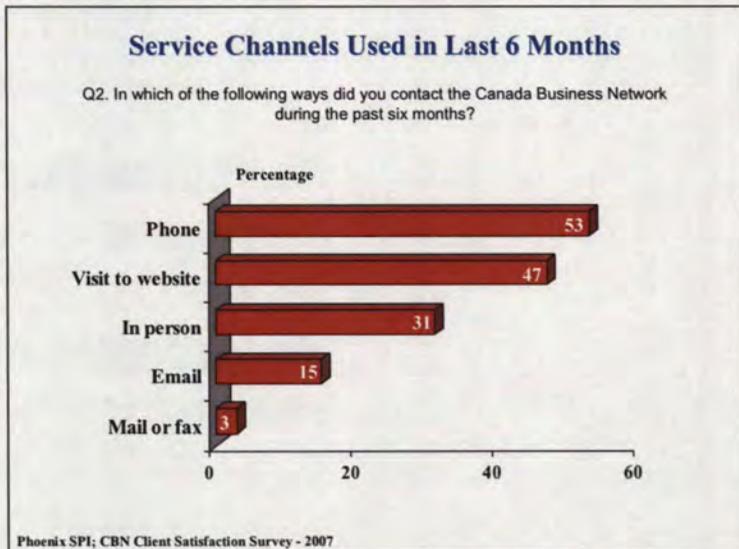
- Recruitment materials,
- Questionnaire,
- Interstitial webpage invitation, and
- Survey invitation and reminders.

SERVICE-RELATED INTERACTIONS

This section describes clients use of the various service channels available to contact the Canada Business Network (CBN) during the six months preceding the survey.

Phone, Website – Top Service Channels Used

The telephone and website were the two service channels most likely to be used by surveyed clients. Approximately half said they used the phone (53%) or website (47%) to contact the Canada Business Network during the previous six months. Other service channels followed at a distance, with in-person visits reported by 31%, email by 15%, and mail or fax by just 3% of respondents.

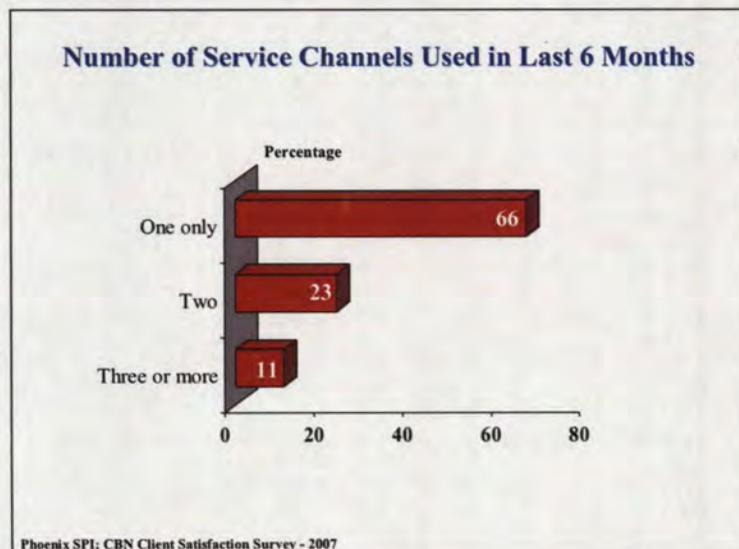


Little has changed since 2005, when 55% accessed the services by telephone and 48% did so via the Internet. The only notable differences related to visits to a CBN office (40% in 2005 vs. 31% in 2007) and email (10% in 2005 vs. 15% in 2007). **For this and all other tracking data, recall that the 2005 and 2007 surveys are not fully comparable due to differences in sample composition and other aspects of the research. This caveat will not be repeated.**

Most Do Not Use Multiple Service Channels

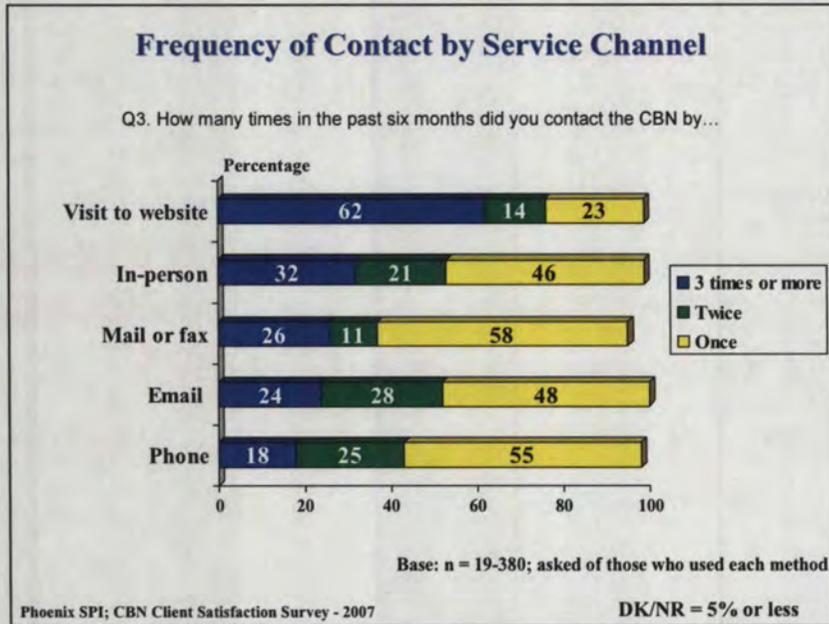
Two-thirds of those surveyed used only one service channel to contact the Canada Business Network in the prior six months. That said, 23% used two of the five channels, and just 11% used three or more.

In 2007, a higher proportion of clients accessed the CBN using one service channel only (66% vs. 60% in 2005).



Website Use Frequent; Other Channels Used Infrequently

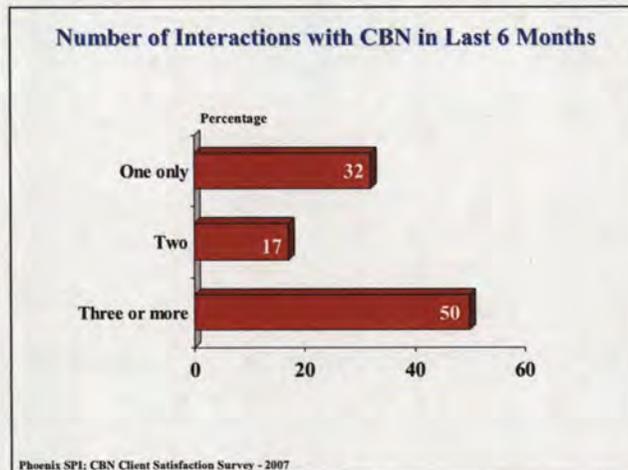
Overall, the website is, by far, the most frequently-used service channel. Among those who used the website in the past six months (n = 340), most were repeat visitors. In total, 62% visited the site three times or more, while 14% did so twice. None of the other service channels was used this often by this great a proportion.



Looking at the other service channels, the majority of clients used mail or fax (58%) and the phone (55%) only once to contact the Canada Business Network. While the telephone was the top service channel used, it falls behind most other methods in terms of frequency of use. Only mail or fax was used less often – 37% contacted the CBN by mail or fax more than once, compared to 43% of those who used the telephone. Clients who visited a CBN office or contacted the CBN by email were more likely to do so multiple times than just once – over half (52-53%) used each of these service channels more than once in the previous six months.

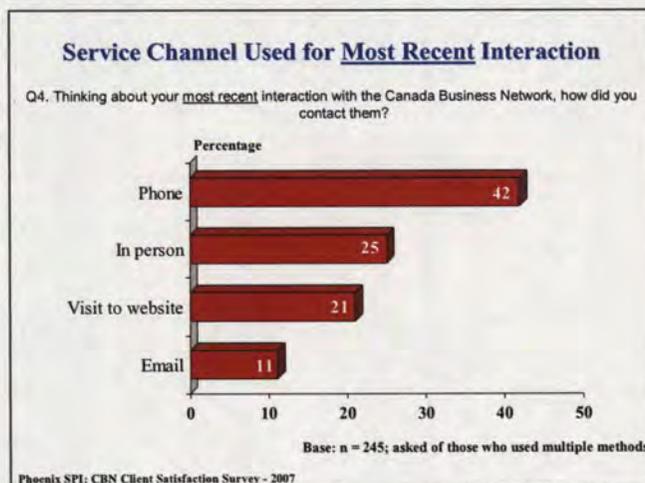
Half Contacted CBN Three Times or More

Many surveyed clients contacted the Canada Business Network relatively frequently in the previous six months. Exactly half contacted the CBN three times or more, regardless of the service channel. Of the rest, 32% did so once, while 17% contacted the CBN twice. This year, clients were more likely to have had multiple interactions with the CBN – 32% had just one interaction in 2007, compared to 51% in 2005. Among those who contacted the CBN three or more times, most tended to do so three to five times regardless of the service channel used. That said, a very small proportion of these clients had more than six service-related interactions, with those using the website being the most apt to have visited it more frequently with many having done so more than ten times.



Most Multi-Channel Users Last Contacted CBN by Phone

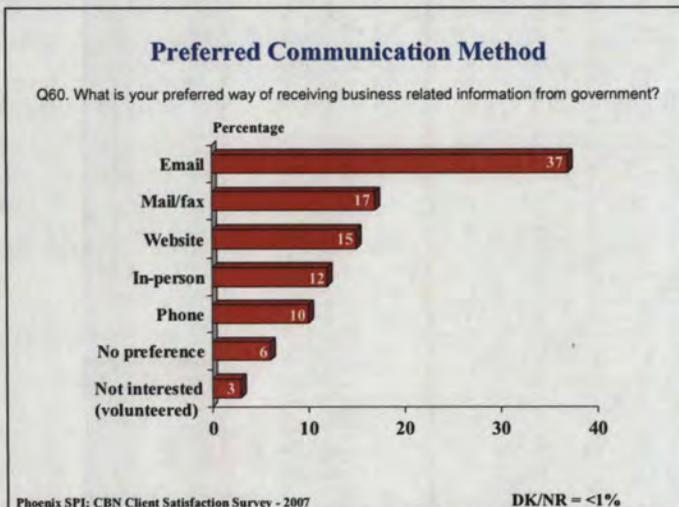
Clients who used more than one service channel in the previous six months (n = 245) were most likely to have used the telephone for their most recent interaction with Canada Business. A substantial minority (42%) last contacted the CBN by phone. Exactly one-quarter said their last interaction was in-person, with a visit to a CBN office, while slightly less (21%) reported having accessed the website. One in ten (11%) said they contact the CBN by email. None of the clients surveyed used mail or fax for their most recent service-related interaction.⁴



⁴ Since none of the clients surveyed used mail or fax for their most recent interaction, this channel was not among those assessed in more detail later in the report.

Email – Most Preferred Communication Method

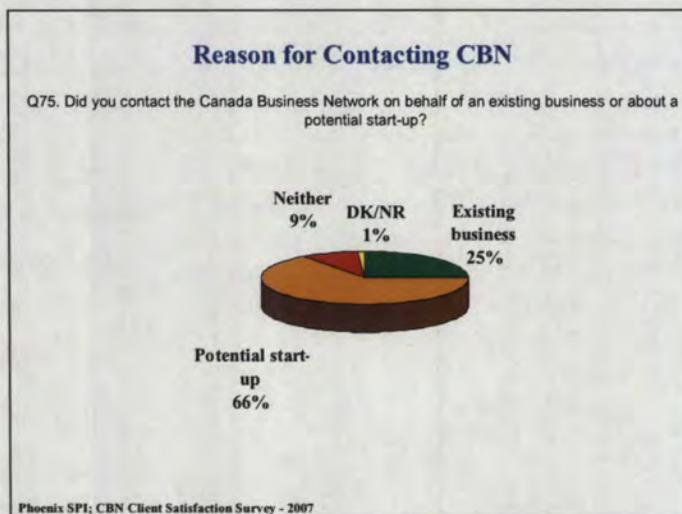
By a wide margin, email was the preferred communication method. Mentioned more than twice as often as other channel, email was the preferred way of receiving business-related information from the government for close to four in ten (37%) respondents. Seventeen percent preferred mail/fax, while 15% identified the website. Approximately one in ten would like to receive information in-person or over the phone (10-12%), while 6% said they have no preference.



Three percent volunteered that they are not interested in receiving this type of information from government.

Reason for Contacting the Canada Business Network

Most surveyed clients contacted the Canada Business Network on behalf of a potential start-up (66%), while one-quarter did so on behalf of an existing business. Just 9% said that the purpose of their contact was for another reason.



SATISFACTION WITH OVERALL SERVICE

This section presents the levels of client satisfaction with the service received from Canada Business during the previous six months.

Strong & Widespread Satisfaction With Overall Quality of Service

Satisfaction with the overall quality of service received from the Canada Business Network was strong and widespread. More than four in five (83%) expressed satisfaction with the service received during the previous six months, with 57% saying they were *very* satisfied. Among those who did not express satisfaction, 9% were neither satisfied nor dissatisfied, while 8% were dissatisfied with the service received.



Satisfaction ratings remain high compared to 2005, when 88% of respondents said they were satisfied with the quality of service provided by Canada Business.

Positive Perceptions of Different Aspects of Service

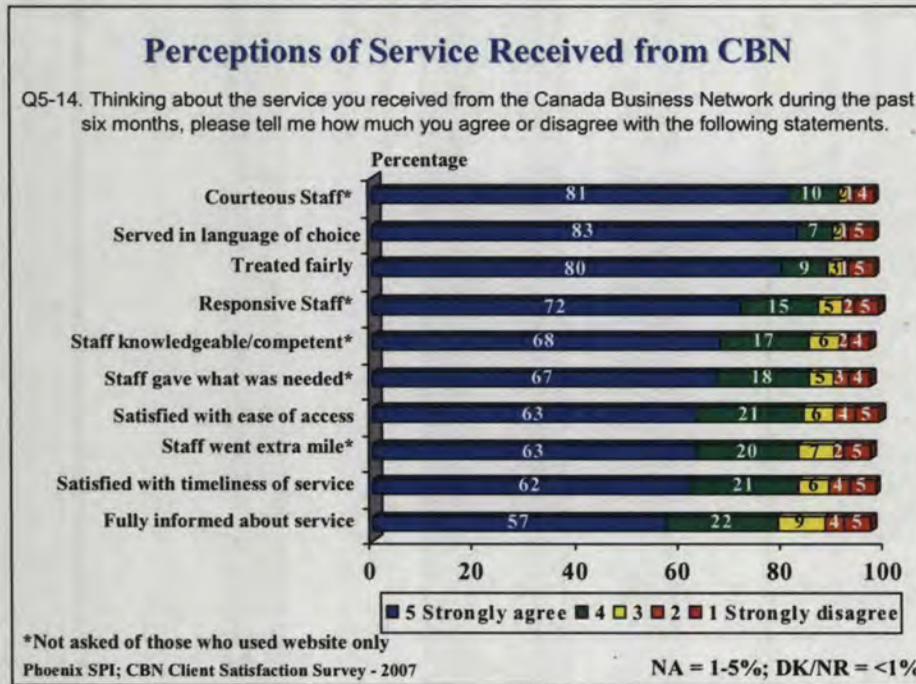
In addition to satisfaction with the overall quality of service, clients were asked to rate various aspects of the service they received from the CBN. Specifically, this included the following service-related statements:

- Staff were knowledgeable and competent.*
- Staff were courteous.*
- They were treated fairly.*
- Staff were responsive to their needs.*
- Staff went the extra mile to make sure they got what they needed.*
- Staff gave them what they needed or guided them to others who could help them.*

* Clients who used the website only were not asked to respond to the first six statements.

- They were served in the official language of their choice (i.e. English or French).
- They were informed of everything they had to do in order to get the service.
- They were satisfied with the amount of time it took to get the service.
- They were satisfied with their ease of access to the service.

Satisfaction with the overall quality of service received was further reflected in the fact that strong majorities (79-91%) offered positive assessments of all aspects of service and, in each area, satisfaction was more likely to be strong (57-83%) than moderate (7-22%). Disagreement with these service-related statements, moreover, did not exceed 9%. In short, the CBN received *very* positive evaluations in terms of the service provided to clients.



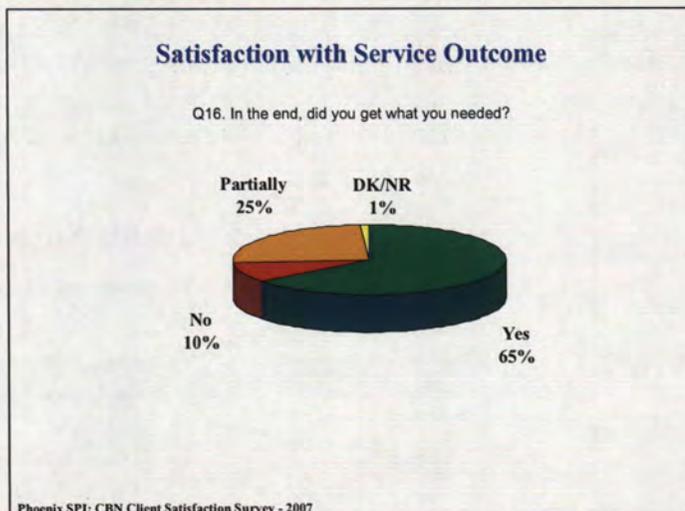
Clients were most likely to agree that staff were courteous (91%) and that they were served in the language of their choice (90%). Nearly as many (89%) felt that they were treated fairly and that staff were responsive to their needs (87%). Slightly smaller majorities agreed that staff were knowledgeable and competent, gave them what was needed, went the extra mile, and provided timely service (83-85%). As well, 84% were satisfied with their ease of access to the service.

The area of service that received the least positive rating was the extent to which clients felt they were informed of everything they had to do in order to get the service. Still, almost four in five (79%) felt that they were informed of this.

While perceptions remain strong over time, they have declined slightly in a few of the areas examined: served in the official language of choice (90% in 2007 vs. 98% in 2005), treated fairly (89% vs. 95%), staff were courteous (91% vs. 96%), knowledgeable/competent staff (85% vs. 92%) staff went the extra mile (83% vs. 85%), and service was timely (83% vs. 88%).

Most Satisfied With Service Outcome

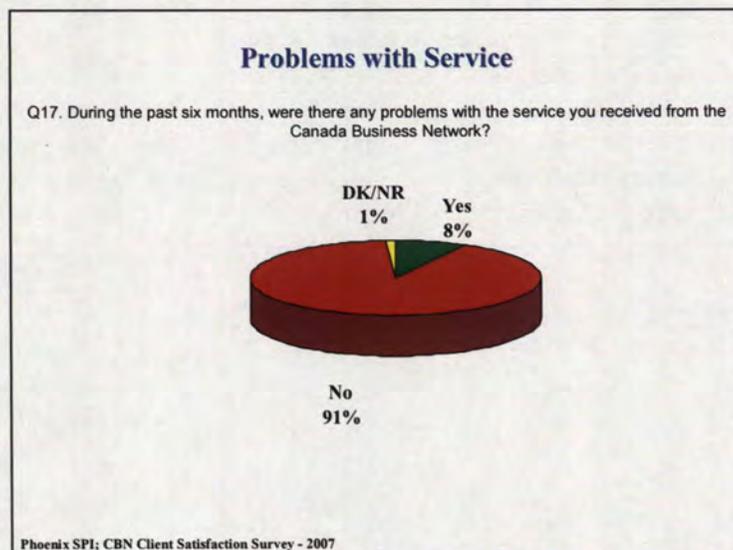
Almost two-thirds of surveyed clients (65%) said that, in the end, they got everything they needed from the Canada Business Network. Another 25% got part of it, while only 10% said they did not get what they needed. In all, then, 90% of clients received part or all of what they had contacted the CBN for in the previous six months.



Given the consistently high level of overall satisfaction, it comes as no surprise that there has been little change in client perceptions of the outcome of service delivery compared to two years ago: 90% in 2007 vs. 93% in 2005 received all or part of what they sought.

Few Encountered Problems with Service

Fully 91% of surveyed clients experienced no problems with the service they received from the CBN during the previous six months. Conversely, 8% said they did encounter one or more service-related problems.



Not Knowing Where to Find Info – Most Common Problem Encountered

Respondents who reported having problems with service (n = 60) were most likely to say they did not know where to locate information. In total, nearly one-third (32%) reported that they did not know where to obtain the information they needed. Following, at a distance, 18% each said that no one took the time to explain things to them, that they were bounced from person to person, or that they received incorrect information. Not only did some clients feel they received incorrect information, 13% felt that they received conflicting information and/or advice from different people or sources.

Types of Problems Encountered

Q18. What problems did you encounter?

Problem	%	Problem	%
Didn't know where to obtain info	32	Poor customer service	10
Lack of explanation	18	Customer complications	7
Bounced from person to person	18	Website down	7
Given incorrect info	18	Poor staff response times	5
Given conflicting info	13	Outdated info	3
Website difficult to navigate	12	Had to travel too far	3
Phone lines busy	12	Other	10

Multiple responses accepted Base: n = 60; asked of those who had problems

Phoenix SPI; CBN Client Satisfaction Survey - 2007 DK = 5%

Difficulty navigating the website and busy telephone lines were each cited by 12%, while 10% mentioned having experienced poor customer service.

Smaller numbers pointed to customer complications, problems related to the website (that it was not accessible or the system was down or crashed during use), poor staff response times, receiving outdated information, or having to travel too far for service. One in ten, or six respondents, mentioned some other problem.

SATISFACTION WITH SERVICE DELIVERY CHANNELS

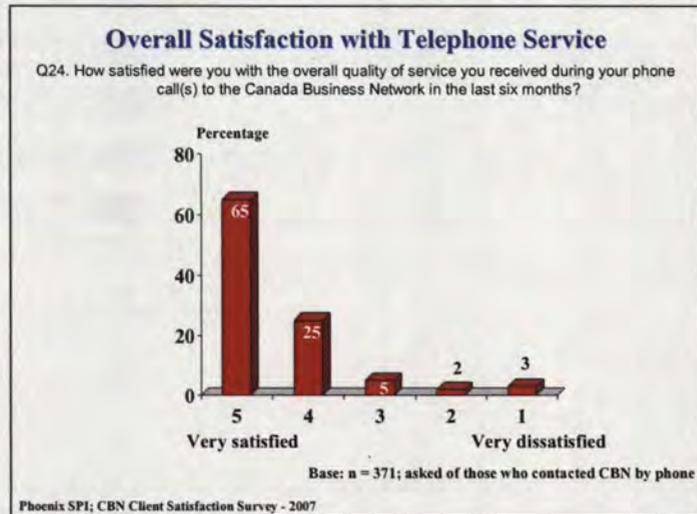
This section explores client perceptions of, and satisfaction with, different service channels used to contact the Canada Business Network during the previous six months. This includes telephone, the website(s), email, and in-person service.

TELEPHONE SERVICE

In total, 371 surveyed clients answered questions in this section about telephone service (i.e. clients who only used the telephone channel and those whose most recent interaction with the CBN was by phone).

Widespread Satisfaction with Telephone Service

The vast majority of clients who contacted the CBN by telephone (and completed this module of the survey) expressed satisfaction with the overall quality of service received via this service channel during the previous six months. Fully 90% were satisfied, with 65% expressing *strong* satisfaction. Very few (5%) expressed any degree of dissatisfaction.



There has been no change in satisfaction over time – 90% in 2007 vs. 89% in 2005.

Respondents who were not satisfied with the quality of service received over the telephone (n = 19) were most likely to attribute this to the perception that they were given conflicting or incorrect information, that things were not fully explained to them, or that referrals were not useful.

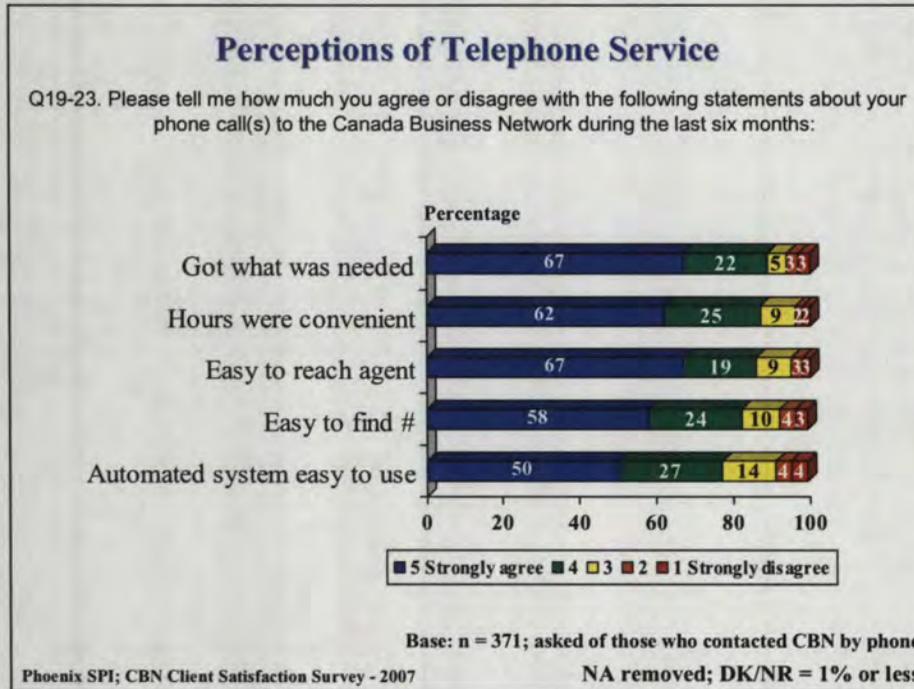
Positive Perceptions of Aspects of Telephone Service

Satisfaction with the overall quality of telephone service was underscored by the fact that most clients offered *very* positive ratings of different aspects of the service. These included:

- It was easy to find the phone number.
- The automated phone system was easy to use.
- The hours of service were convenient.

- You were able to get through to an agent without difficulty.
- You were able to get the information you needed.

Overall, respondents were most likely to agree that they got what they needed (89%), that the hours of service were convenient (87%), and that it was easy to reach an agent (86%). Slightly less felt that it was easy to find the telephone number (82%) and use the automated phone system (77%). Agreement, moreover, was far more likely to be strong (50-67%) than moderate (19-27%). Relatively few expressed disagreement (4-8%).



Those who indicated that something did not apply to them ranged from 1-15%, and was highest for the statement: *The automated phone system was easy to use*. Those who provided a 'Not Applicable' response were removed from these calculations. These percentages, therefore, are based on those who provided an answer (not the total sample).

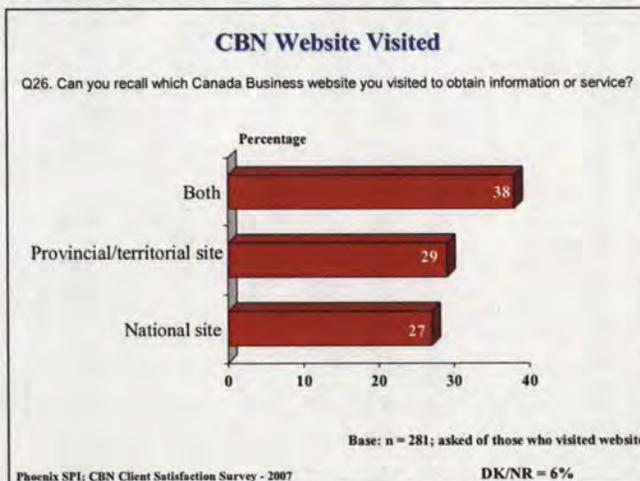
Over time, there has been one noteworthy change in this area – ease of finding the phone number (82% in 2007 vs. 60% in 2005).

WEBSITE SERVICE

In total, 281 surveyed clients answered questions in this section about the CBN website(s) (i.e. clients who only used the website channel and those whose most recent interaction with the CBN was by visiting the website).

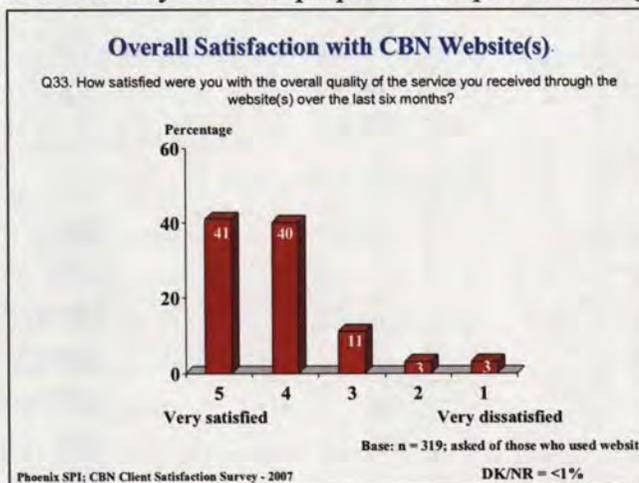
Clients Most Likely to Have Used Both National & Provincial/Territorial Sites

Of the surveyed clients who reported using the website (and completed this module of the survey), 38% said they had visited both a provincial/territorial site⁵ and the national one. The rest were nearly evenly split between those who visited only the provincial/territorial site (29%) and those who exclusively visited the national site (27%).



Most Satisfied With Quality of Service Received Via Website(s)

Four in five (81%) were satisfied with the overall quality of service received through the website(s) during the previous six months. Virtually identical proportions expressed *strong* (41%) and *moderate* (40%) levels of satisfaction. Those who were not satisfied were more likely to be neutral (11%) than dissatisfied (6%) with their visit(s) to a Canada Business website to obtain information or service.



Compared to 2005, there has been no significant change in satisfaction with the service received via the website(s) – 81% in 2007 vs. 78% in 2005.

⁵ There are 13 provincial and territorial websites that correspond to each of the Canada Business Network service locations.

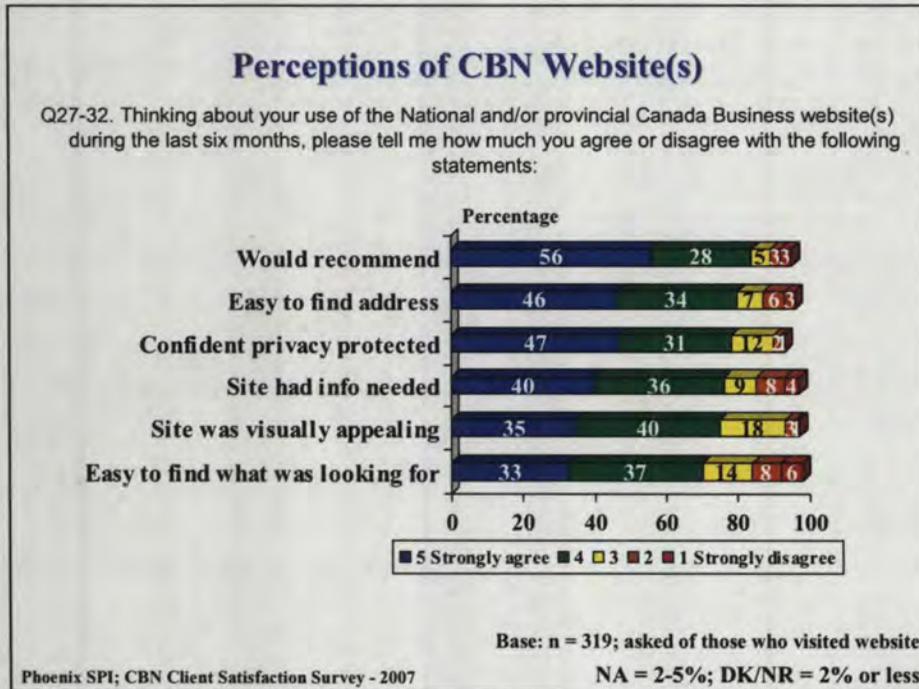
Of the few that expressed dissatisfaction with website service (n = 21), most attributed this to the fact that they could not find the information they were looking for, while fewer felt that the site was difficult to navigate. One respondent each said that the system was down or too slow.

Perceptions of Website(s) Mostly Positive

Thinking about their use of the national and/or provincial/territorial Canada Business website(s) during the previous six months, respondents were asked to rate their level of agreement with a set of service-related statements. Overall, clients expressed similar levels of agreement in each of the following areas:

- It was easy to find the website address.
- It was easy to find what they were looking for.
- The site was visually appealing.
- The site had the information they needed.
- They feel confident that their privacy was fully protected on the site.
- They would recommend the site to a colleague or friend.

Clients were most likely to agree that they would recommend the site to a friend (84%), while smaller but similar proportions felt that it was easy to find the address (80%) and that their privacy was protected on the site (78%). Approximately three-quarters each agreed that the site had all the information they needed, and that it was visually appealing. With the exception of the site’s visual appeal, agreement was more likely to be strong than moderate. In other words, those clients who had positive impressions of the website(s) were more apt to be categorical in their assessment, offering the highest possible rating.



The aspect of the website(s) that received the least positive rating was the extent to which it was easy to find information. A strong majority (70%), nonetheless, felt that it was easy to find what they were looking for on the site. Agreement, however, tended to be moderate not strong.

Relatively few (3-14%) disagreed with the statements, and disagreement was highest for the extent to which it was easy to find information/services on the website(s). This is not unexpected given that most of those who were dissatisfied with the overall quality of service received through the website(s) attributed this to the fact that they could not find the information they sought.

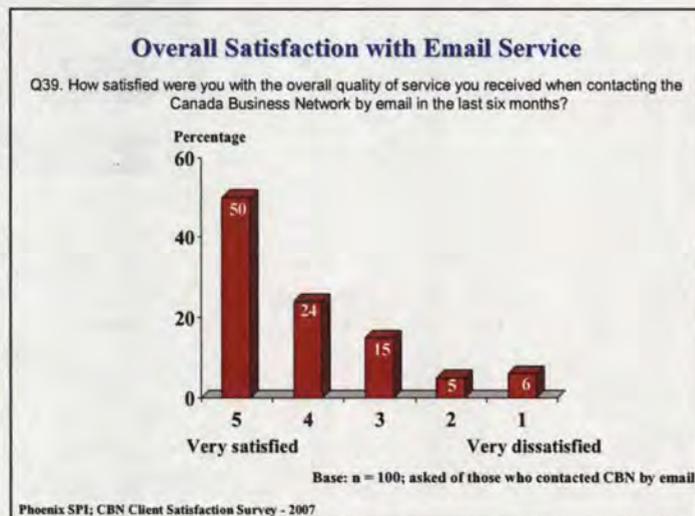
Perceptions of the website have changed little over time, with the number of clients offering positive feedback varying by no more than 4% in the areas for which tracking data were available. The two notable exceptions are confidence that privacy is protected (78% in 2007 vs. 84% in 2005) and ease of finding the website address (80% in 2007 vs. 71% in 2007).

EMAIL SERVICE

In total, 100 surveyed clients answered questions in this section about CBN email service (i.e. clients who only used the email channel and those whose most recent interaction with the CBN was by email).

Majority Satisfied With Email Service

Nearly three-quarters (74%) of those who contacted the CBN by email to obtain information or service (and completed this module of the survey) were satisfied with the quality of service received, with 50% saying they were *very* satisfied. Among the rest, 15% were neutral, and 11% dissatisfied.



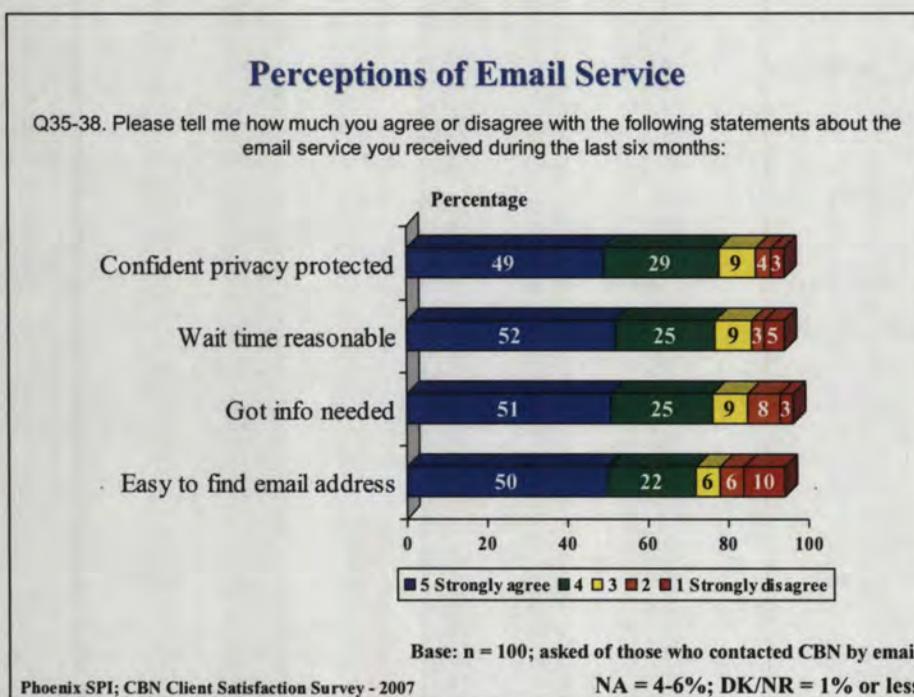
Of the 11 respondents who were dissatisfied, roughly half said they were given incorrect information or that no one responded to their email. A few said it took too long to receive a response or that the response was insufficient, inaccurate or conflicting. In addition, three people mentioned that the referral they received was not useful.

Perceptions of Email Service Uniformly Positive

Most clients who received service from the Canada Business Network via email over the previous six months agreed with each of the following statements about the service:

- It was easy to find the email address.
- They waited a reasonable amount of time before receiving a response.
- They were able to get the information they needed.
- They feel confident that their privacy was fully protected.

Specifically, 78% agreed that they were confident their privacy was protected when they received service via email, 77% that wait times were reasonable, and 76% that they got the information they needed. Slightly less (72%), but still a strong majority, felt that it was easy to find the email address. Just as clients were far more likely to be *very* satisfied with the overall quality of email service, they were also close to twice as likely to agree *strongly* with each of these service-related statements.



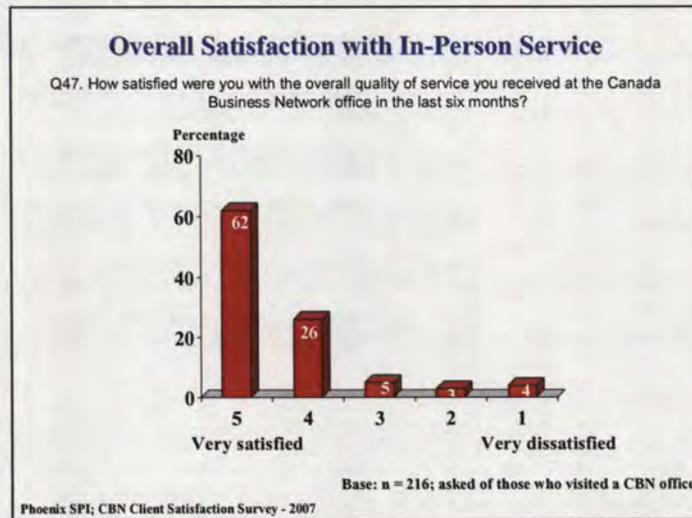
In total, 7-16% expressed dissatisfaction with any aspect of the email service they received during the previous six months. It was highest for ease of finding the email address.

IN-PERSON SERVICE

In total, 216 surveyed clients answered questions in this section about in-person service (i.e. clients who only used the in-person service channel and those whose most recent interaction with the CBN was by visiting a CBN office).

Widespread Satisfaction with In-Person Service

In total, 88% of those who visited a Canada Business office (and completed this module of the survey) expressed satisfaction with the overall quality of service received there, with 62% expressing *strong* satisfaction. Very few (7%) expressed any degree of dissatisfaction with the quality of service (5% were neutral).



This year, a slightly smaller proportion of clients expressed satisfaction with the quality of service received at a CBN office – 88% vs. 94% in 2005.

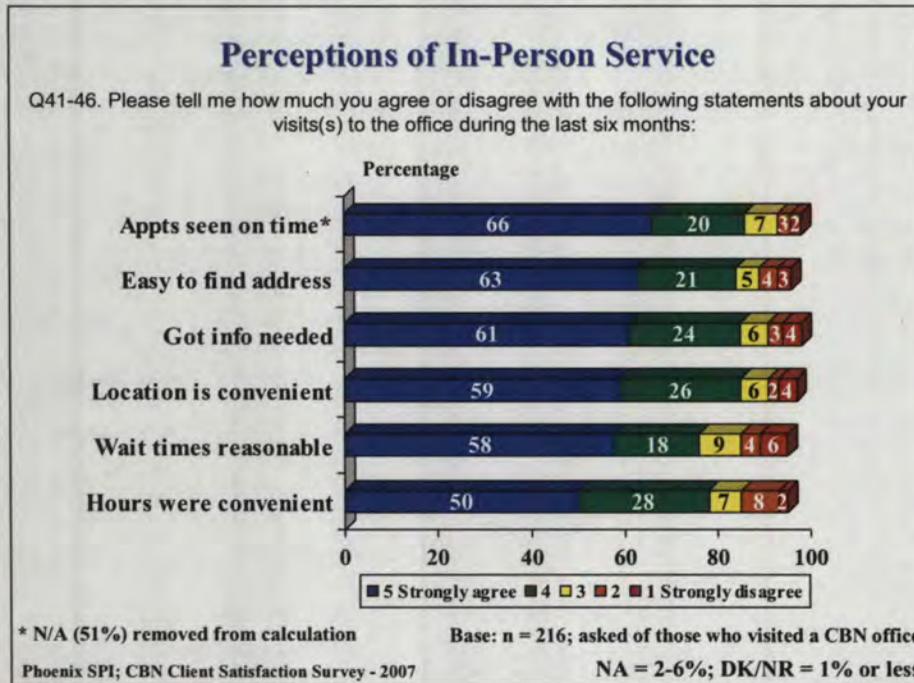
The 16 respondents who were dissatisfied with the service they received tended to say it was because they were given incorrect or conflicting information, or that the information officers were not helpful. Other reasons included a lack of explanation, poor customer service in general, slow service, and referrals that were not useful.

Positive Assessments of Aspects of In-Person Service

Clients who visited a Canada Business Network office to obtain information or service in the previous six months tended to offer *strong* agreement in each of the following service-related areas:

- They waited a reasonable amount of time before getting service.
- If they had an appointment, they were seen on time.
- They were able to get the information they needed.
- The hours of service were convenient.
- The office was conveniently located.
- It was easy to find the address of the office.

Agreement was strongest among those who had appointments⁶ – that is, 86% agreed that they were seen on time, with 66% expressing strong agreement. In addition, substantial and similar proportions agreed that they got the information they needed (85%), that the office location was convenient (85%), and that it was easy to find the office address (84%). Although clients were least apt to feel that they waited a reasonable amount of time before getting service and that the hours of service were convenient, strong majorities (76-78%) offered positive ratings of these aspects of in-person service.



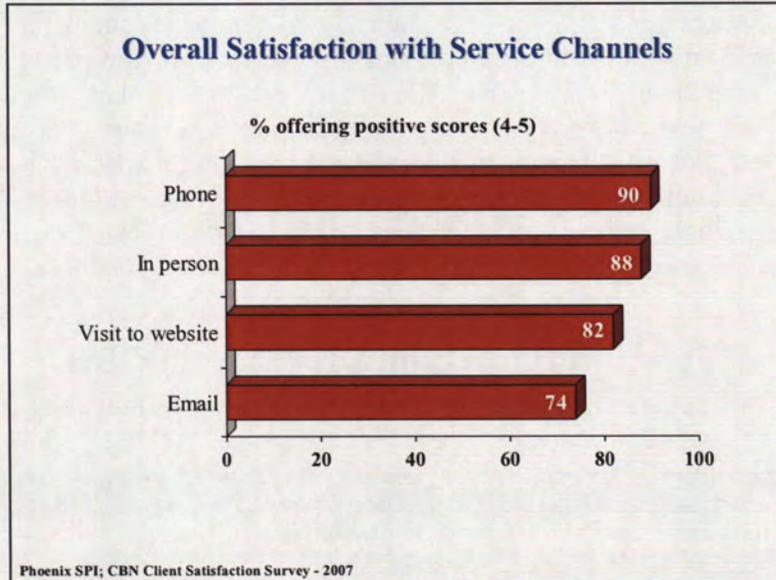
Once again, in each of these areas, agreement was more likely to be strong (50-66%) than moderate (18-28%), while relatively few (5-10%) expressed any level of disagreement with the statements.

Compared to 2005, a slightly greater proportion of clients agreed that it was easy to find the address of the office (84% in 2007 vs. 80% in 2005).

⁶ Those who said that this did not apply to their situation (i.e. 'Not Applicable' or N/A) were removed from this calculation. As such, the total number of clients responding to this statement is 110.

OVERALL SATISFACTION RATINGS

In general, satisfaction with each of the service channels was high and widespread. Beyond this, compared to the other three channels, service received from the CBN over the phone elicited the highest satisfaction scores. This was followed closely by in-person service and, then, by visits to the website(s). Email service ranked last, with 74% satisfied.



PERCEPTIONS OF CBN INFORMATION

The following section explores client perceptions of the information available from the Canada Business Network.

Most Look to CBN for Information on Starting a Business

Sixty percent of clients said they tried to obtain information on starting a business from the Canada Business Network during the previous six months. This proportion has declined somewhat since the 2005 survey, when 70% of respondents said they needed this type of information.⁷ The next most common type was business financing information (33%), followed by other government information and information on specific business sectors (27% each). In addition, one in five tried to obtain taxation information or information on how to market/promote their products/services (20-21%), while fewer sought information on expanding a business or for association or government contacts (14% each).

Type of Information Sought from CBN

Q49. What type of information did you try to obtain from the Canada Business Network in the past six months?

Information	%	Information	%
Starting a business	60	Importing	1
Financing a business	33	Grants	1
Other govt. info	27	Business plans	1
Business sector info	27	Seminars/education/training	1
Taxation	21	Statistics/market research	1
Marketing/promotion	20	Register/changing business name	1
Business expansion	14	Legal info	1
Association contacts/sources	14	Intellectual property	1
Government contacts/sources	14	Other	3
Exporting	10	Obtained no info	1
E-commerce	8		

Multiple responses accepted

Phoenix SPI; CBN Client Satisfaction Survey - 2007

DK/NR = <1%

Ten percent or less tried to obtain information on exporting and e-commerce, while information on other topics, such as importing, grants, business plans, and training, was looked for by very few.

When grouped together, clients were most apt to have tried to obtain a variety of different types of information on starting a business. In addition to general information on this subject, topics included financing information and grants, marketing and promotion,

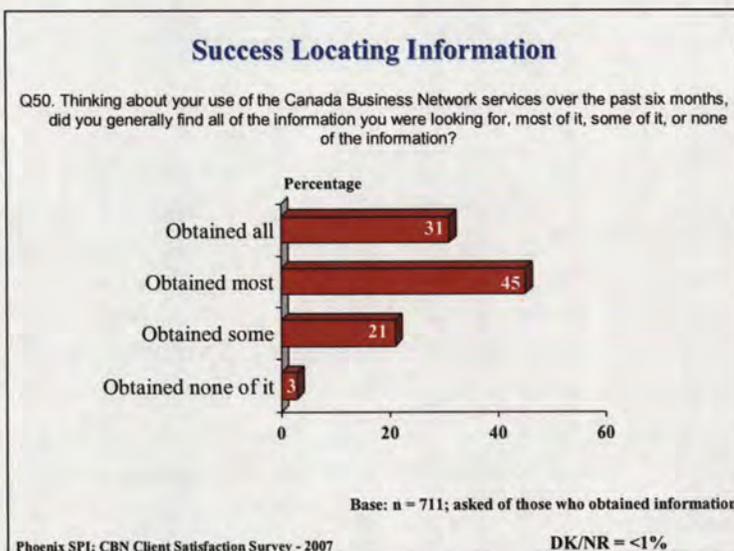
⁷ This question was modified in 2007. In 2005, respondents were asked to identify what type of information they needed when using the services of the CBN.

business plans, seminars, education and training opportunities, business name registration/changes, and legal issues on starting a business. Others sought government-related information, which included information on acts and regulations, programs and services, taxation, contacts and sources, and intellectual property.

Following this, respondents tended to seek research-related information, such as business sector information, information on business expansion, association contacts and sources, and statistics or market research. Finally, the following topics might be grouped as elements of business operations – exporting, e-commerce, and importing.

Majority Found All/Most Information Sought

Overall, respondents tended to be at least somewhat successful when using the Canada Business Network services during the past six months. Among those who tried to obtain information (n = 711), three-quarters found most (45%) or all (31%) of what they were looking for. In addition, 21% said they found some of the information they needed. Only 3% were not successful, reporting that they obtained none of the information they sought.



Compared to 2005, fewer clients found everything they were looking for when using the CBN services (31% in 2007 vs. 52% in 2005). Conversely, more found some (21% vs. 15% in 2005) or most (45% vs. 30% in 2005) of the information sought.

Type of Information Not Found Varies

Respondents who did not obtain everything they looked for (n = 488) pointed to a wide range of information that was not obtained. Government information, however, was the category most commonly mentioned (17%), followed by business financing and specific sector information (14-15%). Approximately one in ten (8-10%) said they could not find taxation information, association and government contacts, information on business start-ups, and marketing or promotional information.

Type of Information Not Found

Q51. What type of information were you not able to obtain?

Information	%	Information	%
Other govt. info	17	Exporting	5
Financing a business	15	Statistics/market research	4
Business sector info	14	Legal info	2
Taxation	10	More specific info/personal	2
Association contacts/sources	10	Register/changing business name	1
Starting a business	9	Business plans	1
Marketing/promotion	8	Importing	1
Government contacts/sources	8	Grant info	1
Business expansion	7	Other	7
E-commerce	5		

Multiple responses accepted Base: n = 488; asked of those who did not find all information sought

Phoenix SPI; CBN Client Satisfaction Survey - 2007

DK/NR = 22%

Fewer (5-7%) were unable to obtain the information they needed on business expansion, e-commerce and exporting, while small numbers were looking for things like statistics, legal information and more specific information but were not able to find it. The types of responses included in the 'other' category are information on Aboriginal businesses, the Business Development Bank of Canada, charitable donations, international companies, and on hiring, among others.

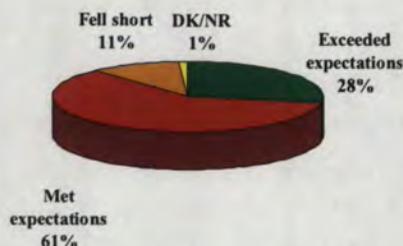
Quality of Information Meets or Exceeds Expectations

Nine in ten (89%) clients who obtained information (n = 692) said it met (61%) or exceeded (28%) their expectations in terms of quality. Just 11% said the information received from the Canada Business Network fell short of their expectations.

Little has changed since 2005 when 87% said the information met (62%) or exceeded (25%) their expectations.

Quality of Information vs. Expectations

Q52. Would you say the information you received from the Canada Business Network exceeded your expectations, met your expectations, or fell short of your expectations?

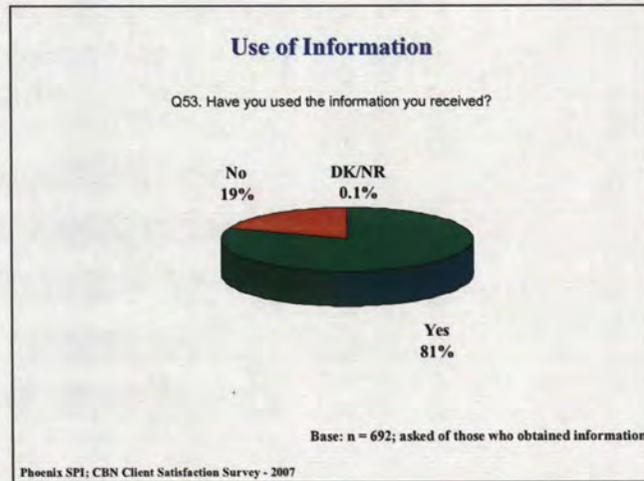


Base: n = 692; asked of those who obtained information

Phoenix SPI; CBN Client Satisfaction Survey - 2007

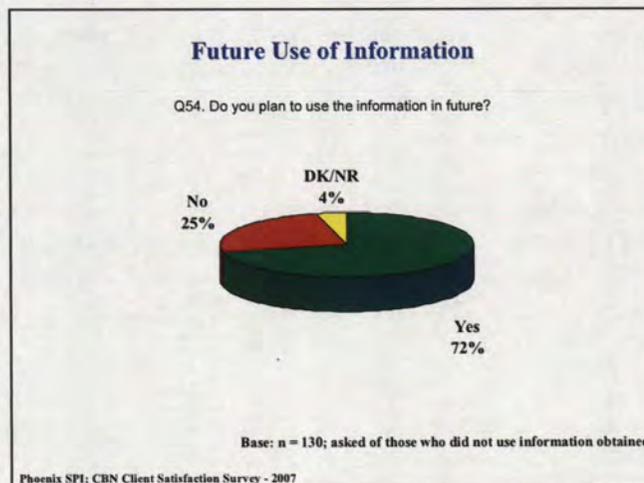
Large Majority Used Information

Fully 81% of those who received information from the CBN had already used what they obtained at the time of the survey. This proportion has increased since 2005, when 75% said they had already used the information. The rest (19%) had not yet used it.



Most Plan to Use Information is Future

Most of those who had not yet used the information they obtained (n = 130) said they plan to use it in the future (72%). Conversely, one-quarter have no plans to use the information, while 4% were uncertain or did not provide a response.

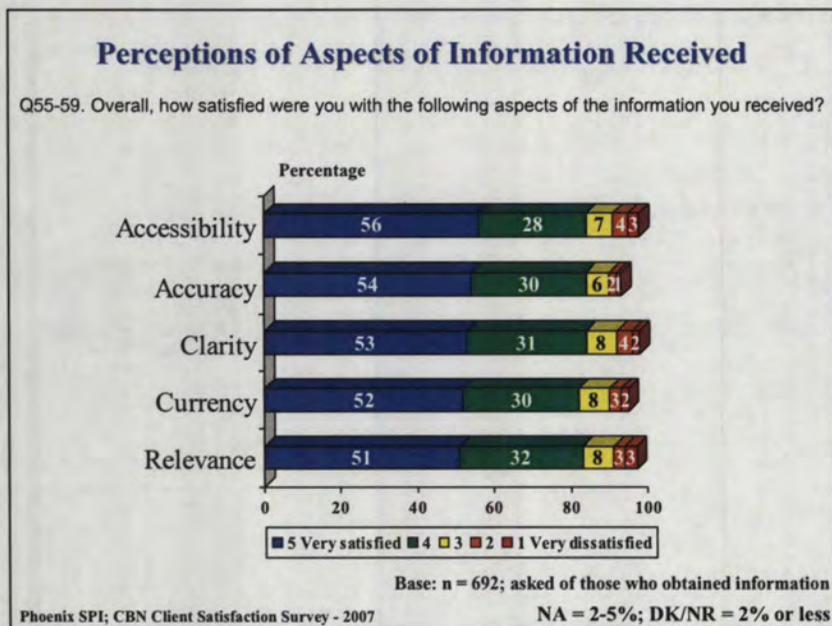


Majorities Satisfied with All Aspects of Information Received

Clients who obtained information from the Canada Business Network tended to rate it highly in all areas, including:

- Accuracy.
- Currency (i.e. up-to-date).
- Relevance of the information to their needs.
- Ease of access.
- Extent to which it was clear and easy to understand.

Wide and similar majorities (82-84%) expressed satisfaction with all aspects of the information that they were asked to rate.



Slightly more noticeable differences were evident with respect to the degree of satisfaction: it was strongest regarding accessibility (56% *very* satisfied), followed by accuracy (54%), clarity (53%), currency (52%), and relevance (51%). The levels of dissatisfaction (3-7%) were very small.

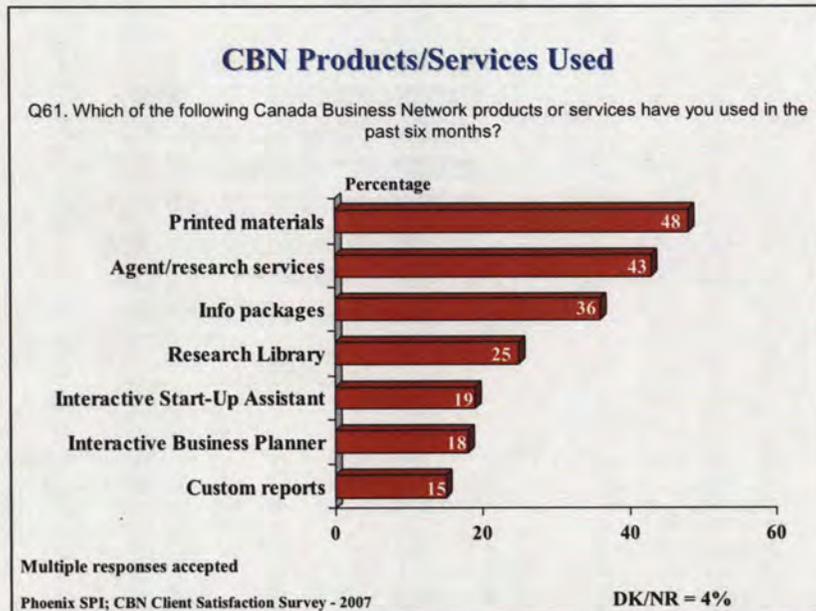
Very little has changed over time, with satisfaction scores ranging from 79-85% in 2005 and 82-84% this year. Not only were satisfaction levels similar, so too was the rank order of each aspect. In 2005, the highest satisfaction scores were given to the accessibility of the information, followed by its accuracy, currency and relevance.

USE & ASSESSMENTS OF PRODUCTS/SERVICES

This section outlines respondents' use and assessments of the different types of products and services offered by the Canada Business Network.

Surveyed Clients Used Range of Products & Services

In the previous six months, surveyed clients used a variety of the products and services offered by the Canada Business Network. That said, none of the products and services was used by a majority, and only three were used by more than one-third of these clients. Printed materials and personal assistance topped the list, with 48% having used materials, such as brochures or publications, and 43% personal assistance from a contact centre information agent/research services. In addition, 36% said they received an information package from the CBN in response to their specific request.

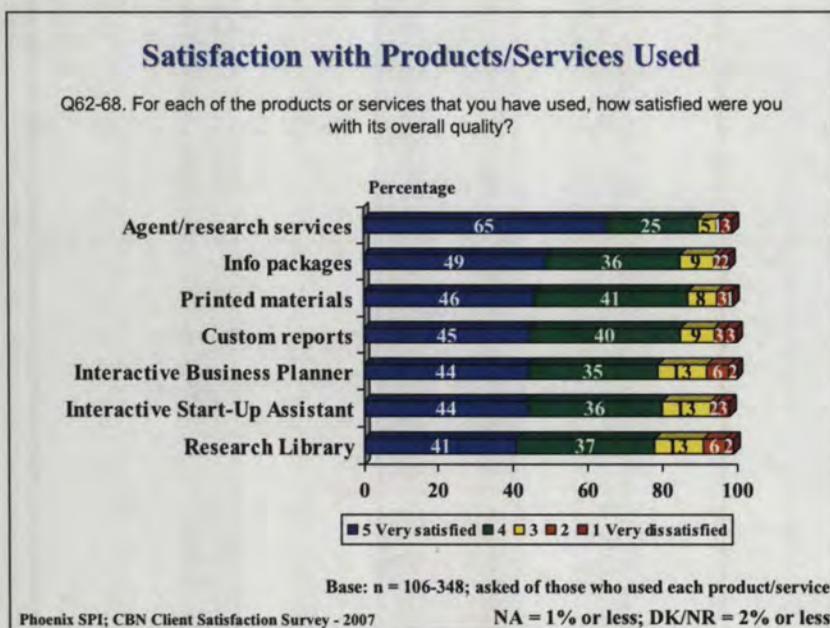


Exactly one-quarter spent time using the Research Library, which includes directories, videos, business manuals, magazines, databases/CDs, videos, or use of the computers in the service centres. Fewer (18-19%) made us of the Interactive Start-up Assistant or Business Planner, while 15% said they drew upon the customized reports provided by Canada Business for their business-related needs.

Compared to 2005, the proportion of clients who reported using each product or service has declined this year. That said, printed materials and personal assistance from an agent continue to rank among the top products and services used by clients.

Widespread Satisfaction With All Products/Services, Agent Services Tops List

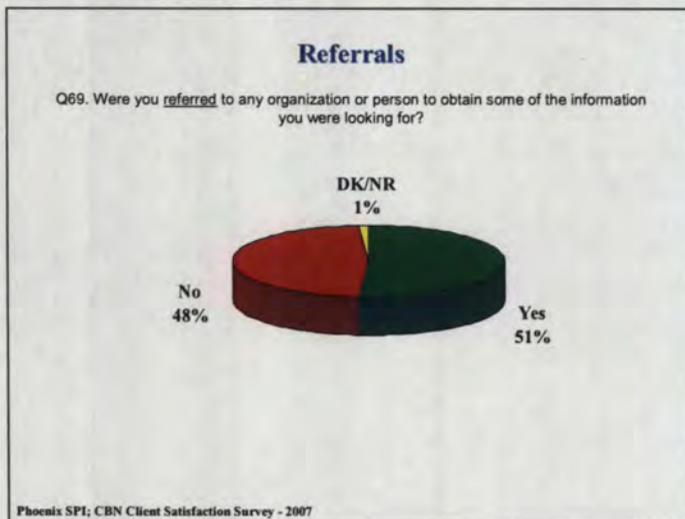
Clients who had used Canada Business Network products and services (n = 106-348) were asked to rate their level of satisfaction with each of the products/services used. Overall, satisfaction with the products and services was quite strong and widespread. Personal service from an agent topped the list, with 90% of those who used the service reporting strong (65%) or moderate satisfaction (25%). Additionally, more than four in five (85-88%) were satisfied with the information packages, printed materials, and custom reports, while slightly less expressed satisfaction with the Interactive Business Planner (80%), Interactive Start-up Assistant (80%), and the Research Library (78%). In all cases, satisfaction was more likely to be strong than moderate.



Half Were Referred to Another Organization or Person

Half (51%) were referred to an organization or person in order to obtain some of the information they were looking for. Forty-eight percent said they received no such referral.

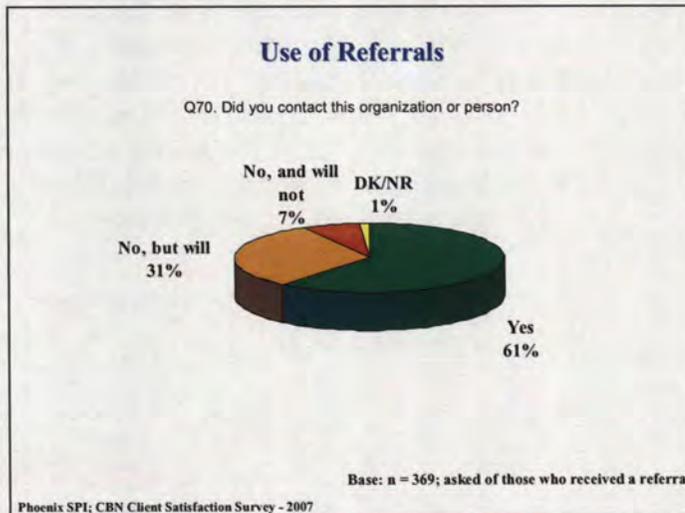
Over time, there has been no change in the proportion of clients referred to others (51% vs. 50% in 2005).



Nearly All Have or Intend to Contact Referral

Of those who received a referral (n = 369), 61% contacted the person or organization, while an addition 31% intend to do so. In total, therefore, 92% have or plan to use the referral. Only 7% have no plans to contact the person or organization to which they were referred.

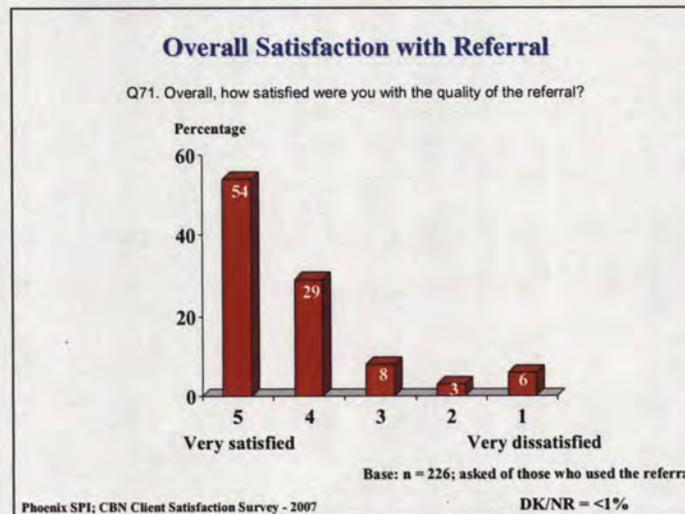
Compared to 2005, fewer clients now had used the referral at the time of the survey (61% vs. 68% in 2005).



Majority Very Satisfied With Referral

Those who had already used the referral (n = 226) were satisfied with its quality. In all, 83% expressed satisfaction with their referral, with more than half (54%) indicating that they were *very* satisfied. Of those who were not satisfied, 8% were neutral and 9% were dissatisfied.

Overall satisfaction with the quality of referrals has increased moderately over time – 83% in 2007 vs. 75% in 2005.



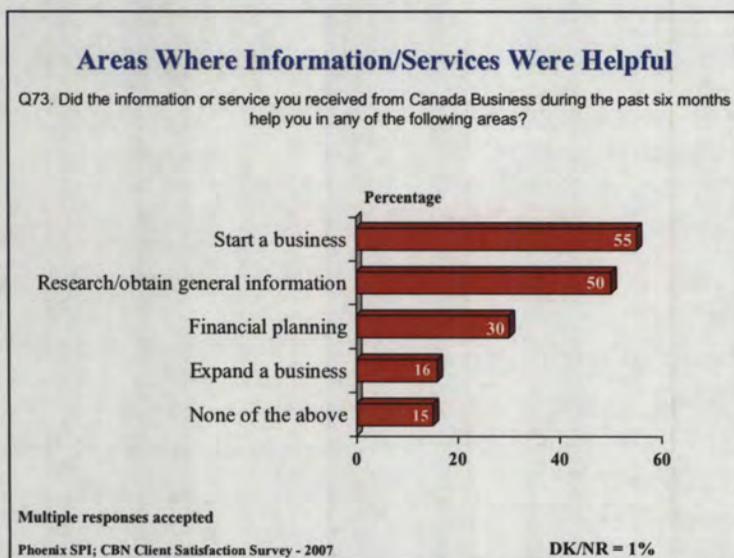
Most Found Referral Information Very Useful

Not only were most clients satisfied with the quality of the referral, 85% rated the information as useful, with more than half (58%) saying it was *very* useful. Very few (8%) found the information to be not useful (6% were in between).

Just as satisfaction has risen over time, so too have client perceptions of the information's utility – 85% in 2007 vs. 76% in 2005.

CBN Information & Services Viewed As Helpful

Overall, surveyed clients appeared to find the information or service they received from Canada Business during the previous six months to be helpful. Not surprisingly given that most clients sought business start-up information from the CBN, 55% said the information or service they received helped them start a business. Nearly as many (50%) said the CBN helped them to do research or obtain general information for their business. Three in ten felt that Canada Business aided their financial planning, while 16% said its information or service helped them to expand an existing business.



Only 15% said that the Canada Business Network's information or service helped in none of these areas.

SUGGESTIONS TO IMPROVE SERVICE QUALITY

At the end of the survey, respondents were asked to offer suggestions to help Canada Business improve the quality of service it provides to clients. The majority (55%) had no suggestions for how service could be improved, while a further 5% used the opportunity to simply say that service was good and did not need improvement. Overall, then, 60% of surveyed clients provided no substantive feedback.

Those who did have suggestions mentioned a variety of things, but none was cited by more than 7%. Specifically, 7% suggested that Canada Business improve the website or have more specific information available, while 5% said that staff should be better trained or more knowledgeable. Beyond this, all other suggestions were offered by relatively few respondents – 3% or less.

Suggestions for Service Improvement

Q74. If you could offer one suggestion to improve the quality of service you received from the Canada Business Network, what would that be?

Suggestion	%	Suggestion	%
Improve website	7	Faster service	2
More specific info	7	Make info more accessible	2
Better trained staff	5	Keep info up-to-date	2
Increase awareness of CBN	3	Better customer service	2
Quicker phone service	3	Other	18
Hire more staff	3	Service is good	5
More convenient hours	2		

Phoenix SPI; CBN Client Satisfaction Survey - 2007

DK/NR = 55%

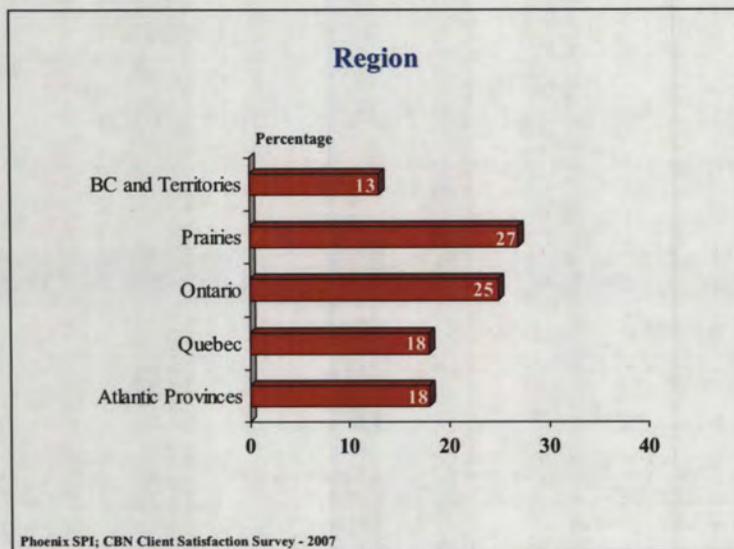
Eighteen percent offered other, more specific suggestions, such as providing more information on specific topics, increasing the focus on small businesses or getting rid of voice messaging systems.

PROFILE OF SURVEYED CLIENTS

This section presents the demographic characteristics of survey respondents, including region, language, age and education, as well as their business' characteristics (for those who contact CBN on behalf of an existing business).

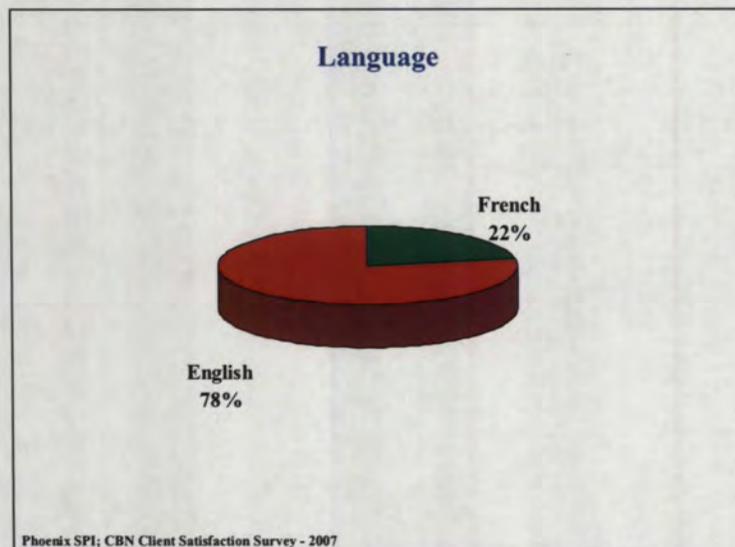
Region

Just over half the surveyed clients came from the Prairies (27%) and Ontario (25%), followed by Quebec and Atlantic Canada (18% each). Thirteen percent were located in B.C. or the territories.



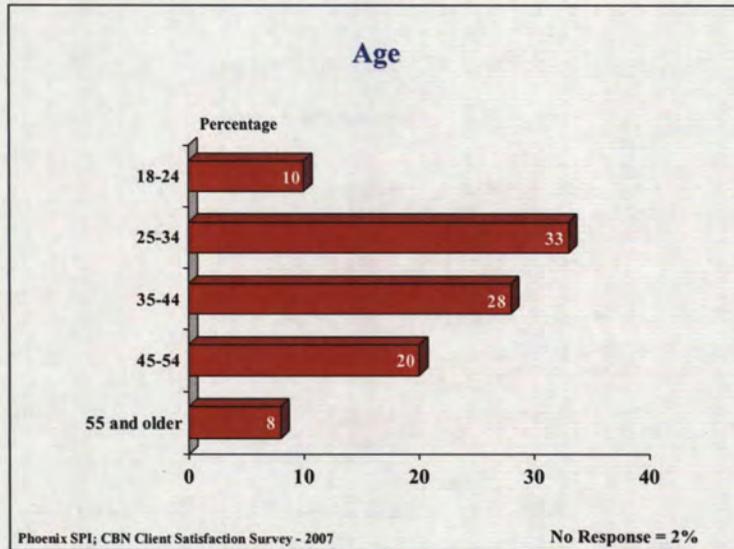
Language

Most (78%) completed the survey in English, as opposed to French (22%).



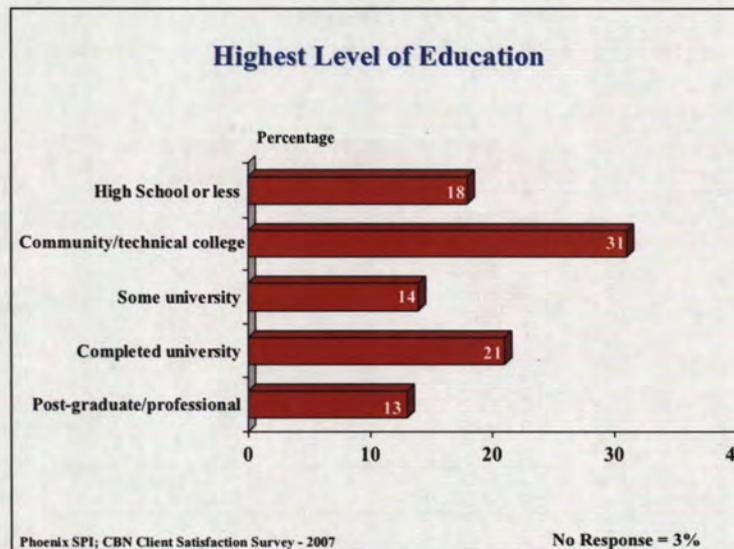
Age

The largest single proportion of respondents was between the ages of 25 and 34 years (33%), while 28% were aged 35-44. In total, then, 61% of surveyed clients were 25-44 years old. Beyond this, one-fifth were between 45 and 54, while one in ten were 55 and older (8%) or under 25 years (10%).



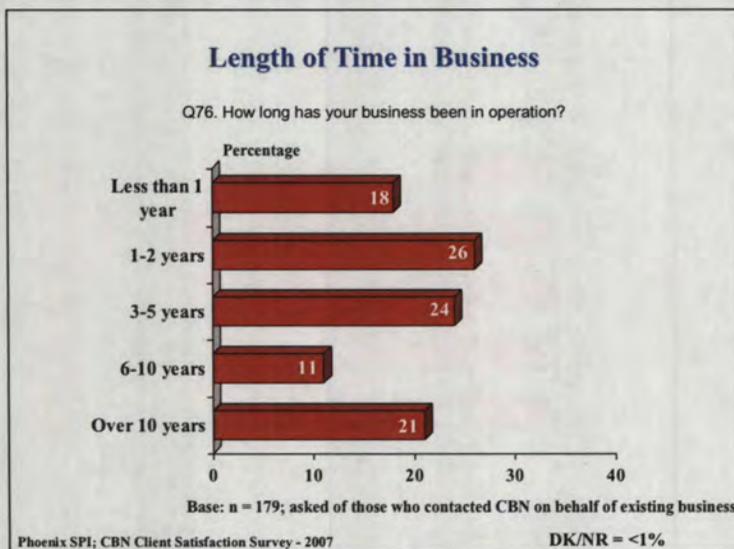
Education

The vast majority have completed at least some post-secondary education. Surveyed clients were most likely to have completed technical or community college (31%), followed by an under-graduate university degree (21%). Another 14% had some university education, while nearly the same number had completed a post-graduate degree (13%). Approximately one in five (18%) had completed high school or less.



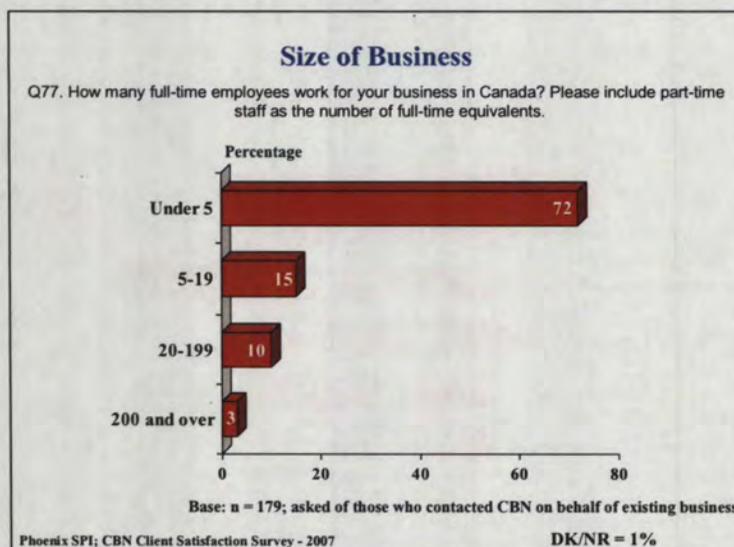
Length of Time in Business

Of the 179 respondents who had contacted the Canada Business Network on behalf of an existing business, over two-thirds (68%) said their business had been in operation for five years or less. One-third represented more established firms, with 11% having been in business between six and ten years, and 21% for more than 10 years.



Size of Business

Most 'business' respondents work for small firms, with 72% of those who contacted the CBN on behalf of an existing business saying that their businesses has fewer than five employees. This was followed, at a distance, by 15% who reported 5-19 employees, 10% 20 to 199 staff, and just 3% with 200 employees or more.



Industry

Respondents who contacted CBN on behalf of a potential or existing business (n = 657) were most likely to say their firm operates (or will operate) in the service (13%) or retail (11%) sectors. Slightly less are active (or plan to be) in the construction (9%) or arts and recreation sectors (8%), while 7% each pointed to hospitality, health care/social assistance and professional services. Beyond this, respondents currently or plan to represent a variety of industries.

Industry			
Industry	%	Industry	%
Other Services	13	Info & Cultural	2
Retail	11	Importing & exporting	2
Construction	9	Education	2
Arts & recreation	8	Real Estate	2
Hospitality	7	Support Services	2
Health Care & Social Assistance	7	Management	1
Professional	7	Mining	1
Manufacturing	6	Public Administration	1
Transportation	4	Charity	1
Agriculture etc.	3	Utilities	1
Wholesale Trade	3	Other	3
Finance & insurance	3		

Base: n = 657; asked of those who contacted CBN on behalf of existing or potential business

Phoenix SPI; CBN Client Satisfaction Survey - 2007 DK/NR = 2%

SUBGROUP VARIATIONS

This section presents subgroup differences for key issues explored in this survey, including variations based on region, age, education, language, business stage, number of service channels used, and frequency of contact. The findings are presented in two ways. First, we provide summary descriptions of the main patterns in each area (presented in the same order and structure as information in the main report). These summaries are textual for ease of access to the information. Second, we provide a detailed table that presents a breakdown of the findings for the various sub-groups. The table is also organized by theme.

For this analysis, the subgroup characteristics have been grouped as follows:

Region:

- Atlantic
- Quebec
- Ontario
- West

Age:

- Under 35 years
- 35-44 years
- 45-54 years
- 50+ years

Education:

- High School or less
- Some or completed community/technical college
- Some or completed university
- Post-graduate degree

Language of Survey Completion:

- French
- English

Business Stage:

- Existing businesses
- Potential start-ups

Number of Service Channels Used:

- One
- Two
- Three or more

Frequency of Contact:

- Once
- Twice
- Three time or more

Overview

No strong patterns in service-related interactions, satisfaction, and use/perceptions of CBN information, products and services emerged with respect to demographics and other background characteristics. In fact, the differences that do exist are largely limited to specific areas and most do not follow a distinguishable pattern. That said, a number of generalizations can be made about the nature of these variations. While regional differences were mixed, Atlantic Canadians and Quebeckers tended to align in many areas, while those from Ontario and the West were more in line with the overall findings. Where there were age-related variations, the youngest clients surveyed tended to be less positive than their older counterparts. Those representing start-up businesses were often more apt to provide positive feedback, while those who used three or more service channels tended to be more negative about service overall than those who used fewer methods.

Service-Related Interactions

When it came to the methods and frequency with which clients contacted the Canada Business Network, the following differences are worth noting:

- With the exception of Ontario, clients in all other regions were most likely to have contacted the CBN by telephone. Ontarians, on the other hand, were most apt to have used the website. In terms of why they contacted the CBN, respondents from the West were more likely to be from existing businesses, while Atlantic Canadians were more apt to represent potential start-ups.
- Compared to older clients, those 18-24 years were less likely to have used email to contact CBN and least apt to have used multiple service channels. Clients aged 45 and older were more likely to have contacted the Canada Business Network on behalf of an existing business, while those 25-44 years were more apt to represent start-up businesses.
- Clients with at least some university education were most likely to have contacted the Canada Business Network via email, whereas those with college or less tended to use the phone. The frequency of contact, along with the likelihood of using multiple service channels, increased with education. Respondents with a university or post-graduate education were more likely to represent existing businesses, while college-educated respondents were the most apt to have contacted the CBN on behalf of a potential start-up.
- French-speakers were more likely to have contacted the CBN by phone, and less apt to have done so in-person. The frequency of interactions and the likelihood of using multiple service channels did not vary much by language. Turning to their reason for contacting the CBN, English respondents were more likely to have done

so on behalf of an existing business, and French respondents on behalf of a potential start-up.

- Existing businesses were more likely to have visited the website and to have contacted Canada Business more frequently. Those representing potential start-ups, on the other hand, were more apt to have used the telephone to deal with Canada Business.
- Those who contacted the Canada Business Network frequently were most likely to have used the website, whereas those who contacted the CBN once or twice were more inclined to have done so by phone.

Overall Satisfaction

- Regional differences existed in terms of satisfaction with, and perceptions of, the quality of service received from Canada Business. Quebeckers were the least likely to be satisfied with service overall and to offer positive assessments of the specific aspects of service. That said, they were just as or more likely to say they got what they needed in the end. Additionally, Atlantic Canadians were more likely than others to agree that staff went the extra mile and that they were satisfied with the timeliness of service. Ontarians stood out as being most satisfied with their ease of access to service, and were more likely than others to express satisfaction with the overall quality of service.
- Age differences were small, but a few are worth noting. The youngest respondents were far less likely to express satisfaction with service overall and to agree that they were fully informed about service and satisfied with the amount of time it took. That said, they were more likely to feel that staff went the extra mile to make sure they got what they needed. Given the latter, however, it is somewhat puzzling that these clients were much less likely than older ones to say that, in the end, they got what was needed from the CBN.
- In general, respondents with some form of post-secondary education (PSE) tended to offer less positive ratings of service than those who had not attended schooling beyond high school.
- Regardless of language, satisfaction levels were quite similar. The only difference worth noting is with respect to the statement *Staff went the extra mile*: French-speaking respondents were more likely than their English counterparts to agree that this was their experience.
- Respondents who contacted the CBN on behalf of a potential start-up offered more positive assessments of service, both overall and with respect to the specific aspects examined. Differences were most notable with respect to staff going the extra mile and satisfaction with the accessibility of service. Not surprisingly, then, those representing potential start-ups were more apt to say they got everything they needed and were less likely to report having problems.
- Multi-channel users were more likely to express satisfaction with the overall quality of service received from Canada Business. That said, the likelihood of having problems with service rose with the number of channels used.

- In most cases, perceptions of service were more positive among clients who contacted the CBN less frequently, while the likelihood of reporting problems increased with frequency of contact.

Satisfaction with Service Delivery Channels

- Regionally, a few notable differences exist with respect to perceptions of phone service. Atlantic Canadians were least likely to agree that it was easy to find the phone number, but were most likely to agree that it was easy to reach an agent. Those from the West were least likely to think the automated system was easy to use, while respondents from Ontario stood out as being least likely to agree that the hours of service are convenient. Overall satisfaction with phone service was highest in the Atlantic and Western provinces. Turning to the website, Quebecers were more likely than others to use the national website and Atlantic Canadians were more apt to have used both versions. Those in the West, on the other hand, were more inclined to have used their provincial website. Perceptions of website service were consistently less positive among Quebecers, but overall satisfaction with the service received through the website(s) was lowest in the West. In-person service was rated highest in Atlantic Canada, and lowest in Ontario.
- The youngest respondents tended to offer less positive ratings of phone and website services. Conversely, those aged 25-34 were most apt to be positive about both service channels.
- Educational differences were minimal, but a few notable ones exist: University-educated respondents were more likely than others to find the hours of phone service convenient, while those with a college education were less likely than others to say they got the information they needed over the phone. Turning to the website, the likelihood of using the national site only increased with education. Those with high school or less were most likely to use a provincial website, while university-educated respondents were more likely than others to say they used both versions. Those with post-graduate degrees tended to hold less positive perceptions of website service, but clients with high school or less were least likely to be satisfied overall. Satisfaction with in-person service was highest among those with a post-graduate or high school education.
- French-speaking clients tended to have more positive perceptions of telephone service, but there was no difference in overall satisfaction with the quality of phone service received. As for use of the website, they were also more likely to use the national website exclusively, while English-speaking clients were more likely to have used both versions. Satisfaction with the website differed in a few notable areas. Specifically, English-speaking respondents were more likely to agree that it was easy to find what they were looking for and that they were confident their privacy was protected, while their French counterparts tended to be more satisfied with the website overall.
- Those representing existing and potential start-up businesses did not differ much in terms of their attitudes toward phone service, with a few exceptions: those who contacted the Canada Business Network on behalf of a potential start-up were more likely to say it was easy to find the phone number, while existing businesses were

more likely to be satisfied with the quality of phone service overall. Turning to the website, clients of potential start-ups held more positive perceptions for the most part and were more likely to be satisfied overall.

- Overall satisfaction and perceptions of phone service were, in most cases, less positive among those who used three or more service channels. In terms of the website, single channel users were less likely than others to have used their provincial website exclusively and more likely to have used both versions. Differences in perceptions of website service were more varied. Notably, those who used three or more service channels were more likely to say they would recommend the site to a friend or colleague, while single channel users were less likely than others to say they are confident their privacy was protected. Those who used two service channels were more likely to say they were satisfied with the website overall. As for in-person service, respondents who used three or more service channels were least satisfied with the quality of service received when visiting a CBN office.
- Generally speaking, respondents who contacted the Canada Business Network only once were more positive about service received over the phone. The exception to this: these respondents were less likely to agree that the phone number was easy to find. In terms of the website, those who contacted the CBN multiple times were more likely to use both versions, and were generally more satisfied than those who had done so only once. They were also much more likely to be satisfied overall with service received via the website.

Perceptions of CBN Information

- Clients from Atlantic Canada were less likely than others to have obtained information about starting a business from the CBN. Ontarians were less likely than the rest to have received business financing information, while those from the West stood out as being more likely to have obtained other government information. Atlantic Canadians were slightly less likely to have obtained *all* of the information they sought and, along with Quebeckers, were less likely to say that the information exceeded their expectations and that they used it. Respondents from Western Canada were most satisfied with all aspects of the information they obtained, while Quebeckers and Atlantic Canadians were often less satisfied than others. In terms of the preferred method of receiving information from the CBN, Quebeckers were less likely than others to prefer email, while Atlantic Canadians were less likely to prefer the website. The likelihood of preferring mail or fax decreased from East to West.
- A number of notable age differences emerged with respect to the information obtained from the Canada Business Network. The oldest clients were less likely to have obtained business start-up and financing information, while respondents under the age of 35 were less likely to have sought other government information. The oldest respondents were least likely to have found *all* the information they looked for, while those aged 25 to 34 were more likely to say the information they got exceeded their expectations. The youngest respondents (18-24 years) were least likely to have used the information they obtained. Patterns in satisfaction with specific aspects of the information were less clear, with respondents in the middle

two age categories more likely to express satisfaction in each area. In terms of respondents' preferred method of receiving information from the government, the youngest clients were the least likely to prefer email.

- Respondents with a post-graduate degree were less likely than others to have obtained information on starting or financing a business, while those with no post-secondary education were less likely to have obtained other government information. Respondents with a college degree were most likely to say they found all of the information they looked for, while those with high school or less were least likely to say that the information they obtained exceeded their expectations. Less-educated clients were also much less likely to say they used the information, and were least satisfied with most aspects of it. As for their preferred method of receiving information, respondents with university or post-graduate degrees were more likely to prefer email and less likely to prefer mail or fax. Respondents with no post-secondary education, on the other hand, were less likely to prefer the website.
- French-speaking respondents were more likely to have obtained information from the CBN about starting a business, whereas their English counterparts were more likely to have obtained other government information or information on financing a business. Those who completed the survey in French had more success finding information, but English-speakers were more satisfied with the quality of the information they obtained. They were also more likely to say they would prefer to receive information from the government via email, and less apt to prefer mail/fax or the website.
- Not surprisingly, respondents representing potential start-ups were nearly three times as likely as those from existing businesses to have obtained information on how to start a business. While they were less likely to say the information exceeded their expectations, they were more likely to have found everything they looked for and to express satisfaction with all aspects of this information. Those from existing businesses were more likely to prefer to receive information via email and less likely to prefer mail or fax.
- Those who used three or more service channels were slightly less successful in terms of locating the information they sought, but they were more likely to have used the information obtained and to say it exceeded their expectations. That said, these clients were less satisfied with the information's quality. Turning to their preferred method of receiving information from government, those who used three or more channels were more likely than the rest to prefer email.
- The likelihood of obtaining all information sought decreased with frequency of contact, while the likelihood of using this information increased with the number of contacts. Those who contacted the Canada Business Network only once were less likely to say the information they obtained exceeded their expectations. No clear patterns emerge with respect to satisfaction with aspects of this information, but several differences are worth noting in terms of the preferred method of receiving information from the government. Specifically, respondents who contacted the CBN only once were less likely to prefer email, whereas those who did so most frequently were less likely to prefer mail or fax.

Use & Assessment of CBN Products and Services

- Regional differences were most pronounced among clients from Atlantic Canada and Quebec. These respondents were more likely to have used CBN printed materials, while Quebec residents were least apt to have used personal assistance from an agent. In addition, clients from Atlantic Canada were also more likely to have used information packages. In terms of referrals, Quebecers were more apt to have received a referral and found it useful, but Atlantic Canadians were most likely to have used it and to have been satisfied with it. Focusing on how they used the CBN products and services, clients from Atlantic Canada were most likely to have used them for general research and financial planning, and least inclined to have used them to start a business. Quebecers stood out as being the most likely to have used products and services to start a business and the least likely to have used them for general research.
- The youngest respondents (18-24) were least likely to have used each of the top three CBN products and services. As for referrals, respondents aged 45 and older were less likely than the rest to have received one, but those who did were more likely to have used it. Respondents aged 35-44 stood out as being much less likely to be satisfied with referrals received, but those between the ages of 25-44 were more apt than the rest to say the referrals were useful. The youngest respondents were more likely to have used CBN products and services to start and finance a business, and less inclined to have done so for general research.
- A few noteworthy educational differences exist. Specifically, less-educated clients were less likely to have used personal assistance from an agent, while those with a post-graduate degree were the least likely to have used information packages. University-educated respondents stood out as being least likely to have received a referral, but those who did were more likely than the rest to have used it. Along with those with no post-secondary education, university-educated respondents were also more likely to say they were satisfied with the referral, while college-educated respondents were less likely than others to have found the referral useful.
- French-speaking respondents were more likely to have used printed materials, but less apt to have made use of personal assistance from an agent. Regarding referrals, French respondents were more likely than their English counterparts to have received and used referrals, to be satisfied with them, and to have found them useful. While clients who completed the survey in English were most likely to say the CBN products and services had helped them in doing general research, French-speakers were most apt to have used the products and services to start a business.
- Those who contacted the Canada Business Network on behalf of an existing business were less likely to have made use of printed materials and information packages, but were slightly more apt to have used personal assistance from an agent. Respondents who contacted the CBN on behalf of a potential start-up were more likely to have received and used referrals, to be satisfied with them, and to have found them useful. Not surprisingly, clients of potential start-ups were much more likely to say that the CBN products and services had helped them in starting a business and financial planning.

- Clients who used three or more service channels were more likely than others to have used printed materials, while single channel users were least apt to have obtained personal assistance from an agent. Regarding referrals, respondents who used three or more channels were more likely to have received a referral, used it and been satisfied with it. They were also most likely to have used the CBN products and services for starting a business, doing general research, and undertaking financial planning.
- The likelihood of using Canada Business printed materials increased with frequency of contact, while those who contacted the CBN only once were least likely to have used the information packages. No real differences existed with respect to referrals, but those who contacted Canada Business frequently were more likely to have used their referral and to have been satisfied with it. They were also most likely to have used the CBN products and services for starting a business, conducting general research, and undertaking financial planning.

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Subgroup Variations																							
	All (N=719)	Language		Business Stage		# of Svc. Channels			Freq. of Contact			Region				Age				Education			
		En	Fr	Existing	Start-up	1	2	3+	1	2	3+	Atl	Que	On	West	18-24	25-34	35-44	45+	HS	Coll	Uni	Post-grad
Service-Related Interactions																							
Method of Contact																							
Phone	53	51	63	52	55	40	70	95	56	51	51	64	59	52	46	52	57	53	50	62	55	48	50
Mail/fax	3	3	3	4	3	1	1	16	1	1	4	2	4	2	3	--	2	4	4	2	4	2	4
Email	15	14	19	23	14	4	23	61	5	11	23	16	16	12	16	7	15	14	18	11	14	16	22
In person	31	33	23	39	31	23	36	71	21	29	39	28	27	19	43	32	32	29	32	23	27	38	37
Website	47	48	45	71	46	33	71	87	18	36	71	36	46	57	47	50	47	47	47	36	49	49	53
Frequency of Contact																							
1	32	32	32	28	34	49	--	1				41	29	31	31	34	31	34	30	44	34	28	22
2	17	17	18	15	19	19	22	--				14	22	22	14	19	19	15	19	19	17	19	11
3+	50	14	19	57	48	32	78	99				45	50	47	55	46	50	51	51	38	49	53	67
Number of Channels Used																							
1	66	67	61	62	67				100	72	42	68	63	68	65	72	62	68	65	76	67	63	56
2	23	22	27	26	22				--	28	36	21	23	24	23	18	26	22	23	18	23	23	27
3+	11	11	12	12	11				--	--	23	12	14	7	13	10	12	10	13	6	10	14	17
Overall Satisfaction																							
Perceptions of Service (% agree)																							
Staff knowledgeable/competent	85	85	85	81	87	84	87	83	86	83	85	86	81	84	87	84	87	84	86	88	85	84	81
Courteous staff	91	91	94	91	93	91	95	85	92	93	90	93	89	93	90	92	91	91	93	94	92	90	90
Treated fairly	89	88	91	86	91	88	91	84	90	89	88	90	86	87	89	94	90	88	87	90	89	89	85
Responsive staff	87	87	85	85	89	86	89	83	86	91	85	88	82	87	88	86	88	87	86	87	88	86	88
Staff went extra mile	83	82	89	75	87	85	83	76	86	81	81	87	82	82	82	86	83	84	82	86	84	81	81
Served in language of choice	90	90	90	91	91	89	95	90	89	94	90	92	88	93	89	91	90	92	91	95	89	92	85
Fully informed	79	78	81	77	81	79	82	71	80	82	77	77	76	77	81	68	80	79	80	84	77	77	79
Satisfied with timeliness	83	83	85	83	85	81	89	82	82	85	84	87	79	82	84	78	84	84	84	90	83	82	80
Satisfied with accessibility	84	85	81	79	88	84	86	81	84	87	83	85	76	89	84	82	86	84	85	86	87	83	81
Staff gave what was needed	85	85	88	83	88	85	88	81	85	86	85	86	82	86	86	90	85	85	86	88	85	84	84
Overall quality of service																							
Satisfied	83	83	84	80	85	82	86	81	81	87	83	85	79	86	82	77	89	82	80	86	84	81	81
Satisfaction with Outcome																							
Got what needed	65	65	65	59	67	65	66	61	70	61	63	64	66	63	66	52	70	67	62	66	64	64	67
Problems																							
Had problems with service	8	9	7	12	6	6	11	16	4	7	12	7	8	9	9	10	8	7	9	10	6	10	9

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Subgroup Variations

	All (N=719)	Language		Business Stage		# of Svc. Channels			Freq. of Contact			Region				Age				Education			
		En	Fr	Existing	Start-up	1	2	3+	1	2	3+	Atl	Que	On	West	18-24	25-34	35-44	45+	HS	Coll	Uni	Post-grad
Satisfaction with Service Delivery Channels																							
Perceptions of Phone Service (% agree)																							
Easy to find #	82	81	86	77	83	78	88	83	79	83	85	73	86	83	84	77	87	75	84	83	83	81	81
Auto. system easy to use	77	76	81	77	76	77	82	68	70	61	64	77	79	81	72	71	84	77	72	78	76	77	76
Hours convenient	86	85	93	85	86	87	85	84	88	88	85	91	92	80	84	74	88	87	88	87	83	91	86
Easy to reach agent	86	86	87	89	86	89	86	81	93	84	83	90	84	84	86	77	89	87	86	88	85	87	82
Got info needed	89	88	94	88	90	91	89	83	94	89	85	89	88	87	91	86	87	93	89	92	84	91	89
Phone Service - Overall																							
Satisfied	90	90	90	96	89	92	92	84	95	92	86	93	86	87	93	87	89	90	92	90	88	90	93
Website Version Used																							
National	27	25	37	29	27	34	18	26	33	37	25	21	36	23	28	29	24	27	31	24	26	28	33
Provincial	29	30	22	33	29	21	37	35	30	20	31	21	22	28	37	32	33	25	26	43	30	22	30
Both	38	39	29	34	37	42	33	35	27	33	40	54	32	39	34	32	32	46	40	24	36	45	35
Perceptions of Website Service (% agree)																							
Easy to find address	79	79	82	76	82	79	82	75	73	80	80	75	72	79	85	76	86	84	70	84	78	81	77
Easy to find what looking for	70	72	63	67	73	68	75	69	61	63	73	82	57	75	69	64	71	77	69	71	78	68	63
Site visually appealing	75	75	74	73	76	72	77	77	59	83	76	80	67	77	75	61	77	83	73	80	74	75	73
Site had info needed	77	77	76	73	81	75	82	73	61	80	79	82	72	76	78	73	84	80	70	76	83	76	69
Confident privacy protected	79	80	71	83	79	75	82	81	76	75	80	82	67	77	85	64	86	76	81	84	80	81	71
Would recommend	85	84	86	81	94	78	71	90	87	85	86	91	83	82	85	79	92	83	82	80	89	87	79
Website Service - Overall																							
Satisfied	82	81	88	79	85	79	88	80	71	85	84	87	83	84	77	70	86	84	81	78	83	82	83
In-Person Service - Overall																							
Satisfied	88	87	92	89	89	90	89	83	85	94	87	91	88	81	89	86	88	88	90	93	85	87	94

Subgroup Variations																							
	All (N=719)	Language		Business Stage		# of Svc. Channels			Freq. of Contact			Region				Age				Education			
		En	Fr	Existing	Start-up	1	2	3+	1	2	3+	Atl	Que	On	West	18-24	25-34	35-44	45+	HS	Coll	Uni	Post-grad
CBN Information																							
Information Obtained																							
Starting a business	60	60	64	27	75	61	62	55	58	65	60	54	63	62	61	57	66	64	52	64	66	58	52
Financing a business	33	34	31	33	35	33	33	35	28	24	40	37	34	29	35	40	34	37	29	33	40	31	28
Other govt info	27	28	24	25	27	27	24	35	20	18	35	24	21	27	32	24	22	35	30	17	29	32	25
Success Finding Information																							
Found all	31	30	37	26	33	32	32	29	34	33	29	28	33	31	32	30	37	32	25	32	37	28	27
Quality of Information																							
Exceeded expectations	28	31	14	15	8	10	9	18	7	13	12	26	22	29	31	22	34	29	22	25	29	28	30
Used Information?																							
Yes, used info	81	81	81	79	82	79	84	87	73	79	88	75	76	81	86	75	82	82	81	70	84	83	88
Satisfaction with Aspects of Information (% satisfied)																							
Accuracy	84	84	83	83	85	83	87	82	82	84	86	81	78	82	90	83	89	86	78	82	86	84	88
Currency	82	82	80	80	83	83	84	73	82	85	80	80	79	81	84	82	85	86	75	81	83	83	79
Relevance	83	84	77	77	87	83	84	80	82	84	83	82	84	82	88	74	88	85	80	79	84	83	88
Accessibility	84	84	82	80	86	85	85	76	85	85	83	85	77	83	88	77	86	89	80	79	86	86	82
Clarity	84	84	82	79	86	84	85	80	84	87	83	81	81	84	87	79	86	85	84	79	84	86	87
Preferred Method of Contact																							
Email	37	39	28	43	35	35	37	50	31	40	43	34	29	40	40	25	37	40	38	28	32	44	44
Mail/Fax	17	16	23	12	20	18	17	11	22	25	11	27	23	15	12	19	18	19	14	28	20	12	13
Website	15	15	19	15	15	17	13	11	12	13	19	6	15	19	18	15	14	16	17	10	18	15	19

Subgroup Variations																							
	All (N=719)	Language		Business Stage		# of Svc. Channels			Freq. of Contact			Region				Age				Education			
		En	Fr	Existing	Start-up	1	2	3+	1	2	3+	Atl	Que	On	West	18-24	25-34	35-44	45+	HS	Coll	Uni	Post-grad
CBN Products and Services																							
Products/Services Used																							
Printed materials	48	47	58	45	51	45	52	65	41	47	54	55	55	39	48	40	49	48	52	46	52	49	45
Assistance from agent	43	44	39	46	43	38	52	52	44	40	44	47	37	43	44	32	47	43	43	33	43	46	47
Information packages	36	37	34	30	39	34	43	35	30	41	39	44	36	38	32	32	35	40	37	39	39	35	29
Referrals																							
Yes, received referral	51	50	61	51	53	51	49	57	50	52	51	51	57	53	48	56	50	55	48	53	53	46	57
Used referral	61	60	65	61	64	58	61	79	56	57	65	69	66	56	58	55	62	55	70	60	60	65	57
% Satisfied with referral	83	82	87	77	85	84	78	87	80	78	86	89	86	77	81	86	86	73	86	88	78	87	77
% Found referral useful	85	83	93	77	88	86	86	81	85	87	86	87	92	79	85	81	88	87	83	88	76	89	90
Areas Info/Services Helpful																							
Business start-up	55	51	73	25	69	53	56	60	50	54	58	46	68	55	52	52	61	58	45	55	56	54	57
General research	50	53	37	54	52	45	57	65	41	41	60	60	38	50	51	50	48	53	52	44	55	49	51
Financial planning	30	30	28	24	33	29	28	34	24	25	35	39	29	25	28	24	34	27	30	29	33	29	26
Suggestions																							
Website difficult to navigate	7	8	3	12	6	5	14	5	4	5	10	3	4	14	6	6	9	6	6	5	7	8	10
Better trained staff	5	4	12	5	4	4	6	10	4	2	6	6	12	3	3	3	5	6	5	5	4	6	4
Reason for Contacting CBN																							
Existing business	25	26	20	--	--	23	29	27	22	21	29	20	22	22	30	19	19	23	37	25	18	30	27
Potential start-up	66	65	69	--	--	67	64	62	68	71	63	72	66	69	61	63	72	71	54	63	74	61	66

APPENDIX

Industry Canada: Canada Business Survey

Email Recruitment Script

Re: Canada Business Client Satisfaction Survey

Canada Business wants to know what you think about its service! In the next two to three weeks, we'll be conducting a short online survey. The survey will take just a few minutes of your time – and your feedback will help to make sure that the information and services we provide meet the needs of business people or entrepreneurs like you.

Your responses will be treated in complete confidence – no individuals or organizations will be identified in any way. The research is being conducted by Phoenix SPI, an independent research company.

Your participation in the survey is completely voluntary and will not affect any dealings you may have with the Government of Canada. All information collected will be used for research purposes only in accordance with the Government of Canada's Privacy Act and other applicable laws designed to protect your privacy.

We'd like to hear from all our clients. If you are willing to take part, please let us know by clicking on the link below:

[Yes, I agree to take part in the survey.](#)

If you are unable to click on the link, please send a message to survey@phoenixspi.ca letting us know that you agree to take part in the survey.

Additional Notes:

- The email recruitment script should not be included in the email response to the client's service inquiry. It should be sent one to two days following the email response to the client's service inquiry.

Objet : Sondage sur le niveau de satisfaction des clients d'Entreprises Canada

Entreprises Canada veut savoir ce que vous pensez de son service! Au cours des deux ou trois prochaines semaines, nous mènerons un petit sondage en ligne. Ce sondage n'exigera que quelques minutes de votre temps. En revanche, vos commentaires nous aideront à faire en sorte que les renseignements et les services que nous fournissons répondent aux besoins des gens d'affaires et des entrepreneurs comme vous.

Vos réponses demeureront confidentielles. Aucune personne ou organisation ne sera nommée. La recherche est menée par Phoenix SPI, une entreprise de recherches indépendante.

Votre participation au sondage est complètement volontaire et n'aura aucune incidence sur les transactions que vous pourriez avoir avec le gouvernement du Canada. Tous les renseignements recueillis seront utilisés aux seules fins de la recherche conformément à la *Loi sur la protection des renseignements personnels* du gouvernement du Canada et d'autres lois applicables visant à protéger votre confidentialité.

Nous aimerions obtenir des réponses de tous nos clients. Si vous souhaitez participer au sondage, dites-le nous en cliquant sur le lien ci-dessous :

[Oui, j'accepte de participer au sondage.](#)

Si vous êtes incapable de cliquer sur le lien, veuillez envoyer un message à survey@phoenixspi.ca nous indiquant que vous acceptez de participer au sondage.

Autres remarques :

- Le message de recrutement ne doit pas être inclus dans le courriel de réponse à la demande de service envoyée au client. Il doit être envoyé un ou deux jours après le courriel de réponse à la demande de service envoyée au client.

Industry Canada: Canada Business Survey

Recruitment Script

Telephone/In-Person Script

To help Canada Business continue to improve our service to clients, we'll be conducting a short survey in the next three to four weeks. People will be able to complete the survey online, or by telephone if online is not an option. We'd like to hear from all our clients.

A. Would you be willing to take part?

IF NO: Thank the client for his/her time and discontinue.

IF YES: Thank you. Your help is very much appreciated. The research is being conducted by Phoenix SPI, an independent research company. Please be aware that your participation in the survey is completely voluntary and will not affect any dealings you may have with the Government of Canada. All information collected will be used for research purposes only in accordance the Government of Canada's Privacy Act and other applicable laws designed to protect your privacy.

B. As I mentioned, you can complete the survey online. Do have access to and use the Internet?

IF YES: Could I please have your (name and) email address so the research company can email you the link to the online survey? RECORD/READ BACK NAME AND EMAIL ADDRESS TO CONFIRM. You should receive an email with a link to the survey within the next few weeks.

IF NO: Then you will be able to complete the survey by phone, Could I please have your (name and) daytime phone number so the research company can call you? RECORD/READ READ BACK NAME AND NUMBER TO CONFIRM. You should receive a phone call within the next few weeks.

Thank you very much for your time and cooperation, and for agreeing to take part in the survey.

Record by Observation:

- Language
- Region

Additional Notes:

- All clients served should be invited to participate in the survey, if possible, or a *random* sample of clients. There should be no selection of participants based on the nature of their transaction or their apparent level of satisfaction with service (e.g. no 'cherry picking').
- If clients have access to, and use, the Internet, they should be encouraged (softly, politely) to complete the survey online (i.e. not by telephone).
- If asked, service agents should inform potential participants that the survey will take no more than 15 minutes to complete.
- The tone of the invitation to participate in the research is important. If people are *encouraged* to take part, and thanked for doing so in a welcoming manner, this is far more effective than simply *informing* or *advising* them about the research and seeing if they agree to take part. The latter can be expected to yield few completed surveys.
- The items on the 'Record by Observation' list would be used for the non-response analysis to be done following the study (to compare respondents/non-respondents).
- A form would need to be developed (electronic or paper?) for service agents to record this information and transmit it to us. We will need it in electronic form. We should review any datafile you create for this purpose before it is in full use to ensure that the information is inputted in the right way (or we may encounter problems trying to extract the information/data when we need it).

Industrie Canada : Sondage mené par Entreprises Canada

Message pour le recrutement

Message par téléphone/en personne

Afin d'aider Entreprises Canada à continuer d'améliorer les services offerts aux clients, nous mènerons un bref sondage au cours des trois ou quatre prochaines semaines. Les gens auront la possibilité de répondre au sondage en ligne ou par téléphone, s'ils ne peuvent pas le faire en ligne. Nous aimerions entendre tous nos clients.

A. Aimerez-vous participer au sondage?

SINON : Remerciez la cliente ou le client de son attention et arrêtez la conversation.

SI OUI : Merci. Nous vous sommes très reconnaissants de nous aider. La recherche est menée par Phoenix SPI, une entreprise de recherches indépendante. Veuillez noter que votre participation au sondage est complètement volontaire et n'aura aucune incidence sur les transactions que vous pourriez avoir avec le gouvernement du Canada. Tous les renseignements recueillis seront utilisés aux seules fins de la recherche conformément à la *Loi sur la protection des renseignements personnels* du gouvernement du Canada et d'autres lois applicables visant à protéger votre confidentialité.

B. Comme je l'ai mentionné, vous pouvez répondre au sondage en ligne. Avez-vous accès à Internet et l'utilisez-vous?

SI OUI : Pourriez-vous me donner votre (nom et) votre adresse de courriel afin que l'entreprise de recherches puisse vous envoyer par courriel le lien du sondage en ligne? **NOTEZ/RELISEZ LE NOM ET L'ADRESSE DE COURRIEL POUR CONFIRMER.** Vous devriez recevoir un courriel contenant un lien vers le sondage dans les prochaines semaines.

SINON : Vous pourrez alors répondre au sondage par téléphone. Pourriez-vous me donner votre (nom et) un numéro de téléphone où l'on peut vous joindre pendant la journée afin que l'entreprise de recherches puisse vous appeler? **NOTEZ/RELISEZ LE NOM ET LE NUMERO POUR CONFIRMER.** Vous devriez recevoir un appel dans les prochaines semaines.

Merci beaucoup d'avoir pris le temps de nous répondre et d'avoir accepté de participer au sondage.

À noter par observation :

- Langue
- Région

Autres remarques :

- On doit inviter tous les clients que l'on sert à participer au sondage, dans la mesure du possible, ou un échantillon *aléatoire* de clients. Il ne doit y avoir aucune sélection des participants en fonction de la nature de leur transaction ou de leur niveau de satisfaction apparent vis-à-vis des services (pas de sélection choisie).
- Si les clients ont accès à Internet et l'utilisent, il faut les inciter (gentiment et poliment) à répondre au sondage en ligne (et pas par téléphone).
- Si on leur pose la question, les agents de services doivent informer les éventuels participants que cela ne prend pas plus de 15 minutes pour répondre au sondage.
- Le ton de l'invitation à participer à la recherche est important. Si l'on *incite* les gens à participer au sondage et qu'on les remercie chaleureusement de le faire, c'est beaucoup plus efficace que de se contenter de les *informer* de la recherche et de voir s'ils acceptent d'y participer. Avec la dernière approche, on peut s'attendre à obtenir peu de réponses au sondage.
- Les points relevés dans la liste « À noter par observation » seront utilisés dans le cadre de l'analyse des non-réponses qui sera effectuée après l'étude (pour comparer les répondants et les non-répondants).
- Il faudra élaborer un formulaire (électronique ou papier?) dont les agents de services se serviront pour consigner les renseignements et nous les transmettre. Nous aurons besoin du formulaire en format électronique. Nous devons revoir tous les fichiers de données que vous créez à cette fin avant que ces derniers ne soient pleinement utilisés, de manière à nous assurer que les renseignements sont entrés comme il faut (sinon, nous risquons de rencontrer des problèmes en essayant d'extraire les renseignements/données quand nous en aurons besoin).

Canada Business

Client Satisfaction Survey Recruitment

In-Office Computer Terminal Recruits

In-Office Computer Terminal Recruits

Clients of the Canada Business Network who visit a service centre can be recruited to complete the online survey in the office at a computer terminal. This component of the survey recruitment should not replace the phone and in-person recruiting that is currently underway.

Who is eligible?

Only a certain type of client should be targeted for in-office completion of the survey. Clients eligible to complete the survey in-office must have made multiple visits to the office **OR** a 1st visit where the client did not receive written brochures/information/publications. The reason is that if they received written information on a 1st visit, but had not yet had time to review the information, they would not be in a position to rate the information and related quality of service in the survey.

How should the recruitment be done?

All clients eligible to complete the survey in-office should be invited to participate in the survey.

Script: To help Canada Business continue to improve our service to clients, we're conducting a short online survey. You can complete the survey in-office at one of the computer terminals. We'd like to hear from all our clients. Would you be willing to take part?

IF NO: Thank the client for his/her time. If they do not have time to complete the survey in-office (or are not interested in doing so), please offer them the option of doing so online in a week or so. Let them know that they would receive an email with a link to the survey within the next few weeks. If they agree, continue with the **main** recruitment script (i.e. not this one).

IF YES: Thank you. Your help is very much appreciated. When you access the Canada Business Network, either the National website or one of the provincial or territorial websites on a computer terminal, a web page will open that will direct you to the survey.

The research is being conducted by Phoenix SPI, an independent research company. Please be aware that your participation in the survey is completely voluntary and will not affect any dealings you may have with the Government of Canada. All

information collected will be used for research purposes only in accordance the Government of Canada's Privacy Act and other applicable laws designed to protect your privacy.

Recrutement pour le sondage sur le niveau de satisfaction des clients d'Entreprises Canada

Recrutement pour le sondage – réponse sur place à partir d'un terminal d'ordinateur

Recrutement pour le sondage – réponse sur place à partir d'un terminal d'ordinateur

Les clients du Réseau Entreprises Canada qui se rendent à un centre de services peuvent être recrutés pour répondre au sondage en ligne sur place à partir d'un terminal d'ordinateur. Ce volet du recrutement pour le sondage ne doit pas remplacer le recrutement effectué actuellement par téléphone et en personne.

Qui est admissible?

Il ne faudrait cibler qu'un certain type de clients pour le sondage mené sur place. Les clients habilités à répondre au sondage sur place doivent être venus plusieurs fois au centre **OU** y être venus une fois et n'avoir pas reçu de brochure/d'information écrite/de publication. En effet, s'ils ont reçu de l'information écrite à l'occasion d'une première visite mais n'ont pas encore eu le temps d'en prendre connaissance, ils ne seront pas en mesure de noter dans le sondage l'information et la qualité du service connexe.

De quelle façon le recrutement devrait-il être effectué?

Tous les clients remplissant les conditions requises pour répondre au sondage sur place devraient être invités à y participer.

Message : Afin d'aider Entreprises Canada à continuer d'améliorer les services offerts aux clients, nous menons un bref sondage en ligne. Vous pouvez répondre aux questions du sondage sur place à partir de l'un des terminaux d'ordinateur. Nous aimerions entendre tous nos clients. Aimerez-vous participer au sondage?

SINON : Remerciez la cliente ou le client de son attention. S'ils n'ont pas le temps de répondre au sondage dans le centre (ou ne souhaitent pas le faire), veuillez leur proposer l'option de le faire en ligne dans une semaine ou deux. Informez-les qu'ils recevront un courriel contenant un lien vers le sondage au cours des prochaines semaines. S'ils sont d'accord, continuez en leur présentant le **principal** message de recrutement (c.-à-d. pas celui-ci).

SI OUI : Merci. Nous vous sommes très reconnaissants de nous aider. Lorsque vous accéderez au Réseau Entreprises Canada sur un terminal d'ordinateur, soit à partir du site Web national soit à partir des sites Web provinciaux ou territoriaux, une page Web s'ouvrira et vous conduira au sondage.

La recherche est menée par Phoenix SPI, une entreprise de recherches indépendante. Veuillez noter que votre participation au sondage est complètement volontaire et n'aura aucune incidence sur les transactions que vous pourriez avoir avec le gouvernement du Canada. Tous les renseignements recueillis seront utilisés aux seules fins de la recherche conformément à la *Loi sur la protection des renseignements personnels* du gouvernement du Canada et d'autres lois applicables visant à protéger votre confidentialité.

**Canada Business
Client Satisfaction Survey
Telephone Version**

Final Version: December 11, 2006

Hello, may I speak to _____? (INSERT RESPONDENT'S NAME FROM LIST)

- IF PERSON IS AVAILABLE, CONTINUE.
- IF NOT AVAILABLE, ARRANGE CALL-BACK OR GET NEW NUMBER WHERE PERSON CAN BE REACHED.

Hello, my name is _____. I'm calling on behalf of Phoenix, a public opinion research company. Recently you contacted the Canada Business Network, also known as [INSERT APPROPRIATE NAME BASED ON PROVINCE OR TERRITORY] in your province [territory], for information or service and agreed to take part in a short survey we're conducting on their behalf. The purpose is to assess your satisfaction with the service you received. This survey is registered with the national survey registration system.

Your participation in the research is completely voluntary and your decision on whether or not to participate will not affect any dealings you may have with the Government of Canada. By answering these questions, you will help the government improve the service it provides through the Canada Business Network. The information you provide will be used for research purposes only and will be administered in accordance with the applicable privacy laws.

Are you still willing to take part in this survey? We can do it now or at a time more convenient for you.

- [] Yes, now (CONTINUE)
- [] Yes, call later (Specify date/time: Date: Time:)
- [] Refused (THANK AND DISCONTINUE)

INTERVIEWER/PROGRAMMING NOTES:

SURVEY LENGTH: IF RESPONDENT ASKS ABOUT THE LENGTH OF THE SURVEY, INFORM HIM/HER THAT IT SHOULD TAKE NO MORE THAN 15 MINUTES, BUT THE ACTUAL LENGTH VARIES DEPENDING ON THE AMOUNT OF INTERACTION THE RESPONDENT HAD WITH THE CANADA BUSINESS NETWORK.

RESEARCH VALIDITY: IF RESPONDENT QUESTIONS THE VALIDITY OF THE RESEARCH, INVITE HIM/HER TO 1) CALL THE SURVEY REGISTRATION SYSTEM, OR 2) CALL NORMAND LAFRAMBOISE OF THE GOVERNMENT OF CANADA AT 1-613-947-2596 (OR HAVE NORMAND CALL THE RESPONDENT).

SURVEY REGISTRATION SYSTEM: IF THE RESPONDENT ASKS ABOUT NATIONAL SURVEY REGISTRATION SYSTEM, SAY:

The registration system has been created by the survey research industry to allow the public to verify that a survey is legitimate, get information about the survey industry or register a complaint. The registration system's toll-free phone number is 1-800-554-9996.

USERS OF MULTIPLE CHANNELS: IF RESPONDENT USED MULTIPLE CHANNELS (I.E. PHONE, IN-PERSON, INTERNET, ETC), HE/SHE WILL COMPLETE FULL MODULE FOR ONE CHANNEL ONLY. THIS WILL BE THE CHANNEL USED BY RESPONDENTS FOR THEIR MOST RECENT TRANSACTION (Q4).

CANADA BUSINESS NETWORK: CANADA BUSINESS, ALSO KNOWN AS [INSERT APPROPRIATE NAME BASED ON PROVINCE OR TERRITORY*], IS A GOVERNMENT INFORMATION SERVICE FOR BUSINESSES AND START-UP ENTREPRENEURS IN CANADA. THE MANDATE OF CANADA BUSINESS IS TO SERVE AS THE PRIMARY SOURCE OF UP-TO-DATE AND ACCURATE BUSINESS-RELATED INFORMATION AND TO PROVIDE REFERRALS ON GOVERNMENT PROGRAMS, SERVICES AND REGULATIONS—WITHOUT CHARGE—IN ALL REGIONS OF CANADA. THE CANADA BUSINESS NETWORK IS OPERATED THROUGH A VARIETY OF COLLABORATIVE ARRANGEMENTS WITH PROVINCIAL AND TERRITORIAL GOVERNMENTS AND, IN SOME CASES, NOT-FOR-PROFIT ORGANIZATIONS.

Canada Ontario Business service centre
Manitoba Business service centre
Saskatchewan Business service centre
Alberta – known as The Business Link or The Business Link Business service centre
British Columbia service centre or Small Business BC
Newfoundland and Labrador Business service centre
Nova Scotia Business service centre
New Brunswick Business service centre
Prince Edward Island Business service centre
Québec service centre or Info entrepreneurs / Ressources Entreprises (ville de Québec)
Yukon Business service centre
Nunavut Business service centre
Northwest Territories Business service centre

TIME PERIOD: THE FOCUS OF THE SURVEY IS ON SERVICE RECEIVED IN THE LAST SIX MONTHS. THIS SHOULD BE CLEAR TO RESPONDENTS, BUT SHOULD NOT BE REPEATED TOO OFTEN TO BE TEDIOUS. ADJUST AS REQUIRED. IF RESPONDENT WAS IN CONTACT WITH CANADA BUSINESS MORE THAN ONCE IN PAST SIX MONTHS, ASSESSMENTS SHOULD BE BASED ON THE OVERALL SERVICE RECEIVED (I.E. AVERAGED OUT).

SECTION 1: SERVICE-RELATED INTERACTIONS

1. Before we begin, can you please confirm that you contacted the Canada Business Network to obtain information or service during the past six months?

Yes	1	CONTINUE
No	2	THANK/DISCONTINUE*

*EXPLORE TO ENSURE THAT RESPONDENT DID NOT USE THE CANADA BUSINESS NETWORK BEFORE TERMINATING. NOTE IDENTITY ISSUE (COULD BE CONFUSION ABOUT IDENTITY OF SERVICE PROVIDER AMONG RESPONDENTS).

2. In which of the following ways did you contact the Canada Business Network during the past six months? How about...? (READ LIST; ACCEPT ALL THAT APPLY)

By phone.
By mail or fax.

By email.
In person at an office
Visiting their website

3. How many times in the past six months did you...? (ASK SEPARATELY FOR EACH SERVICE CHANNEL USED BY RESPONDENT)

- ...contact the Canada Business Network by phone? Record number: _____
- ...contact the Canada Business Network by mail or fax? Record number: _____
- ...contact the Canada Business Network by email? Record number: _____
- ...visit an office? Record number: _____
- ...visit their website? Record number: _____

ASK NEXT QUESTION IF RESPONDENT USED MORE THAN ONE SERVICE CHANNEL IN Q2:

4. Thinking about your most recent interaction with the Canada Business Network, how did you contact them? (READ LIST IF HELPFUL. LIST TO INCLUDE ONLY THOSE CHANNELS IDENTIFIED BY RESPONDENT IN Q2)

By phone.
By mail or fax.
By email.
In person at an office
Visiting their website

SECTION 2: OVERALL CLIENT SATISFACTION

Thinking about the service you received from the Canada Business Network during the past six months, please tell me how much you agree or disagree with the following statements. To do this, use a 5-point scale, where '1' means strongly disagree, '5' means strongly agree, and '3' means neither agree nor disagree. If something does not apply to you, please just say so. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW')

5. Staff were knowledgeable and competent.*
6. Staff were courteous.*
7. **You were treated fairly.***
8. Staff were responsive to your needs.*
9. Staff went the extra mile to make sure you got what you needed.*
10. You were served in the official language of your choice (i.e. English or French).
11. You were informed of everything you had to do in order to get the service.
12. You were satisfied with the amount of time it took to get the service.
13. You were satisfied with your ease of access to the service.
14. Staff gave you what you needed or guided you to others who could help you.*

*NOT ASKED OF THOSE WHO ONLY VISITED THE WEBSITE.

15. How satisfied were you with the **overall** quality of service you received from the Canada Business Network during the last six months? Please use a 5-point scale, where

'1' is very dissatisfied, and '5' is very satisfied, and '3' is neither satisfied nor dissatisfied.

16. In the end, did you get what you needed? (READ OPTIONS)

- | | |
|---------------------------------|---|
| Yes | 1 |
| No, or | 2 |
| You got part of what you needed | 3 |

17. During the past six months, were there any problems with the service you received from the Canada Business Network?

- | | |
|-----|---|
| Yes | 1 |
| No | 2 |

IF YES, ASK:

18. What problems did you encounter? Any others? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

- You didn't know where to obtain information.
- You got bounced around from one person to another.
- You were given incorrect information.
- You received conflicting information/advice from different people/sources.
- No one took time to explain things to you.
- Telephone lines were busy.
- You had to travel too far to visit a service centre.
- The website(s) was not accessible/system was down/crashing.
- Other (specify) _____

SECTION 4: SATISFACTION WITH SERVICE DELIVERY CHANNELS

QUESTIONS IN THIS SECTION WILL BE ASKED OF THOSE WHO USED SPECIFIC SERVICE DELIVERY CHANNELS. SEE PROGRAMMING INSTRUCTIONS IN FRONT-END NOTE.

Telephone Service

Earlier you mentioned that you had called the Canada Business Network to obtain information or service.

Please tell me how much you agree or disagree with the following statements about your phone call(s) to the Canada Business Network during the last six months, using a 5-point scale, where '1' is strongly disagree and '5' is strongly agree. If something does not apply to you, please say so. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW').

- 19. It was easy to find the phone number.
- 20. The automated phone system was easy to use.
- 21. The hours of service were convenient.

22. You were able to get through to an agent without difficulty.
23. You were able to get the information you needed.
24. How satisfied were you with the overall quality of service you received during your phone call(s) to the Canada Business Network in the last six months? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

IF RESPONDENT WAS DISSATISFIED WITH SERVICE (SCORES OF 1-2), ASK:

25. Why were you not satisfied with the quality of service you received? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

You got bounced around from one person to another.
You were given incorrect information.
You received conflicting information/advice from different people/sources.
No one took time to explain things to you.
The referral given was not useful.
Telephone lines were busy.
Other (specify) _____

Website

Earlier you mentioned that you visited a Canada Business website to obtain information or service during the last six months.

26. Can you recall which Canada Business website you visited to obtain information or service? (READ LIST; ACCEPT MULTIPLE RESPONSES)

National website (www.canadabusiness.ic.gc.ca)
Provincial/territorial website*
Both
Not sure/uncertain

*NOTE TO INTERVIEWERS: THERE ARE 13 PROVINCIAL/TERRITORIAL WEBSITES.

1. Canada – Ontario Business service centre
2. Canada – Manitoba Business service centre
3. Canada – Saskatchewan Business service centre
4. Canada – Alberta – known as The Business Link or The Business Link Business service centre
5. Canada – British Columbia service centre (Small Business BC)
6. Canada – Newfoundland and Labrador Business service centre
7. Canada – Nova Scotia Business service centre
8. Canada – New Brunswick Business service centre
9. Canada – Prince Edward Island Business service centre
10. Québec service centre or Info entrepreneurs / Ressources Entreprises (ville de Québec)
11. Canada – Yukon Business service centre
12. Canada – Nunavut Business service centre
13. Canada – Northwest Territories Business service centre

Thinking about your use of the National and/or provincial Canada Business website(s) during the last six months, please tell me how much you agree or disagree with the following statements, using a 5-point scale, where '1' is strongly disagree, and '5' is strongly agree. If something does not apply to you, please say so. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW') (USE PLURAL IF APPROPRIATE).

27. It was easy to find the website address.
 28. It was easy to find what you were looking for.
 29. The site was visually appealing.
 30. The site had the information you needed.
 31. You feel confident that your privacy was fully protected on the site.
 32. I would recommend the site to a colleague or friend.
33. How satisfied were you with the overall quality of the service you received through the website(s) over the last six months? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied. (USE PLURAL IF APPROPRIATE).

IF RESPONDENT WAS DISSATISFIED WITH WEBSITE (SCORES OF 1-2), ASK:

34. Why were you not satisfied with the quality of the service you received through the website (s)? (USE PLURAL IF APPROPRIATE). (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

You couldn't find the information you needed.
The website(s) was difficult to navigate.
The website(s) was not accessible/system was down/crashing.
Other (specify) _____

Email Service

Earlier you mentioned that you contacted the Canada Business Network by email to obtain information or service.

Please tell me how much you agree or disagree with the following statements about the email service you received during the last six months, using a 5-point scale, where '1' is strongly disagree, and '5' is strongly agree. If something does not apply to you, please say so. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW')

35. It was easy to find the email address.
 36. You waited a reasonable amount of time before receiving a response.
 37. You were able to get the information you needed.
 38. You feel confident that your privacy was fully protected.
39. How satisfied were you with the overall quality of service you received when contacting the Canada Business Network by email in the last six months? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

IF RESPONDENT WAS DISSATISFIED WITH SERVICE (SCORES OF 1-2), ASK:

40. Why were you **not** satisfied with the quality of service you received? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

- No one responded to my email.
- It took too long to receive a response.
- The response I got back by email did not answer my questions.
- You were given incorrect information.
- You received conflicting information/advice from different people/sources.
- The email response was inaccurate
- The referral given was not useful.
- Other (specify) _____

Office/In Person Service

Earlier you mentioned that you visited a Canada Business Network office to obtain information or service.

Please tell me how much you agree or disagree with the following statements about your visit(s) to the office during the last six months, using a 5-point scale, where '1' is strongly disagree, and '5' is strongly agree. If something does not apply to you, please say so. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW') (USE PLURAL IF APPROPRIATE)

- 41. You waited a reasonable amount of time before getting service.
- 42. If you had an appointment, you were seen on time.
- 43. You were able to get the information you needed.
- 44. The hours of service were convenient.
- 45. The office was conveniently located.
- 46. It was easy to find the address of the office (i.e. where it is located in the community).

- 47. How satisfied were you with the overall quality of service you received at the Canada Business Network office in the last six months? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

IF RESPONDENT WAS DISSATISFIED WITH SERVICE (SCORES OF 1-2), ASK:

48. Why were you **not** satisfied with the quality of service you received? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

- You were given incorrect information.
- You received conflicting information/advice from different people/sources.
- No one took time to explain things to you.
- Your appointment was not on time.
- You had to wait in line too long to receive service.
- Information officers were not helpful.
- The referral given was not useful.
- Other (specify) _____

SECTION 4: CANADA BUSINESS NETWORK INFORMATION

QUESTIONS IN THIS SECTION WILL BE ASKED OF EVERYONE.

49. What type of information did you try to obtain from the Canada Business Network in the past six months? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

- *Obtained no information
- Information on financing a business
- Information on how to start a business
- Information on how to expand/grow a business
- Business sector information
- Information on how to market/promote your products/services
- Information on how to export
- Information on e-commerce
- Information on taxation
- Other government information (e.g. acts and regulations, programs and services)
- Contacts/sources for associations
- Contacts/sources for government
- Other (specify) _____

*IF RESPONDENT OBTAINED NO INFORMATION, GO TO Q60.

50. Thinking about your use of the Canada Business Network services over the past six months, did you generally find all of the information you were looking for, most of it, some of it, or none of the information?

ASK IF RESPONDENT DID NOT FIND ALL OF THE INFORMATION AT Q50:

51. What type of information were you not able to obtain? (DO NOT READ LIST; ACCEPT ALL THAT APPLY)

- Information on financing a business
- Information on how to start a business
- Information on how to expand/grow a business
- Business sector information
- Information on how to market/promote your products/services
- Information on how to export
- Information on e-commerce
- Information on taxation
- Other government information (e.g. acts and regulations, programs and services)
- Contacts/sources for associations
- Contacts/sources for government
- Other (specify) _____

IF FOUND NONE OF THE INFORMATION AT Q50, GO TO Q60.

52. Would you say the information you received from the Canada Business Network exceeded your expectations, met your expectations, or fell short of your expectations?

53. Have you used the information you received?

Yes	1
No	2

IF NO, ASK.

54. Do you plan to use the information in future?

Yes	1
No	2

Overall, how satisfied were you with the following aspects of the information you received? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied. (ROTATE LIST; REPEAT INSTRUCTIONS AS NEEDED; RECORD SEPARATELY 'DOES NOT APPLY' AND 'DON'T KNOW').

55. The accuracy of the information.

56. The currency of the information (i.e. up-to-date).

57. The relevance of the information to your needs.

58. Your ease of access to the information.

59. The extent to which the information you received was clear and easy to understand.

60. What is your preferred way of receiving business related information from government? (READ LIST; ACCEPT ONE RESPONSE)

Telephone	1
Email	2
In person	3
Website	4
Mail/fax	5
No preference	6
Other. Please specify: _____	

Not interested in information from CBN (VOLUNTEERED)

SECTION 5: CANADA BUSINESS NETWORK PRODUCTS/SERVICES

61. Which of the following Canada Business Network products or services have you used in the past six months? (READ LIST; ACCEPT MULTIPLE RESPONSES)

Printed materials, such as brochures or publications.

Customized reports.

Information packages (NOTE: A VARIETY OF INFORMATION PRODUCTS, INCLUDING BROCHURES, PUBLICATIONS, RESEARCH REPORTS ON VARIOUS TOPICS PROVIDED IN RESPONSE TO A SPECIFIC REQUEST).

*The Interactive Business Planner on the Internet (www.cbnc.org/ibp) (NOTE: HELPS YOU PREPARE A 3-YEAR BUSINESS PLAN FOR A NEW OR EXISTING BUSINESS, USING A QUESTION AND ANSWER FORMAT).

*The Business Start-Up Assistant on the Internet (bsa.cbnc.org) (NOTE: PROVIDES LINKS TO INFORMATION ABOUT STARTING A BUSINESS IN CANADA, ORGANIZED BY TOPIC AND PROVINCE AND TERRITORY).

Personal assistance from a contact centre information agent/research services.

Research Library (NOTE: INCLUDES DIRECTORIES, VIDEOS, BUSINESS MANUALS, MAGAZINES, DATABASE/CD-ROMS, VIDEOS OR USE OF THE COMPUTERS IN THE SERVICE CENTRES).

*IF RESPONDENT DID NOT VISIT THE CANADA BUSINESS WEBSITE, DO NOT ASK ABOUT THESE TWO PRODUCTS/SERVICES.

For each of the products or services that you have used, how satisfied were you with its overall quality? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied. How about...? (READ LIST; INCLUDE ONLY ITEMS THAT THE RESPONDENT HAS USED [IDENTIFIED IN PREVIOUS QUESTION])

62. Printed materials, such as brochures or publications.

63. Customized reports.

64. Information packages (NOTE: A VARIETY OF INFORMATION PRODUCTS, INCLUDING BROCHURES, PUBLICATIONS, RESEARCH REPORTS ON VARIOUS TOPICS PROVIDED IN RESPONSE TO A SPECIFIC REQUEST).

65. The Interactive Business Planner on the Internet (www.cbnc.org/ibp) (NOTE: HELPS YOU PREPARE A 3-YEAR BUSINESS PLAN FOR A NEW OR EXISTING BUSINESS, USING A QUESTION AND ANSWER FORMAT).

66. The Business Start-Up Assistant on the Internet (bsa.cbnc.org) (NOTE: PROVIDES LINKS TO INFORMATION ABOUT STARTING A BUSINESS IN CANADA, ORGANIZED BY TOPIC AND PROVINCE AND TERRITORY).

67. Personal assistance from a contact centre information agent/research services.

68. Research Library (NOTE: INCLUDES DIRECTORIES, VIDEOS, BUSINESS MANUALS, MAGAZINES, DATABASE/CD-ROMS, VIDEOS OR USE OF THE COMPUTERS IN THE SERVICE CENTRES).

69. Were you referred to any organization or person to obtain some of the information you were looking for?

Yes	1	
No	2	(GO TO Q73)

70. Did you contact this organization or person?

Yes	1	
No, but I intend to	2	(GO TO Q73)
No, no plans to contact	3	(GO TO Q73)

71. Overall, how satisfied were you with the quality of the referral? Please use a 5-point scale, where '1' is very dissatisfied, and '5' is very satisfied.

72. And how would you rate the usefulness of the information you obtained from the referral? Please use a 5-point scale, where '1' means it was not at all useful, and '5' means it was very useful.

73. Did the information or service you received from Canada Business during the past six months help you in any of the following areas? (READ/DO NOT ROTATE LIST; ACCEPT ALL THAT APPLY).

- To start a business
- To expand or grow a business
- For business or financial planning
- To obtain research or general information for your business
- None of the above

74. If you could offer one suggestion to improve the quality of service you received from the Canada Business Network, what would that be? (DO NOT READ LIST; ACCEPT ALL THAT APPLY).

- Faster service
- More staff
- Get rid of voice message systems
- Make it easier to get through by phone
- Have more convenient hours of service at offices
- Better trained/more knowledgeable staff
- Other (specify) _____

SECTION 4: CLIENT PROFILE

I have a few last questions for background and statistical purposes. Please remember that your responses to these and other questions will be kept confidential.

75. Did you contact the Canada Business Network on behalf of an existing business or about a potential start-up?

- | | | |
|--------------------|---|-----------|
| Existing business | 1 | |
| Potential start-up | 2 | GO TO Q78 |
| Neither | 3 | GO TO Q79 |

IF EXISTING BUSINESS, ASK:

76. How long has your business been in operation? [READ LIST]

- Less than one year
- 1-2 years
- 3-5 years
- 6-10 years
- Over 10 years

77. How many full-time employees work for your business in Canada? Please include part-time staff as the number of full-time equivalents (READ LIST IF USEFUL; E.G. TWO HALF-TIME EMPLOYEES EQUALS ONE FULL-TIME EMPLOYEE)

Under 5
5-19
20-49
50-99
100-199
200-499
500 and over

78. In which industry or sector does [FOR POTENTIAL START-UPS: WILL] your business operate? If you are [FOR POTENTIAL START-UPS: INTEND TO BE] active in more than one sector, please identify the main sector. [DO NOT READ LIST; ACCEPT ONE ONLY]

Accommodation and Food Services
Administrative & Support, Waste Management and Remediation Services
Agriculture, Forestry, Fishing and Hunting
Arts, Entertainment and Recreation
Construction
Educational Services
Finance and Insurance
Health Care and Social Assistance
Information and Cultural Industries
Management of Companies and Enterprises
Manufacturing
Mining and Oil and Gas Extraction
Other Services (except Public Administration)
Professional, Scientific and Technical Services
Public Administration
Real Estate and Rental and Leasing
Registered charity
Retail Trade
Transportation and Warehousing
Utilities
Wholesale Trade
Other. Please specify: _____

79. In which of the following age categories do you belong? [READ LIST]

18-24
25-34
35-44
45-54
55-64
65 or more
Prefer not to say

80. What is the highest level of education you have completed? [READ LIST]

Some or completed elementary school
Some or completed high school

Some or completed technical school/community college/CEGEP
Some university
University undergraduate degree
Post-graduate degree
Prefer not to say

Record by observation/database:

- Province (ask province question in online survey at end of survey)

Entreprises Canada
Sondage sur la satisfaction des clients
Version téléphonique

Version finale : 11 decembre 2006

Bonjour Madame/Monsieur. Puis-je parler à _____? (INSÉRER LE NOM DU RÉPONDANT D'APRÈS LA LISTE)

- SI LA PERSONNE EST DISPONIBLE, CONTINUER.
- SI ELLE N'EST PAS DISPONIBLE, FIXER LE MOMENT D'UN RAPPEL OU OBTENIR UN AUTRE NUMÉRO OÙ ON PEUT LA REJOINDRE.

Bonjour. Je m'appelle _____ et je vous téléphone de la part de Phoenix, une maison de recherche sur l'opinion publique. Dernièrement, vous avez communiqué avec le Réseau Entreprises Canada, également appelé [INSÉRER LE NOM UTILISÉ DANS LA PROVINCE OU LE TERRITOIRE], pour demander des renseignements ou un service, et vous avez accepté de prendre part à un bref sondage que nous effectuons pour le Réseau. Il s'agit d'établir votre niveau de satisfaction touchant le service que vous avez reçu. Le présent sondage est enregistré auprès du système national d'enregistrement des sondages.

Vous êtes tout à fait libre de participer ou non à cette recherche et ce choix ne se répercutera pas sur vos relations avec le gouvernement du Canada. Vos réponses à nos questions vont aider le gouvernement à améliorer les services qu'il vous offre par l'intermédiaire du Réseau Entreprises Canada. Les renseignements que vous fournirez ne seront utilisés qu'à des fins de recherche et seront traités conformément aux dispositions des lois pertinentes en matière de protection des renseignements personnels.

Acceptez-vous toujours de participer à notre sondage? Nous pouvons le faire dès maintenant ou à un moment qui vous serait plus propice.

- Oui, maintenant (CONTINUER)
- Oui, plus tard (Fixer date et heure : Date : Heure :
- Refus (REMERCIER ET METTRE FIN À L'ENTRETIEN)

NOTES POUR L'ENQUÊTEUR/LA PROGRAMMATION :

DURÉE DU SONDAJE : SI LE RÉPONDANT VEUT CONNAÎTRE LA DURÉE DU SONDAJE, LUI DIRE QU'ELLE NE DÉPASSERA PAS 15 MINUTES MAIS QU'ELLE PEUT DÉPENDRE DE LA QUANTITÉ D'INTERACTIONS DU RÉPONDANT AVEC LE RÉSEAU ENTREPRISES CANADA.

VALIDITÉ DE LA RECHERCHE : SI LE RÉPONDANT S'INTERROGE SUR LA VALIDITÉ DE LA RECHERCHE, L'INVITER À 1) S'INFORMER AUPRÈS DU SYSTÈME D'ENREGISTREMENT DES SONDAJES 1-800-554-9996 OU 2) TÉLÉPHONER À NORMAND LAFRAMBOISE DU GOUVERNEMENT DU CANADA AU 1-613-947-2596 (OU FAIRE EN SORTE QUE NORMAND RAPPELLE LE RÉPONDANT).

SYSTÈME D'ENREGISTREMENT DES SONDAGES : SI LE RÉPONDANT DEMANDE CE QU'EST LE SYSTÈME NATIONAL D'ENREGISTREMENT DES SONDAGES, LUI DIRE :

Le système d'enregistrement a été créé par le secteur de la recherche par sondage afin de permettre au public de vérifier la légitimité d'un sondage, de se renseigner sur le secteur ou de déposer une plainte. Le numéro de téléphone sans frais du système d'enregistrement est le 1-800-554-9996.

UTILISATEURS DE CANAUX MULTIPLES : SI LE RÉPONDANT A UTILISÉ PLUSIEURS CANAUX (P. EX. TÉLÉPHONE, VISITE EN PERSONNE, INTERNET, ETC.), IL NE REMPLIRA LE MODULE COMPLET QUE D'UN SEUL CANAL. IL S'AGIRA ALORS DU CANAL QUE CE RÉPONDANT A UTILISÉ POUR SA TRANSACTION LA PLUS RÉCENTE (Q3).

RÉSEAU ENTREPRISES CANADA : ENTREPRISES CANADA, ÉGALEMENT CONNU SOUS LE NOM DE [INSÉRER LE NOM UTILISÉ DANS LA PROVINCE OU LE TERRITOIRE*], EST UN SERVICE D'INFORMATION DU GOUVERNEMENT À L'INTENTION DES ENTREPRISES ET DES NOUVEAUX ENTREPRENEURS AU CANADA. LE MANDAT D'ENTREPRISES CANADA EST D'ÊTRE LA PRINCIPALE SOURCE DE RENSEIGNEMENTS COMMERCIAUX PRÉCIS ET À JOUR, ET DE FOURNIR GRATUITEMENT L'AIGUILLAGE PAR RAPPORT AUX PROGRAMMES, AUX SERVICES ET AUX RÉGLEMENTS GOUVERNEMENTAUX, ET CE, DANS TOUTES LES RÉGIONS DU CANADA. LE RÉSEAU ENTREPRISES CANADA FONCTIONNE EN VERTU DE TOUTE UNE GAMME D'ENTENTES DE COLLABORATION AVEC LES GOUVERNEMENTS PROVINCIAUX ET TERRITORIAUX DE MÊME, DANS CERTAINS CAS, QU'AVEC DES ORGANISATIONS SANS BUT LUCRATIF.

*Centre de service aux entreprises Canada-Ontario
Centre de service aux entreprises Canada-Manitoba
Centre de service aux entreprises Canada-Saskatchewan
Centre de service aux entreprises Canada-Alberta ou Liaison Entreprises
Centre de service aux entreprises Canada-Colombie-Britannique ou Petites entreprises C.-B.
Centre de service aux entreprises Canada-Terre-Neuve-et-Labrador
Centre de service aux entreprises Canada-Nouvelle-Écosse
Centre de service aux entreprises Canada-Nouveau-Brunswick
Centre de service aux entreprises Canada-Île-du-Prince-Édouard
Info entrepreneurs ou Ressources Entreprises (ville de Québec)
Centre de service aux entreprises Canada-Yukon
Centre de service aux entreprises Canada-Nunavut
Centre de service aux entreprises Canada-Territoires du Nord-Ouest

PÉRIODE À L'ÉTUDE : LE SONDAGE PORTE SUR LE SERVICE REÇU AU COURS DES SIX DERNIERS MOIS. IL FAUT QUE CE SOIT CLAIR POUR LES RÉPONDANTS MAIS SANS QU'IL SOIT NÉCESSAIRE DE LE RÉPÉTER À SATIÉTÉ. LE REDIRE AU BESOIN. SI LE RÉPONDANT A COMMUNIQUÉ AVEC ENTREPRISES CANADA PLUS D'UNE FOIS DANS LES SIX DERNIERS MOIS, L'ÉVALUATION PORTERA SUR L'ENSEMBLE DU SERVICE REÇU (I.E. EN MOYENNE).

SECTION 1 : INTERACTIONS TOUCHANT LE SERVICE

1. Avant de commencer, pouvez-vous me confirmer que vous avez communiqué avec le Réseau Entreprises Canada pour obtenir des renseignements ou un service au cours des six derniers mois?

Oui	1	CONTINUER
Non	2	REMERCIER/TERMINER L'ENTRETIEN*

*VOUS ASSURER AUPARAVANT QUE LE RÉPONDANT N'A VRAIMENT PAS UTILISÉ LE RÉSEAU ENTREPRISES CANADA. VÉRIFIER LA QUESTION D'IDENTITÉ (IL PEUT Y AVOIR CONFUSION SUR L'IDENTITÉ DU FOURNISSEUR DE SERVICE PARMIS LES RÉPONDANTS).

2. Par lequel des moyens suivants avez-vous communiqué avec le Réseau Entreprises Canada au cours des six derniers mois? L'avez-vous fait...? (LIRE LA LISTE; ACCEPTER

TOUTE RÉPONSE PERTINENTE)

- Par téléphone.
- Par la poste ou par télécopieur.
- Par courriel.
- En personne dans un bureau
- En consultant son site Web

3. Combien de fois au cours des six derniers mois avez-vous...? (DEMANDER SÉPARÉMENT POUR CHAQUE CANAL DE SERVICE UTILISÉ PAR LE RÉPONDANT)
- ...communiqué avec le Réseau Entreprises Canada par téléphone? Inscire le chiffre : _____
 - ...communiqué avec le Réseau Entreprises Canada par la poste ou par télécopieur? Inscire le chiffre : _____
 - ...communiqué avec le Réseau Entreprises Canada par courriel? Inscire le chiffre : _____
 - ... visité un bureau? Inscire le chiffre : _____
 - ...consulté son site Web? Inscire le chiffre : _____

POSER LA PROCHAINE QUESTION SI LE RÉPONDANT A UTILISÉ PLUS D'UN CANAL DE SERVICE À Q2 :

4. En ce qui concerne votre interaction la plus récente avec le Réseau Entreprises Canada, quel a été votre moyen de communication? (LIRE LA LISTE, AU BESOIN. LA LISTE NE DOIT COMPRENDRE QUE LES CANAUX QUE LE RÉPONDANT A MENTIONNÉS À Q2)
- Par téléphone.
 - Par la poste ou par télécopieur.
 - Par courriel.
 - En personne dans un bureau
 - En consultant son site Web

SECTION 2 : SATISFACTION DES CLIENTS, DANS L'ENSEMBLE

En ce qui concerne le service que vous avez reçu du Réseau Entreprises Canada au cours des six derniers mois, dites-moi, s'il vous plaît, dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants. Veuillez répondre selon une échelle de cinq points où '1' signifie fermement en désaccord, '5', fermement d'accord et '3', ni d'accord ni en désaccord. S'il y a quoi que ce soit qui est sans objet pour vous, veuillez simplement le dire. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS')

5. Le personnel était renseigné et compétent.*
6. Le personnel a été courtois.*
7. **On vous a traité de manière équitable.***
8. Le personnel a été sensible à vos besoins.*
9. Le personnel a fait le nécessaire pour que vous obteniez ce dont vous aviez besoin.*
10. On vous a servi dans la langue officielle de votre choix (i.e. l'anglais ou le français).
11. On vous a informé de tout ce que vous deviez faire pour obtenir le service.

12. Vous êtes satisfait du temps qu'il a fallu pour obtenir le service.
13. Vous êtes satisfait de la facilité d'accès au service.
14. Le personnel vous a donné ce dont vous aviez besoin ou vous a orienté vers des personnes capables de vous aider.*

*PAS DEMANDÉ A CEUX/CELLES QUI ONT SEULEMENT VISITÉ LE SITE WEB.

15. Dans quelle mesure êtes-vous satisfait **dans l'ensemble** de la qualité du service que vous avez reçu du Réseau Entreprises Canada dans les six derniers mois? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait, '5', très satisfait et '3', ni satisfait ni insatisfait.

16. Avez-vous fini par obtenir ce dont vous aviez besoin? (LIRE LES OPTIONS)

Oui	1
Non, ou	2
En partie	3

17. Au cours des six derniers mois, y a-t-il eu des problèmes touchant le service que vous avez reçu du Réseau Entreprises Canada?

Oui	1
Non	2

SI C'EST OUI, DEMANDER :

18. Quels problèmes avez-vous éprouvés? Y en a-t-il d'autres? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

Vous n'avez pas su où obtenir de l'information.

On vous a renvoyé d'une personne à l'autre.

On vous a donné des renseignements inexacts.

Vous avez reçu des renseignements/conseils contradictoires de diverses personnes/sources.

Personne n'a pris le temps de vous donner des explications.

Les lignes téléphoniques étaient toujours occupées.

Vous avez dû parcourir une trop longue distance pour aller au centre de service.

Le ou les sites Web n'étaient pas accessibles/le système était défectueux/en panne.

Autre réponse (préciser) _____

SECTION 3 : SATISFACTION QUANT AUX CANAUX DE PRESTATION DU SERVICE

POSER LES QUESTIONS DE CETTE SECTION À CEUX QUI ONT UTILISÉ DES CANAUX PARTICULIERS POUR LA PRESTATION DU SERVICE. VOIR LES DIRECTIVES DE PROGRAMMATION DE LA PREMIÈRE PAGE.

Le service téléphonique

Vous avez dit tout à l'heure avoir téléphoné au Réseau Entreprises Canada pour obtenir des renseignements ou un service.

Dites-moi s'il vous plaît dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants au sujet de votre ou de vos appels téléphoniques au Réseau Entreprises Canada dans les six derniers mois, selon une échelle de cinq points où '1' signifie fermement en désaccord et '5', fermement d'accord. S'il y a quoi que ce soit qui est sans objet pour vous, veuillez le dire. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS').

19. Il vous a été facile de trouver le numéro de téléphone.
20. Le système téléphonique automatisé a été facile à utiliser.
21. Les heures de service vous convenaient.
22. Vous avez pu rejoindre un agent sans difficulté.
23. Vous avez pu obtenir l'information dont vous aviez besoin.

24. Dans quelle mesure êtes-vous satisfait dans l'ensemble de la qualité du service que vous avez reçu lors de votre ou de vos appels téléphoniques au Réseau Entreprises Canada au cours des six derniers mois? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait.

SI LE RÉPONDANT EST INSATISFAIT DU SERVICE (NOTES DE 1-2), DEMANDER :

25. Pourquoi n'êtes-vous pas satisfait de la qualité du service que vous avez reçu? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

- On vous a renvoyé d'une personne à l'autre.
- On vous a donné des renseignements inexacts.
- Vous avez reçu des renseignements/conseils contradictoires de diverses personnes/sources.
- Personne n'a pris le temps de vous donner des explications.
- La direction qu'on vous a offert n'a pas été utile.
- Les lignes téléphoniques étaient toujours occupées.
- Autre réponse (préciser) _____

Le site Web

Vous avez dit tout à l'heure avoir consulté le site Web d'Entreprises Canada pour obtenir des renseignements ou un service dans les six derniers mois.

26. Vous rappelez-vous quel site Web d'Entreprises Canada vous avez consulté pour obtenir des renseignements ou un service? (LIRE LA LISTE; ACCEPTER LES RÉPONSES MULTIPLES)

- Le site Web national (www.entreprisescanada.ic.gc.ca)
- Un site Web provincial/territorial*
- Les deux
- Incertain

*ENQUÊTEUR : IL Y A 13 SITES WEB PROVINCIAUX/TERRITORIAUX.

1. Centre de service aux entreprises Canada – Ontario
2. Centre de service aux entreprises Canada – Manitoba
3. Centre de service aux entreprises Canada – Saskatchewan
4. Centre de service aux entreprises Canada – Alberta (Liaison Entreprises)
5. Centre de service aux entreprises Canada – Colombie-Britannique (Petites entreprises C.-B.)
6. Centre de service aux entreprises Canada – Terre-Neuve-et-Labrador
7. Centre de service aux entreprises Canada – Nouvelle-Écosse
8. Centre de service aux entreprises Canada – Nouveau-Brunswick
9. Centre de service aux entreprises Canada – Île-du-Prince-Édouard
10. Info entrepreneurs ou Ressources Entreprises (ville de Québec)
11. Centre de service aux entreprises Canada – Yukon
12. Centre de service aux entreprises Canada – Nunavut
13. Centre de service aux entreprises Canada – Territoires du Nord-ouest

Pensez à votre utilisation de site(s) web Nationaux et/ou provinciaux d'Entreprises Canada au cours des derniers six mois, dites-moi s'il vous plaît dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants, selon une échelle de cinq points où '1' signifie fermement en désaccord et '5', fermement d'accord. S'il y a quoi que ce soit qui est sans objet pour vous, veuillez le dire. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS') (UTILISER LE PLURIEL, S'IL Y A LIEU).

27. Il vous a été facile de trouver l'adresse du site Web.
28. Il vous a été facile de trouver ce que vous cherchiez.
29. Le site était visuellement agréable.
30. Le site renfermait les renseignements dont vous aviez besoin.
31. Vous êtes persuadé de la protection pleine et entière de vos renseignements personnels sur le site.
32. Je recommanderais le site à un collègue ou un ami.

33. Dans quelle mesure êtes-vous satisfait dans l'ensemble de la qualité du service que vous avez reçu au moyen du ou des sites Web au cours des six derniers mois? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait. (UTILISER LE PLURIEL, S'IL Y A LIEU).

SIL LE RÉPONDANT EST INSATISFAIT DU SITE WEB (NOTES DE 1-2), DEMANDER :

34. Pourquoi n'êtes-vous pas satisfait de la qualité du service que vous avez reçu au moyen du ou des sites Web? (UTILISER LE PLURIEL, S'IL Y A LIEU). (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

Vous n'avez pas pu trouver les renseignements dont vous aviez besoin.

La navigation dans le ou les sites Web était difficile.

Le ou les sites Web n'étaient pas accessibles/le système était défectueux/en panne.

Autre réponse (préciser) _____

Le service de courriel

Vous avez dit tout à l'heure avoir communiqué avec le Réseau Entreprises Canada par courriel pour obtenir des renseignements ou un service.

Dites-moi s'il vous plaît dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants au sujet du service de courriel que vous avez reçu dans les six derniers mois, selon une échelle de cinq points où '1' signifie fermement en désaccord et '5', fermement d'accord. S'il y a quoi que ce soit qui est sans objet pour vous, veuillez le dire. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS')

35. Il vous a été facile de trouver l'adresse courriel.
36. Le délai avant de recevoir une réponse a été raisonnable.
37. Vous avez pu obtenir les renseignements dont vous aviez besoin.
38. Vous êtes persuadé de la protection pleine et entière de vos renseignements personnels.

39. Dans quelle mesure êtes-vous satisfait dans l'ensemble de la qualité du service que vous avez reçu lorsque vous avez communiqué avec le Réseau Entreprises Canada par courriel au cours des six derniers mois? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait.

SIL LE RÉPONDANT EST INSATISFAIT DU SERVICE (NOTES DE 1-2), DEMANDER :

40. Pourquoi n'êtes-vous **pas** satisfait de la qualité du service que vous avez reçu? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

Personne n'a répondu à votre courriel.

Vous avez attendu trop longtemps avant de recevoir une réponse.

La réponse que vous avez reçue par courriel ne répondait pas à vos questions.

On vous a donné des renseignements inexacts.

Vous avez reçu des renseignements/conseils contradictoires de diverses personnes/sources.

La réponse par courriel était inexacte

L'aiguillage qu'on vous a offert n'a pas été utile.

Autre réponse (préciser) _____

Le service au bureau/en personne

Vous avez dit tout à l'heure être allé dans un bureau du Réseau Entreprises Canada pour obtenir des renseignements ou un service.

Dites-moi s'il vous plaît dans quelle mesure vous êtes d'accord ou en désaccord avec les énoncés suivants au sujet de votre ou de vos visites dans un bureau au cours des six derniers mois, selon une échelle de cinq points où '1' signifie fermement en désaccord et '5', fermement d'accord. S'il y a quoi que ce soit qui est sans objet pour vous, veuillez le dire. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS') (UTILISER LE PLURIEL, S'IL Y A LIEU)

41. Le délai avant de vous faire servir a été raisonnable.
42. Vous aviez un rendez-vous, on vous a reçu en temps opportun.

43. Vous avez pu obtenir les renseignements dont vous aviez besoin.
44. Les heures de service vous convenaient.
45. Le bureau était bien situé.
46. Il vous a été facile de trouver l'adresse du bureau (i.e. l'endroit où il est situé dans la collectivité).
47. Dans quelle mesure êtes-vous satisfait dans l'ensemble de la qualité du service que vous avez reçu au bureau du Réseau Entreprises Canada au cours des six derniers mois? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait.

SI LE RÉPONDANT EST INSATISFAIT DU SERVICE (NOTES DE 1-2), DEMANDER :

48. Pourquoi n'êtes-vous **pas** satisfait de la qualité du service que vous avez reçu? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

On vous a donné des renseignements inexacts.
Vous avez reçu des renseignements/conseils contradictoires de diverses personnes/sources.
Personne n'a pris le temps de vous donner des explications.
On n'a pas respecté l'heure de votre rendez-vous.
Vous avez dû attendre en file trop longtemps avant de vous faire servir.
Les agents d'information n'ont pas été utiles.
L'aiguillage qu'on vous a offert n'a pas été utile.
Autre réponse (préciser) _____

SECTION 4 : L'INFORMATION DU RÉSEAU ENTREPRISES CANADA

POSER À CHACUN LES QUESTIONS DE CETTE SECTION.

49. Quelle sorte d'information avez-vous cherché à obtenir du Réseau Entreprises Canada au cours des six derniers mois? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

*Aucune information obtenue
Information sur le financement d'une entreprise
Information sur le démarrage d'une entreprise
Information sur la façon d'élargir/de faire prospérer une entreprise
Information sur le secteur des affaires
Information sur la façon de commercialiser/promouvoir vos produits/services
Information sur la façon d'exporter
Information sur le commerce électronique
Information sur la fiscalité
Autre information gouvernementale (lois et règlements, programmes et services)
Contacts/sources pour des associations
Contacts/sources pour le gouvernement
Autre réponse (préciser) _____

*SI LE RÉPONDANT N'A PAS OBTENU D'INFORMATION, ALLER A LA QUESTION 60.

50. En ce qui concerne votre utilisation des services du Réseau Entreprises Canada au cours des six derniers mois, avez-vous de façon générale trouvé tous les renseignements que vous vouliez, la plupart d'entre eux, quelques-uns d'entre eux ou bien est-ce que vous n'en avez trouvé aucun?

DEMANDER SI LE RÉPONDANT N'A PAS TROUVÉ TOUT CE QU'IL VOULAIT À Q50 :

51. Quelle sorte d'information n'avez-vous pas pu obtenir? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE)

- Information sur le financement d'une entreprise
- Information sur le démarrage d'une entreprise
- Information sur la façon d'élargir/de faire prospérer une entreprise
- Information sur le secteur des affaires
- Information sur la façon de commercialiser/promouvoir vos produits/services
- Information sur la façon d'exporter
- Information sur le commerce électronique
- Information sur la fiscalité
- Autre information gouvernementale (lois et règlements, programmes et services)
- Contacts/sources pour des associations
- Contacts/sources pour le gouvernement
- Autre réponse (préciser) _____

SI LE RÉPONDANT N'A TROUVÉ AUCUN RENSEIGNEMENT À Q50, PASSER À Q60.

52. Diriez-vous que les renseignements que vous avez reçus du Réseau Entreprises Canada ont dépassé vos attentes, qu'ils ont répondu à vos attentes ou n'ont pas du tout répondu à vos attentes?

53. Avez-vous utilisé les renseignements que vous avez reçus?

- | | |
|-----|---|
| Oui | 1 |
| Non | 2 |

SI C'EST NON, DEMANDER.

54. Prévoyez-vous utiliser ces renseignements plus tard?

- | | |
|-----|---|
| Oui | 1 |
| Non | 2 |

Dans l'ensemble, dans quelle mesure êtes-vous satisfait des aspects suivants des renseignements que vous avez reçus? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait. (FAIRE UNE ROTATION; RÉPÉTER LES DIRECTIVES AU BESOIN; INSCRIRE SÉPARÉMENT LES RÉPONSES 'SANS OBJET' ET 'JE NE SAIS PAS').

55. L'exactitude des renseignements.

56. Le caractère actuel (i.e. à jour) des renseignements.

57. La pertinence des renseignements compte tenu de vos besoins.

58. Votre facilité d'accès à l'information.
59. La mesure avec laquelle les renseignements que vous avez reçus étaient clairs et faciles à comprendre.
60. Quelle est votre manière préférée de recevoir de l'information d'affaires du gouvernement? (LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE)

Par téléphone	1
Par courriel	2
En personne	3
Dans un site Web	4
Par la poste/le télécopieur	5
Aucune préférence	6
Autre réponse. Veuillez préciser : _____	

Pas intéressé à recevoir de l'information du REC (RÉPONSE SPONTANÉE)

SECTION 5 : LES PRODUITS ET SERVICES DU RÉSEAU ENTREPRISES CANADA

61. Quels sont, parmi les suivants, les produits ou services du Réseau Entreprises Canada que vous avez utilisés au cours des six derniers mois? (LIRE LA LISTE; ACCEPTER LES RÉPONSES MULTIPLES)

Documentation écrite, comme des dépliants ou des publications

Rapports sur mesure

Dossiers d'information (N.B.: TOUTE UNE GAMME DE PRODUITS D'INFORMATION DONT DES DÉPLIANTS, PUBLICATIONS, RAPPORTS DE RECHERCHE SUR DIVERS SUJETS EN RÉPONSE À UNE DEMANDE PARTICULIÈRE).

*Le Plan d'affaires interactif disponible sur Internet (www.cbasc.org/ibp) (N.B.: VOUS AIDE À DRESSER UN PLAN D'AFFAIRES TRIENNAL POUR UNE ENTREPRISE NOUVELLE OU EXISTANTE, SELON UN FORMAT DE QUESTIONS ET RÉPONSES).

*Le Système d'aide au démarrage d'une entreprise disponible sur Internet (bsa.cbasc.org) (N.B.: FOURNIT DES LIENS VERS DE L'INFORMATION SUR LE DÉMARRAGE D'UNE ENTREPRISE AU CANADA, ORGANISÉ PAR SUJET AINSI QUE PROVINCE ET TERRITOIRE).

Aide personnelle d'un agent d'information ou d'un service de recherche du centre avec lequel vous avez communiqué

Recherche documentaire (N.B.: COMPREND DES RÉPERTOIRES, VIDÉOS, MANUELS COMMERCIAUX, MAGAZINES, BASE DE DONNÉES/CD-ROM, VISIONNEMENT DE VIDÉOS OU UTILISATION D'ORDINATEURS DANS UN CENTRE DE SERVICE).

*SI LE RÉPONDANT N'A PAS VISITÉ LE SITE RÉSEAU ENTREPRISES CANADA NE PAS DEMANDER AU SUJET DE CES DEUX PRODUITS/SERVICES.

Pour chaque produit ou service que vous avez utilisé, dans quelle mesure êtes-vous satisfait dans l'ensemble de sa qualité? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait. Qu'en est-il de...? (LIRE LA LISTE; NE MENTIONNER QUE LES ARTICLES QUE LE RÉPONDANT A UTILISÉS [D'APRÈS LA QUESTION PRÉCÉDENTE])

62. Documentation écrite, comme des dépliants ou des publications
63. Rapports sur mesure
64. Dossiers d'information (N.B.: TOUTE UNE GAMME DE PRODUITS D'INFORMATION DONT DES DÉPLIANTS, PUBLICATIONS, RAPPORTS DE RECHERCHE SUR DIVERS SUJETS EN RÉPONSE À UNE DEMANDE PARTICULIÈRE).
65. Le Plan d'affaires interactif disponible sur Internet (www.cbnc.org/ibp) (N.B.: VOUS AIDE À DRESSER UN PLAN D'AFFAIRES TRIENNAL POUR UNE ENTREPRISE NOUVELLE OU EXISTANTE, SELON UN FORMAT DE QUESTIONS ET RÉPONSES).
66. Le Système d'aide au démarrage d'une entreprise disponible sur Internet (bsa.cbnc.org) (N.B.: FOURNIT DES LIENS VERS DE L'INFORMATION SUR LE DÉMARRAGE D'UNE ENTREPRISE AU CANADA, ORGANISÉ PAR SUJET AINSI QUE PROVINCE ET TERRITOIRE).
67. Aide personnelle d'un agent d'information ou d'un service de recherche du centre avec lequel vous avez communiqué
68. Recherche documentaire (N.B.: COMPREND DES RÉPERTOIRES, VIDÉOS, MANUELS COMMERCIAUX, MAGAZINES, BASE DE DONNÉES/CD-ROM, VISIIONNEMENT DE VIDÉOS OU UTILISATION D'ORDINATEURS DANS UN CENTRE DE SERVICE).

69. Vous a-t-on dirigé vers une organisation ou quelqu'un en particulier pour obtenir quelques uns des renseignements que vous cherchiez?

- | | | |
|-----|---|----------------|
| Oui | 1 | |
| Non | 2 | (PASSER À Q73) |

70. Avez-vous communiqué avec cette organisation ou cette personne?

- | | | |
|-------------------------------|---|----------------|
| Oui | 1 | |
| Non, mais je prévois le faire | 2 | (PASSER À Q73) |
| Non, et je ne le ferai pas | 3 | (PASSER À Q73) |

71. Dans l'ensemble, dans quelle mesure êtes-vous satisfait de la qualité de l'aiguillage? Veuillez répondre selon une échelle de cinq points où '1' signifie très insatisfait et '5', très satisfait.

72. Et que pensez-vous de l'utilité des renseignements que vous avez obtenus par cet aiguillage? Veuillez répondre selon une échelle de cinq points où '1' signifie qu'ils n'ont pas du tout été utiles et '5', qu'ils ont été très utiles.

73. Les renseignements ou services que vous avez reçus d'Entreprises Canada au cours des six derniers mois vous ont-ils aidé dans l'un ou l'autre des domaines suivants? (LIRE/NE PAS FAIRE DE ROTATION; ACCEPTER TOUTE RÉPONSE PERTINENTE).

- Pour démarrer une entreprise
- Pour élargir ou faire prospérer une entreprise
- Pour planification commerciale ou financière
- Pour obtenir de la recherche ou des renseignements généraux pour votre entreprise
- Aucune des réponses précédentes

74. Si vous aviez une suggestion à faire pour améliorer la qualité du service que vous avez reçu du Réseau Entreprises Canada, quelle serait-elle? (NE PAS LIRE LA LISTE; ACCEPTER TOUTE RÉPONSE PERTINENTE).

Donner un service plus rapide
Avoir davantage de personnel
Se débarrasser des systèmes de boîte vocale
Faciliter l'obtention de services au téléphone
Offrir des heures de service plus commodes dans les bureaux
Avoir du personnel mieux formé/plus renseigné
Autre réponse (préciser) _____

SECTION 6 : PROFIL DES CLIENTS

Il me reste quelques questions personnelles à des fins statistiques. Je vous rappelle que vos réponses à ces questions comme aux précédentes seront traitées de manière confidentielle.

75. Avez-vous communiqué avec le Réseau Entreprises Canada de la part d'une entreprise existante ou au sujet du démarrage possible d'une entreprise?

Entreprise existante	1	
Démarrage possible	2	PASSER À Q78
Aucune	3	PASSER À Q79

SI C'EST UNE ENTREPRISE EXISTANTE, DEMANDER :

76. Depuis combien de temps votre entreprise fonctionne-t-elle? [LIRE LA LISTE]

Moins d'un an
1-2 ans
3-5 ans
6-10 ans
Plus de 10 ans

77. Combien d'employés à temps plein travaillent pour votre entreprise au Canada? Veuillez compter le personnel à temps partiel en nombre d'équivalents temps plein (LIRE LA LISTE. AU BESOIN; P. EX., DEUX EMPLOYÉS À TEMPS PARTIEL SONT L'ÉQUIVALENT D'UN EMPLOYÉ À TEMPS PLEIN)

Moins de 5
5-19
20-49
50-99
100-199
200-499
500 et plus

78. Dans quelle industrie ou quel secteur votre entreprise se situe-t-elle [POUR LES DÉMARRAGES POSSIBLES : VA-T-ELLE SE SITUER]? Si vous fonctionnez [POUR LES

DÉMARRAGES POSSIBLES : PRÉVOYEZ FONCTIONNER] dans plus d'un secteur, veuillez identifier le principal. [NE PAS LIRE LA LISTE; ACCEPTER UNE SEULE RÉPONSE]

Hébergement et services alimentaires
Administration et soutien, gestion des déchets et récupération
Agriculture, foresterie, pêche et chasse
Arts, divertissement et loisirs
Construction
Services éducatifs
Finances et assurances
Soins de santé et aide sociale
Information et culture
Gestion de compagnies et d'entreprises
Fabrication
Mines, pétrole et gaz naturel
Autres services (sauf administration publique)
Services professionnels, scientifiques et techniques
Administration publique
Immobilier, location et achat-bail
Organismes de charité enregistrés
Commerce de détail
Transports et entreposage
Services publics
Commerce de gros
Autre. Veuillez préciser : _____

79. Dans quel groupe d'âges vous situez-vous, parmi les suivants? [LIRE LA LISTE]

18-24
25-34
35-44
45-54
55-64
65 ou plus
Je préfère ne pas répondre

80. Quel est le niveau de scolarité le plus élevé que vous avez atteint? [LIRE LA LISTE]

École primaire, terminée ou non
École secondaire, terminée ou non
École technique/collège communautaire/cégep, terminé ou non
Un peu d'études universitaires
Baccalauréat
Diplôme d'études supérieures
Je préfère ne pas répondre

Inscrire d'après observation ou base de données : Province (dans le sondage en ligne, poser la question sur la province à la fin du sondage)

Industry Canada
Canada Business Client Satisfaction Survey

Interstitial Page: Online Survey Version

Text for Survey Interstitial Page

Canada Business wants to know what you think about its service! This survey will take just a few minutes of your time – and your feedback will help to ensure that the information and services we provide meet the needs of business people or entrepreneurs like you.

Your responses will be treated in complete confidence – no individuals or organizations will be identified in any way. Phoenix SPI, an independent research company, is conducting the research.

To offer your feedback, please select the “start survey” link below. When you do, the survey will open in a new browser window. The survey is located on a secure website outside of the Government of Canada. To return to the Canada Business site when you finish the survey, simply close the survey browser window.

Your participation in the survey is voluntary and will not affect any dealings you may have with the Government of Canada. All information collected will be used for research purposes only in accordance with the Government of Canada’s Privacy Act and other applicable laws designed to protect your privacy. More information about Canada Business’s privacy policy can be found in the [Important Notices](#) section of our website.

[Yes, I want to complete the survey: Start Survey](#)

[No, I’m not interested in completing the survey.](#)

English:

<http://production5.voxco.com/IntWeb.dll?IMODE=2&PROJECT=ELEMENTAL.CBUS&INTLANG=1>

Industrie Canada
Sondage sur la satisfaction des clients d'Entreprises Canada

Page interstitielle : Version électronique du sondage

Texte de la page interstitielle du sondage

Entreprises Canada veut savoir ce que vous pensez de ses services! Vous ne devrez consacrer que quelques minutes à ce sondage – et vos commentaires contribueront à faire en sorte que les renseignements et services que nous offrons satisfont aux besoins des gens d'affaires et entrepreneurs comme vous.

Vos réponses seront traitées en toute confidentialité – les noms des personnes ou des organisations ne seront divulgués en aucun cas. Phoenix SPI, cabinet de recherche indépendant, se charge de la réalisation de l'étude.

Pour présenter vos commentaires, veuillez cliquer sur le lien « Commencer le sondage » ci-dessous. Le sondage apparaîtra ensuite dans une nouvelle fenêtre du navigateur. Le sondage fait partie d'un site Internet sécurisé situé à l'extérieur du gouvernement du Canada. Lorsque vous aurez terminé de répondre au questionnaire, il vous suffira de fermer la fenêtre du sondage pour revenir sur le site Entreprises Canada.

Vous êtes libre de participer ou non au sondage et votre décision à cet effet n'aura aucune incidence sur vos éventuelles relations avec le gouvernement du Canada. Tous les renseignements seront recueillis pour les besoins de l'étude exclusivement, en conformité avec les dispositions de la Loi sur la protection des renseignements personnels et des autres lois de même nature. Vous pouvez obtenir de plus amples renseignements au sujet de la politique d'Entreprises Canada en matière de protection des renseignements personnels dans la section [Avis importants](#) de notre site Internet.

[Oui, je désire compléter le sondage : Commencer le sondage](#)
[Non, je ne veux pas participer au sondage](#)

French:

<http://production5.voxco.com/IntWeb.dll?IMODE=2&PROJECT=ELEMENTAL.CBUSF&INTLANG=2>

**Canada Business / Entreprises Canada
Client Satisfaction Survey / Sondage sur la satisfaction des
clients**

Email Invitation / Courriel d'invitation

From/De : Phoenix SPI

Subject/Objet : Canada Business Client Satisfaction Survey / Sondage sur la satisfaction de la clientèle de Entreprises Canada

La version française suit.

Thank you for agreeing to participate in this short survey on the service provided by the Canada Business Network. You kindly agreed to take part when you were asked to do so during a recent phone call to the Canada Business Network or a visit to one of its service centres. Note that the Canada Business Network is known by different names in different parts of the country (see list below).

Canada Business wants to know what you think about its service!

By completing this survey, you will help to ensure that the information and services they provide meet the needs of business people or entrepreneurs like you. While participation is voluntary, your feedback is essential to the success of this service improvement initiative.

To participate, please click on the link below and enter the password provided. The survey should take no more than 15 minutes to complete. **We kindly ask that you complete the survey by January 5.**

Link to survey: [Enter access code]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals or businesses will be identified in any way. Phoenix SPI, an independent research firm, is conducting this survey on behalf of the Canada Business Network. If you have any questions, please contact Philippe Azzie of Phoenix at 613-260-1700, ext. 222 or via email.

Once again, thank you for agreeing to take part in this survey. It is much appreciated.

Sincerely,

Stephen Kiar
President
Phoenix Strategic Perspectives Inc.

The Canada Business Network includes:

Canada Ontario Business service centre	Nova Scotia Business service centre
Manitoba Business service centre	New Brunswick Business service centre
Saskatchewan Business service centre	Prince Edward Island Business service centre
Alberta – The Business Link or The Business Link Business service centre	Québec service centre or Info entrepreneurs / Ressources Entreprises (ville de Québec)
British Columbia service centre or Small Business BC	Yukon Business service centre
Newfoundland and Labrador Business service centre	Nunavut Business service centre
	Northwest Territories Business service centre

English version precedes.

Je vous remercie de bien vouloir participer à ce sondage éclair au sujet des services qu'offre le Réseau Entreprises Canada. Vous avez gentiment accepté d'y prendre part au cours d'une communication téléphonique récente avec Entreprises Canada ou lors d'une visite dans l'un des centres de service du Réseau. Il convient de signaler que l'on nomme le Réseau Entreprises Canada différemment dans les diverses régions du pays (voir la liste ci-dessous).

Entreprises Canada veut savoir ce que vous pensez de ses services!

Votre participation au sondage contribuera à faire en sorte que les renseignements et services offerts satisfont aux besoins des gens d'affaires et des entrepreneurs comme vous. Vous êtes tout à fait libre de participer ou non au sondage. Vos commentaires sont néanmoins essentiels à la réussite de cette initiative d'amélioration des services.

Pour participer, il suffit de cliquer sur le lien ci-dessous puis de saisir le mot de passe qui vous est attribué. Il vous faudra tout au plus une quinzaine de minutes pour remplir le questionnaire de sondage. **Nous vous saurions gré de remplir le questionnaire avant le 5 janvier.**

Lien vers le questionnaire : [Saisir le code d'accès]

Mot de passe : [Saisir le mot de passe]

Soyez sans crainte, vos réponses seront traitées en toute confidentialité – nous ne divulguerons en aucun cas les noms des personnes ou des organisations. Le Réseau Entreprises Canada a chargé Phoenix SPI, cabinet de recherche indépendant, d'effectuer ce sondage pour son compte. Si vous avez des questions, veuillez communiquer avec Philippe Azzie, chez Phoenix, au (613) 260-1700, poste 222, ou à l'[adresse électronique](#).

Merci encore de bien vouloir participer au sondage. Nous vous en sommes très reconnaissants.

Recevez mes salutations les plus distinguées,

Le président,

Phoenix Strategic Perspectives Inc.,

Stephen Kiar

Réseau Entreprises Canada inclut :

Centre de service aux entreprises Canada-Ontario
Centre de service aux entreprises Canada-Manitoba
Centre de service aux entreprises Canada-Saskatchewan
Centre de service aux entreprises Canada-Alberta ou Liaison Entreprises
Centre de service aux entreprises Canada-Colombie-Britannique ou Petites entreprises C.-B.
Centre de service aux entreprises Canada-Terre-Neuve-et-Labrador
Centre de service aux entreprises Canada-Nouvelle-Écosse
Centre de service aux entreprises Canada-Nouveau-Brunswick
Centre de service aux entreprises Canada-Île-du-Prince-Édouard
Info entrepreneurs ou Ressources Entreprises (ville de Québec)
Centre de service aux entreprises Canada-Yukon
Centre de service aux entreprises Canada-Nunavut
Centre de service aux entreprises Canada-Territoires du Nord-Ouest

**Canada Business / Entreprises Canada
Client Satisfaction Survey / Sondage sur la satisfaction
des clients**

1st Email Reminder/Premier courriel de rappel

From/De : Phoenix SPI

Subject/Objet : REMINDER: Canada Business Client Satisfaction Survey / RAPPEL :
Sondage sur la satisfaction de la clientèle de Entreprises Canada

La version française suit.

Approximately one week ago, we sent you an email inviting you to take part in a survey we are conducting for the Canada Business Network. You kindly agreed to take part in this survey when you were asked to do so during a recent phone call to the Canada Business Network or a visit to one of its service centres. Note that the Canada Business Network is known by different names in different parts of the country (see list below).

Canada Business wants to know what you think about its service. By completing this survey, you will help to ensure that the information and services they provide meet the needs of business people or entrepreneurs like you. While participation is voluntary, your feedback is essential to the success of this service improvement initiative.

The survey should take no more than 15 minutes to complete. To participate, please click on the link below and enter the password provided. **We kindly ask that you complete the survey by December 29.**

Link to survey: [Enter access code]

Password: [Enter password]

Please be assured that your responses will be treated in confidence – no individuals or businesses will be identified in any way. Phoenix SPI, an independent research firm, is conducting this survey on behalf of the Canada Business Network. If you have any questions, please contact Philippe Azzie of Phoenix by telephone at (613) 260-1700, ext. 222 or by e-mail pazzie@phoenixspi.ca.

Once again, thank you for agreeing to take part in this survey. It is much appreciated.

Sincerely,

Stephen Kiar
President

Phoenix Strategic Perspectives Inc.

The Canada Business Network includes:

Canada Ontario Business service centre

Manitoba Business service centre

Saskatchewan Business service centre

Alberta – The Business Link or The Business Link Business service centre

British Columbia service centre or Small Business BC

Newfoundland and Labrador Business service centre

Nova Scotia Business service centre

New Brunswick Business service centre

Prince Edward Island Business service centre

Québec service centre or Info entrepreneurs /
Ressources Entreprises (ville de Québec)

Yukon Business service centre

Nunavut Business service centre

Northwest Territories Business service centre

English version precedes.

Il y a environ une semaine, nous vous avons fait parvenir un message électronique pour vous inviter à participer au sondage que nous réalisons pour le compte du Réseau Entreprises Canada. Vous aviez gentiment accepté d'y prendre part au cours d'une communication téléphonique récente avec Entreprises Canada ou lors d'une visite dans l'un des centres de service du Réseau. Il convient de signaler que l'on nomme le Réseau Entreprises Canada différemment dans les diverses régions du pays (voir la liste ci-dessous).

Entreprises Canada veut savoir ce que vous pensez de ses services. Votre participation au sondage contribuera à faire en sorte que les renseignements et services offerts satisfont aux besoins des gens d'affaires et des entrepreneurs comme vous. Vous êtes tout à fait libre de participer ou non au sondage. Vos commentaires sont néanmoins essentiels à la réussite de cette initiative d'amélioration des services.

Il vous faudra tout au plus une quinzaine de minutes pour remplir le questionnaire de sondage. Pour participer, il suffit de cliquer sur le lien ci-dessous puis de saisir le mot de passe qui vous est attribué. **Nous vous saurions gré de remplir le questionnaire avant le 29 décembre.**

Lien vers le questionnaire : [Saisir le code d'accès]

Mot de passe : [Saisir le mot de passe]

Soyez sans crainte, vos réponses seront traitées en toute confidentialité – nous ne divulguerons en aucun cas les noms des personnes ou des organisations. Le Réseau Entreprises Canada a chargé Phoenix SPI, cabinet de recherche indépendant, d'effectuer ce sondage pour son compte. Si vous avez des questions, veuillez communiquer avec Philippe Azzie, de Phoenix, en composant le (613) 260-1700 (poste 222) ou par courriel à pazzie@phoenixspi.ca.

Merci encore de bien vouloir participer au sondage. Nous vous en sommes très reconnaissants.

Recevez mes salutations les plus distinguées,

Le président,
Phoenix Strategic Perspectives Inc.,

Stephen Kiar

Réseau Entreprises Canada inclut :

Centre de service aux entreprises Canada-Ontario
Centre de service aux entreprises Canada-Manitoba
Centre de service aux entreprises Canada-Saskatchewan
Centre de service aux entreprises Canada-Alberta ou Liaison Entreprises
Centre de service aux entreprises Canada-Colombie-Britannique ou Petites entreprises C.-B.
Centre de service aux entreprises Canada-Terre-Neuve-et-Labrador
Centre de service aux entreprises Canada-Nouvelle-Écosse
Centre de service aux entreprises Canada-Nouveau-Brunswick
Centre de service aux entreprises Canada-Île-du-Prince-Édouard
Info entrepreneurs ou Ressources Entreprises (ville de Québec)
Centre de service aux entreprises Canada-Yukon
Centre de service aux entreprises Canada-Nunavut
Centre de service aux entreprises Canada-Territoires du Nord-Ouest

**Canada Business / Entreprises Canada
Client Satisfaction Survey / Sondage sur la satisfaction
des clients**

FINAL REMINDER / DERNIER RAPPEL

From: Phoenix SPI

Bilingual Subject Line: REMINDER: Corporations Canada Client Satisfaction Survey /
RAPPEL : Sondage sur la satisfaction de la clientèle de Entreprises Canada

La version française suit.

A short while ago, we sent you an email inviting you to take part in a survey for the Canada Business Network.

This is your last opportunity to provide feedback! **Please take the few minutes needed to participate in this important service improvement initiative.** Your feedback will help the Canada Business Network to ensure that the information and services it provides meet the needs of business people or entrepreneurs like you.

To participate, click on the link below and enter the password provided. **We kindly ask that you complete the survey as soon as possible.**

Link to survey: [Enter access code]

Password: [Enter password]

Once again, please be assured that your responses will be treated in confidence – no individuals or businesses will be identified in any way. Phoenix SPI, an independent research firm, is conducting this survey on behalf of the Canada Business Network.

Thank you.

Stephen Kiar
President
Phoenix Strategic Perspectives Inc.

English version precedes.

Ces derniers temps, nous vous avons fait parvenir un message électronique pour vous inviter à participer à un sondage pour le compte du Réseau Entreprises Canada.

C'est votre dernière occasion de faire connaître vos commentaires! **Veillez consacrer quelques minutes à cette importante initiative d'amélioration des services.** Vos commentaires aideront le Réseau Entreprises Canada à faire en sorte que les renseignements et services offerts satisfont aux besoins des gens d'affaires et des entrepreneurs comme vous.

Pour participer, il suffit de cliquer sur le lien ci-dessous puis de saisir le mot de passe qui vous est attribué. **Nous vous saurions gré de remplir le questionnaire dès que possible.**

Lien vers le questionnaire : [Saisir le code d'accès]

Mot de passe : [Saisir le mot de passe]

Nous tenons à vous rappeler une fois de plus que vos réponses seront traitées en toute confidentialité – nous ne divulguons en aucun cas les noms des personnes ou des organisations. Le Réseau Entreprises Canada a chargé Phoenix SPI, cabinet de recherche indépendant, d'effectuer ce sondage pour son compte.

Merci.

Le président,
Phoenix Strategic Perspectives Inc.,

Stephen Kiar

