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Social Development Canada

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Canada

Canadian Dental Care Plan: Client Experience Survey 2025-26

Final Report

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Alethea Woods
President
Phoenix Strategic Perspectives Inc.

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Executive Summary

Canadian Dental Care Plan (CDCP) CX Survey – Results at a Glance

Methodology

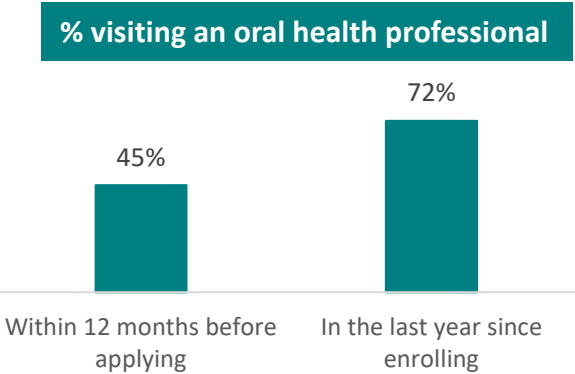
**Sample Size**
n=2,201 Service
Canada Clients

**Data Collection**
Telephone survey
18 minutes in length

**Fieldwork**
February 10 to
March 15, 2026

**Margin of Error**
±2.1 percentage points,
19 times out of 20

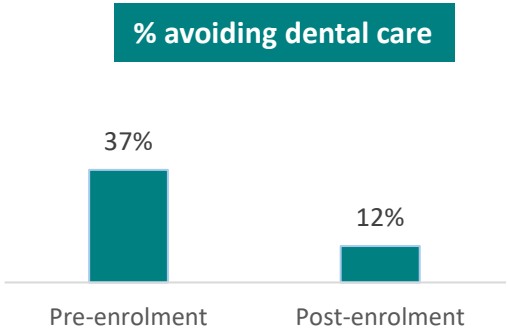
Key Oral Health Results



Among those with prior mouth pain:

61%

said it has decreased since enrolling in the CDCP



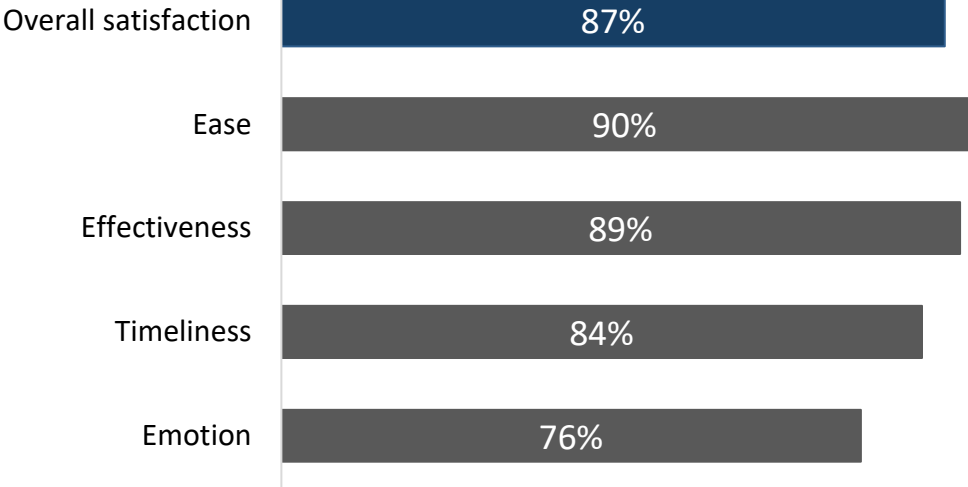
Among those who avoided dental care due to cost before enrolling, fewer have done so since enrolling.

-20 Percentage points

Key CX Takeaways

OVERALL SERVICE EXPERIENCE

All Respondents: % Rating 4 or 5



CHANNEL SATISFACTION

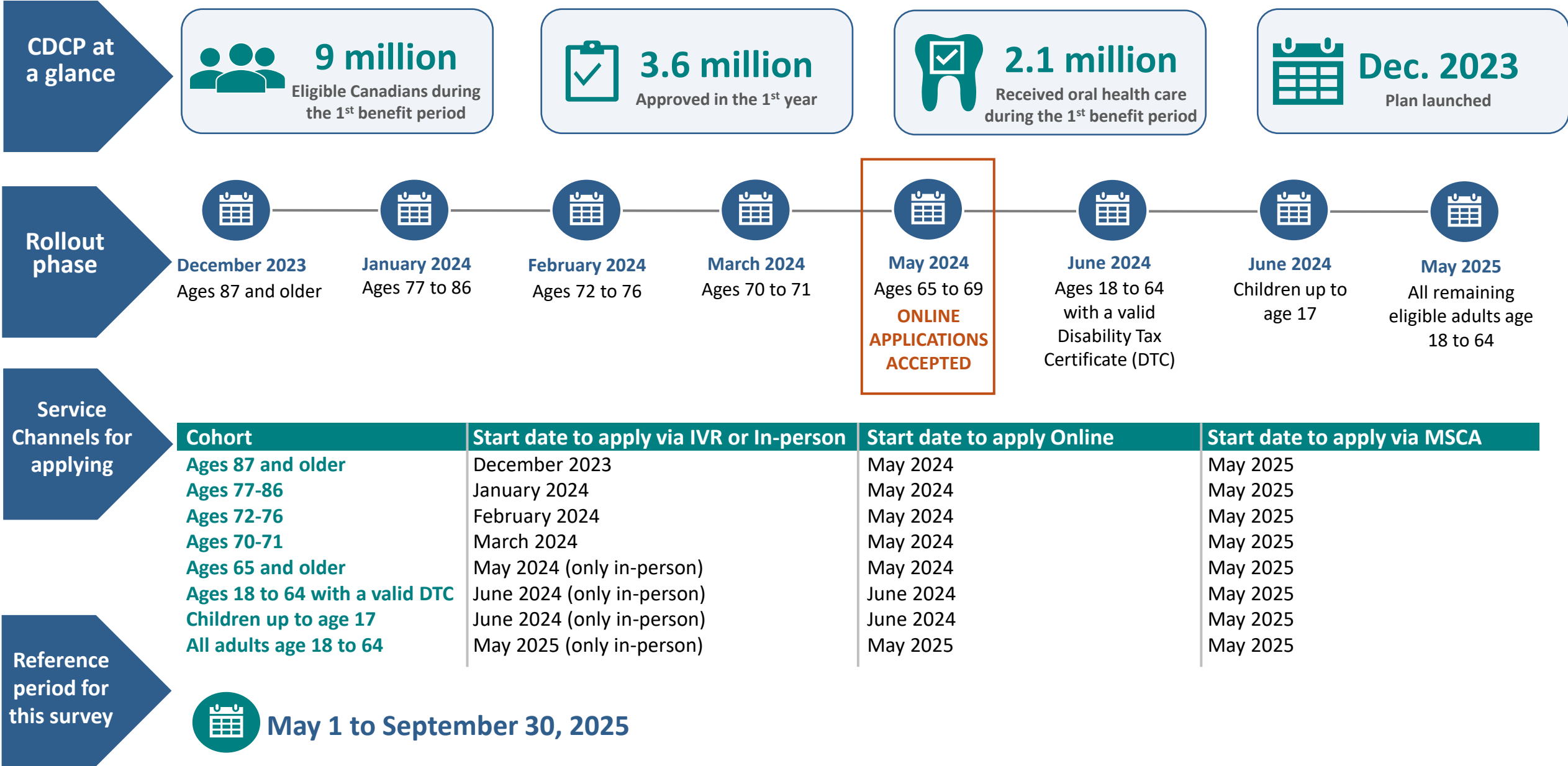
All Respondents: % Rating 4 or 5



MAIN DRIVERS OF SATISFACTION

-  **KEY DRIVERS**
Access to help, reasonable timeliness, confidence issues will be resolved, and clarity about what to do if a problem arises are the strongest drivers.
-  **GREATEST STRENGTH**
Ease of getting help is the strongest driver of satisfaction.
-  **GREATEST OPPORTUNITY**
Increase confidence that issues or problems will be resolved.

Overview of the CDCP



Project Overview



Target Audience

New applicants and renewing CDCP members who received an initial eligibility decision or renewal decision between May and September 2025.



Research Objectives of the CDCP CX Survey 2025-26

- Establish a baseline of overall satisfaction with the service experience of CDCP clients
- Use Service Canada's Client Experience (CX) Survey Measurement Model to assess ease, effectiveness, and emotion
- Assess barriers to service delivery and channel use
- Assess clients' perceptions of oral health and access to care.



Purpose and Intended Use of Results

- Improve service delivery and access to the CDCP
- Respond to client service needs
- Assess Service Canada's delivery role in the CDCP and address issues related to service delivery
- Support Health Canada's evaluation of the plan, including its early impacts and GBA+ characteristics of CDCP members.

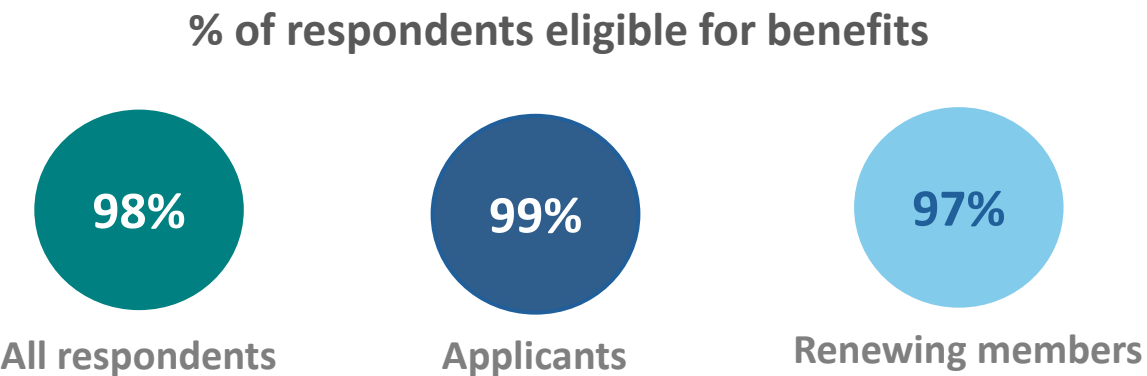
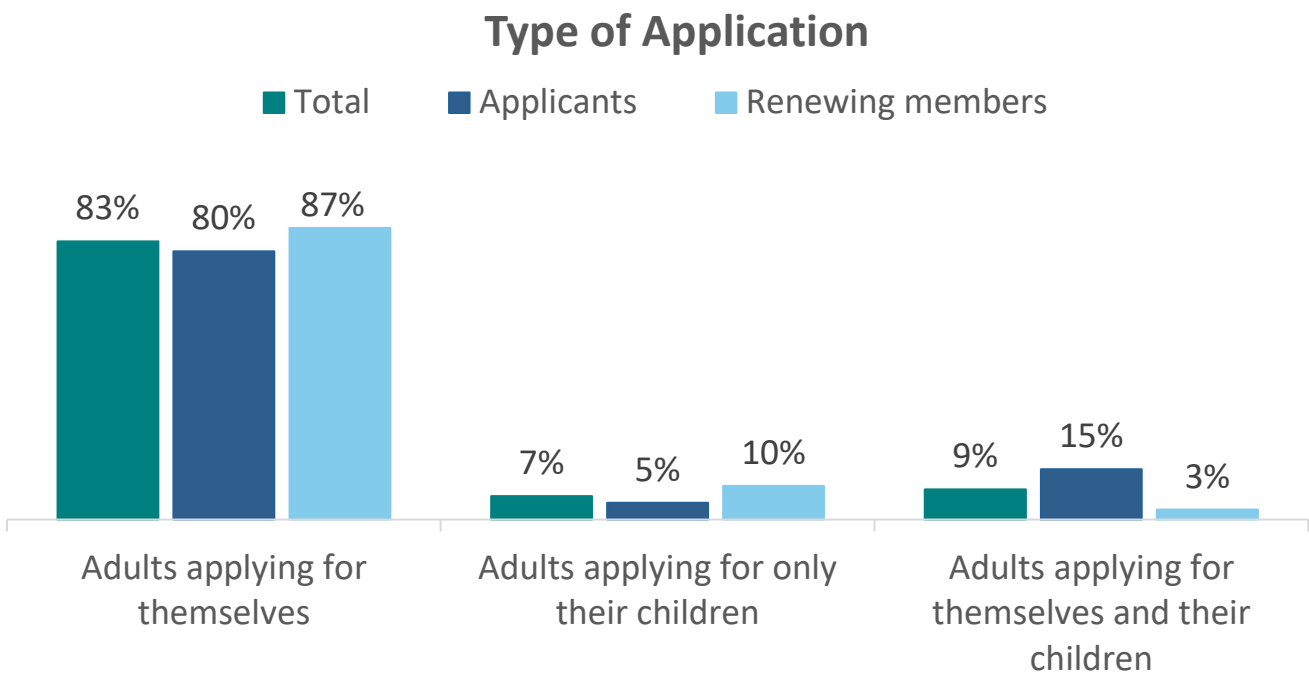
Survey Methodology

- **Data collection method:** Telephone
- **Sampling:** The sample was drawn...
 - proportionate to the client population by age.
 - disproportionate by province to increase the accuracy of regional results.
- **Sample size:** n=2,201
- **Margin of error: Results are generalizable as follows...**
 - To the full client population, with a margin of error of ± 2.1 percentage points, 19 times out of 20.
 - To applying and renewing members, with a margin of error of ± 3.0 percentage points, 19 times out of 20.
- **Interview length:** 18 minutes
- **Field period:** February 10 to March 15, 2026
- **Data treatment:** Survey data were weighted by client group (applicants and renewing members), region, and age, based on CDCP universe volumes provided by Service Canada.
- **Additional details:** See the Methodology Report for the full technical specifications.

Sample Characteristics

A total of n=2,201 applicants and renewing members completed the survey. This included n=1,100 applicants and n=1,101 renewing members.

Respondents were primarily adult applicants applying for themselves, and nearly all were eligible for CDCP benefits.



Notes for Readers – 1/2

- The findings reflect self-reported client perceptions during the survey reference period (May-September 2025).
- The total sample size is n=2,201 (n=1,100 applicants and n=1,101 renewing members).
- Results are presented for all surveyed CDCP clients, as well as by client type (applicants vs. renewing members) and key demographic groups (descriptions can be found starting on [page 13](#)).
 - The following colour scheme is used to present results: **Teal** = All Respondents, **Blue** = Applicants, and **Light Blue** = Renewing members.
- Results are expressed as percentages unless otherwise noted.
- Totals may not sum to 100% due to rounding, multiple responses, or non-response.
- “Don’t know” and “Not Applicable” responses are included in the tabulations, unless otherwise noted on a slide.
- Subgroup differences identified in the report are statistically significant, unless otherwise noted.
 - Triangles up and down ▲▼ indicate significantly higher/lower ratings between comparison groups.
 - Comparison groups are as follows (descriptions can be found starting on [page 13](#)):

Applicants vs. Renewing members	Disabilities vs. Those with no disability
Lower education individuals vs. Those with more than a high school education	Newcomer vs. Established immigrants or respondents born in Canada
Youth vs. Seniors	Rural/remote individuals vs. those living in urban areas
Indigenous vs. Non-Indigenous	E-vulnerable vs. Online services users
Racialized vs. Non-racialized individuals	Non-English/French-speakers vs. English/French speakers

Notes for Readers – 2/2

- Question wording, base sizes, and the applicable target population are provided on each slide, where relevant.
- Due to skip patterns (survey logic), not all respondents were asked every question. As a result, base sizes (n) vary by question. Results for each question are based on the respondents who were eligible and asked that question.
- Caution should be exercised when interpreting results based on smaller sample sizes.
- Throughout the report:
 - * indicates smaller samples (n<100)
 - † indicates very small samples (n<30)
 - ‡ indicates results are suppressed due to a small cell count (<10).
- A list of acronyms and key technical terms used in the report is available on [page 15](#).
- A full set of tabulated data is available under separate cover.
- The survey questionnaire can be found in the Methodology Report along with additional information about the technical specifications of the research.

Definition of Client Groups – 1/2

Client Group	Description	Source
Applicant	An individual who applied for the CDCP without using a renewal application, either because they were new to the plan or returning after a lapse.	Sample variable: Client Type
Renewing member	An individual who applied for the CDCP using a renewal-specific application.*	Sample Variable: Client Type
CDCP member	Individuals who applied or renewed for the CDCP and received a decision about their eligibility for the plan.* This includes adults who applied on their own behalf and individuals, such as dependents (e.g., minors requiring a legal guardian to apply on their behalf), for whom an application was submitted by another person.	Compounded variable based on sample variables (eligibility, applicant type)
Service Canada client	Individuals who received services from Service Canada while applying or renewing for the CDCP and who received an eligibility decision (eligible or ineligible)*. This includes adults who applied on their own behalf through Service Canada, as well as individuals who applied on behalf of another person (e.g., a dependent). Service Canada interactions include contact centre assistance, letters, in-person assistance, and online applications received throughout the client journey, from initial awareness of the plan to receiving an eligibility decision.	Compounded variable based on sample variables (eligibility, applicant type)

* Renewal applications were available **from March 3, 2025, to August 22, 2025**. After August 22, renewal applications were closed and no longer accepted. Anyone who submitted **any renewal application** within this window is classified as a *Renewing Member*. For the 2025-26 CDCP CX survey, the sample consisted of individuals who received a decision on their application (approved or denied) between May 1 and September 30, 2025.

Definition of Client Groups – 2/2

Client Group	Description	Source
Youth	Clients aged 18 to 30	Sample variable: "Age"
Seniors	Clients aged 60 and older	Sample variable: "Age"
Clients with disabilities	Self-identified as a person with a disability	Survey: Q32
E-vulnerable	Clients who reported that they rarely or never use online services	Survey: Q29
Indigenous people	Self-identified as First Nations (North American Indian), Inuk (Inuit) or Métis	Survey: Q31
Lower education	Self-identified as having completed high school or less	Survey: Q27
Urban clients	Clients who live in a population centre within metropolitan or agglomerated areas.	Sample variable: "Residence"
Rural and remote clients	Rural: Clients who do not live in urban areas. Remote: Areas with no metropolitan influence, including the Territories.	Sample variable: "Residence"
Newcomers	Clients not born in Canada who have lived in the country for less than 3 years	Survey: Q34, Q35
Racialized	Self-identified as belonging to a racial or cultural group other than White	Survey: Q36
Non-English/French speakers	Clients who identified "other" as their preferred language of service	Survey: Q28

Acronyms and Key Technical Terms

Acronym / Term	Description
Assisted self-service	Clients used online, IVR or mail plus contact with an agent by phone throughout their journey.
Base	The group of respondents asked the question and used to calculate the results.
CDCP	Canadian Dental Care Plan
CX	Client Experience
Drivers	Service attributes that influence overall satisfaction.
ESDC	Employment and Social Development Canada
Fully assisted service	Clients visited a Service Canada Centre at any point in their journey.
IVR	Interactive Voice Response
MSCA	My Service Canada Account
“n=”	Number of respondents
SC	Service Canada
SCC	Service Canada Centre
Self-service only	Clients used online, IVR, and/or mail only throughout their journey.
▲▼	Triangles up and down indicate significantly higher/lower ratings between comparison groups.

Key Findings: Service Delivery 1/3

1. Overall service experience is strong—but not uniform.

- Satisfaction with Service Canada is high overall (87%), with very low dissatisfaction (3%).
- The service experience was consistently positive across all key dimensions, although ratings varied somewhat. Scores were highest for **Ease** (90%) and **Effectiveness** (89%), followed by **Reasonable Timeliness** (84%), while **Emotion** received the lowest rating (76%).

2. Applicants have a better service experience than those who renewed their coverage.

- Applicants report higher satisfaction (90% vs. 84%), overall ease (92% vs. 86%), overall effectiveness (91% vs. 85%), overall emotion (78% vs. 74%), and reasonable timeliness (87% vs. 81%).
- Renewing CDCP members* are:
 - More likely to use three service channels or more (39% vs. 22% of applicants)
 - More likely to use the phone channel to speak to an agent (33% vs. 23% of applicants).

3. Digital channels dominate, but they do not fully replace assisted support.

- Online is the primary channel used (90%), especially for applicants (96% vs. 82% of renewing CDCP members).
- Two-thirds (67%) only used self-service channels: 72% of applicants and 61% of renewing members.
- Many clients are multi-channel users (69%).

* During the survey reference period, renewing CDCP members were essentially all seniors, as the phased rollout of the CDCP meant that adults were only eligible to apply for the first time and could not yet be renewing their coverage.

Key Findings: Service Delivery 2/3

4. Channel Satisfaction: In-person and MSCA are associated with higher satisfaction ratings.

- Across all clients, satisfaction is highest for in-person service (87%) followed by MSCA (82%).
- Satisfaction is slightly lower for the website (79%) and phone service (78%) and lowest for IVR (70%).

5. Program information is generally clear.

- Most clients learned about the CDCP through a letter from the government (61%) and the government website (52%).
 - Renewing CDCP members are much more likely to report learning about the program through a letter (78%), while applicants are more likely to rely on the website (64%).
- A majority of clients (76%) report that information about the CDCP is easy to understand.
 - Applicants are slightly more likely to report ease of understanding (78% vs. 73% of renewing CDCP members).

Key Findings: Service Delivery 3/3

6. Certain client groups experience lower satisfaction.

- Lower overall satisfaction is observed among clients with disabilities and seniors, at 80% and 85%, respectively.
- These gaps reflect different challenges:
 - Clients with disabilities face broader gaps across the service experience, particularly related to navigating the application and interacting with Service Canada.
 - Seniors face more targeted challenges, particularly with completing steps online and the ease of getting help when needed.

7. Key drivers of satisfaction...

- The four main drivers are **access to help, reasonable timeliness, confidence that issues will be resolved, and clarity about what to do if you have a problem or question.**
 - Among these four drivers, **access to help** stands out as the strongest driver of satisfaction.
- Secondary drivers of satisfaction among CDCP clients include **ease of applying, a smooth progression** through the process, **feeling respected**, and **understanding the information provided.**
 - While each driver contributes to overall satisfaction, their individual influence is more moderate.

Key Findings: Oral Health and Access to Oral Health Care

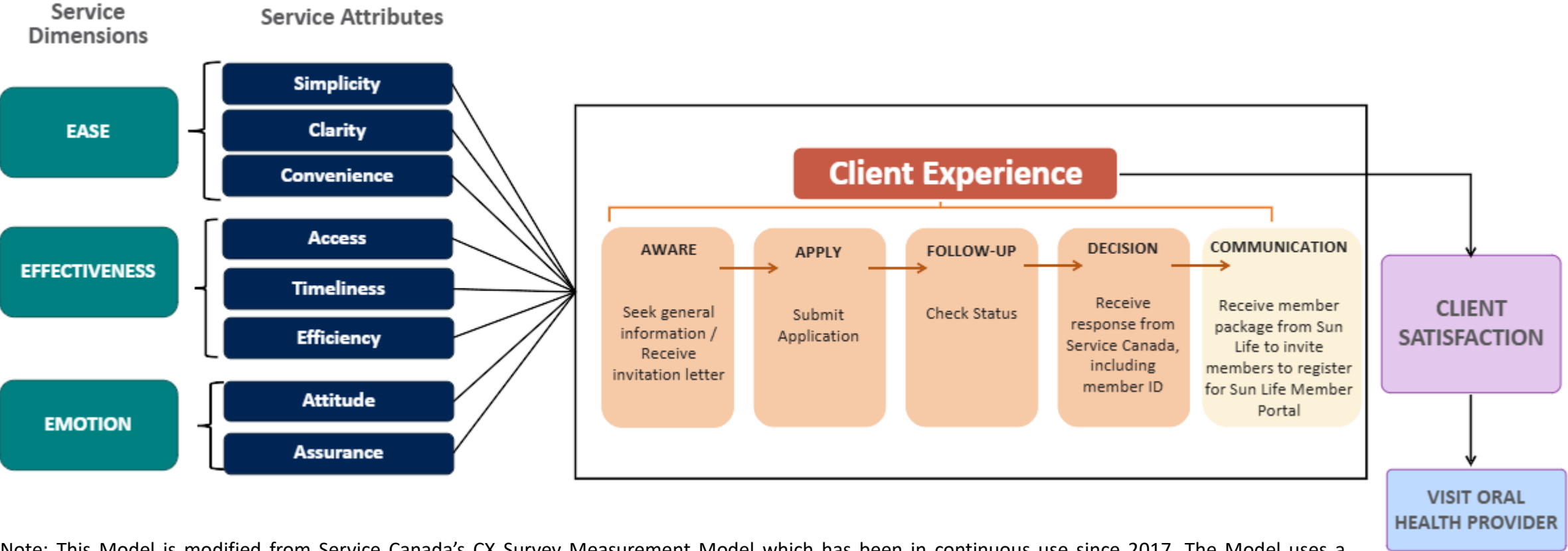
- **Findings suggest that enrolment in the CDCP is associated with improved access to oral health care.**
 - Before applying for the CDCP, 45% of clients reported visiting an oral health professional within the previous 12 months.
 - Since enrolling, 72% reported visiting an oral health professional. For most members, this reflects care received within approximately the past year, given the timing of CDCP enrolment.
 - The proportion of CDCP members reporting a visit since enrolment was lower among youth, racialized people, newcomers, and those with lower levels of education.
 - Before applying to the CDCP, 37% of clients reported avoiding professional oral health care. Since enrolment, 12% reported avoiding professional oral health care.
 - Before enrolment, avoidance of professional oral health care for any reason was highest among clients with disabilities (48%) and youth (46%). After enrolment, it remained highest among clients with disabilities (21%).
- **Among CDCP members who reported experiencing mouth pain before applying:**
 - 61% said their mouth pain had decreased since enrolling in the CDCP.
- **Cost remains a primary barrier to accessing oral health care.**
 - Among CDCP members who avoided seeing an oral health professional before applying for the CDCP, 88% said cost was a reason for not seeking dental care.
 - The proportion of clients who said cost was a reason for avoiding seeing an oral health professional was lower since enrolment (68%) than before enrolment (88%).



Analytical Framework

CDCP CX Survey Measurement Model

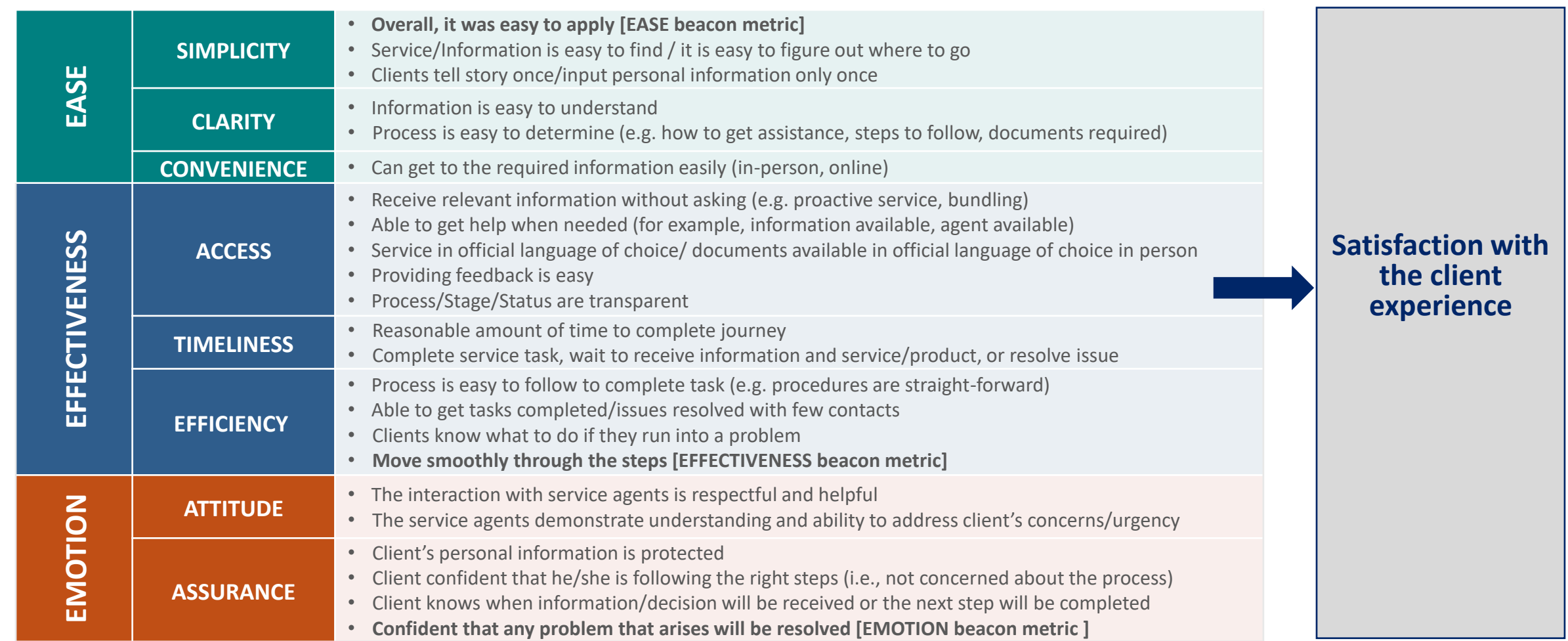
Service Canada and Health Canada worked together to adapt the CX framework for assessing the service experience of CDCP clients. The adapted model is presented below. The model covers the CDCP client journey up to decision and for applicants, up to receiving the membership package delivered by Sun Life. It excludes clients' experience with services delivered by Sun Life or by oral health providers.

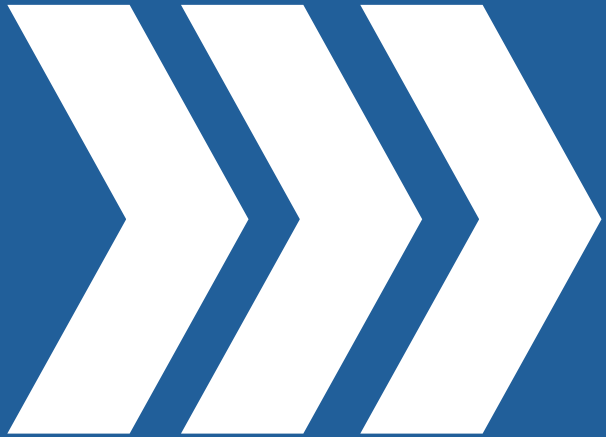


Note: This Model is modified from Service Canada's CX Survey Measurement Model which has been in continuous use since 2017. The Model uses a combination of existing models, incorporating the Service Canada context of delivering service for the CDCP plan, and validated through consultation with internal stakeholders. The existing models include: The Common Measurements Tool (CMT), owned and licensed by the Institute for Citizen-Centred Service (ICCS), the client survey model used by the Government of Quebec, and Forrester's approach to client experience measurement.

CDCP CX Survey Measurement Model: Service Attributes

- Service dimensions and attributes are measured within the constraints of the length of the questionnaire.
- Satisfaction with the client experience measures the overall service experience provided by Service Canada on behalf of Health Canada.





Profile of CDCP Members: DEMOGRAPHICS

Demographic Characteristics - CDCP Members [1/3]

These next slides present demographic characteristics of surveyed **CDCP members**.



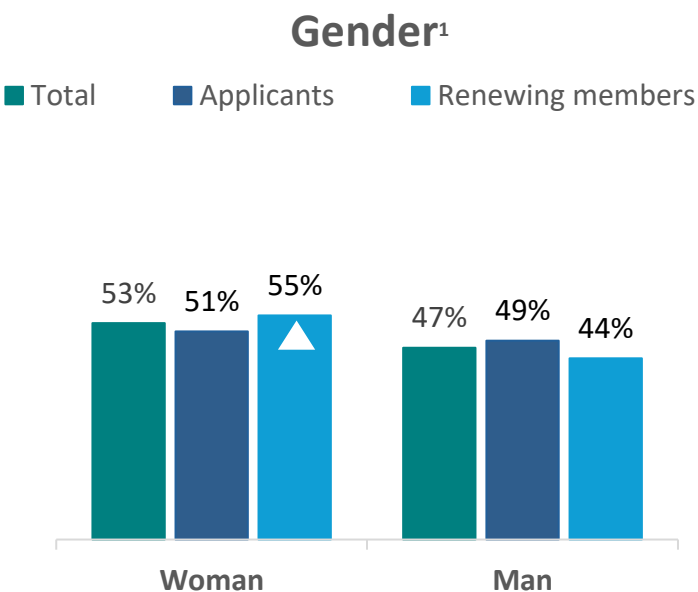
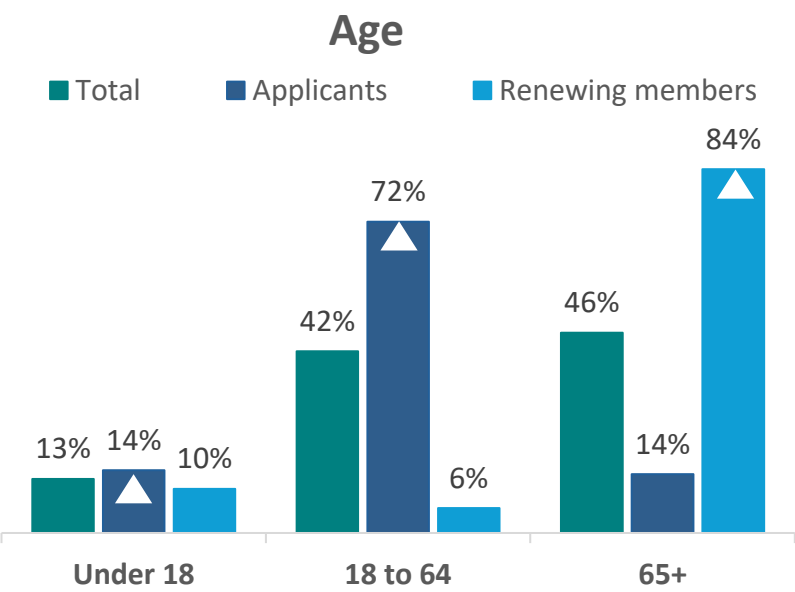
WEST + TERRITORIES	ONTARIO	QUEBEC	ATLANTIC
Total: 24%	Total: 42%	Total: 28%	Total: 6%
Applicants: 26%	Applicants: 41%	Applicants: 27%	Applicants: 6%
Renewing members: 22%	Renewing members: 42%	Renewing members: 29%	Renewing members: 6%

Demographic Characteristics - CDCP Members [2/3]

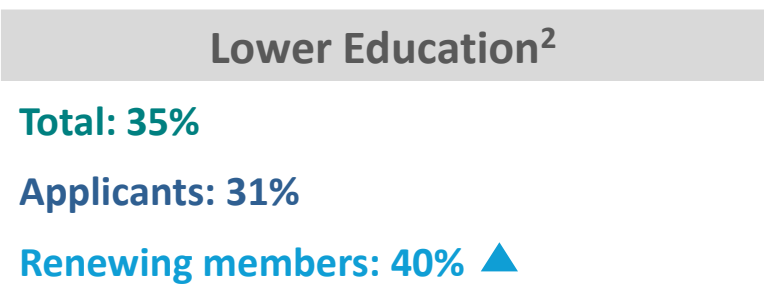
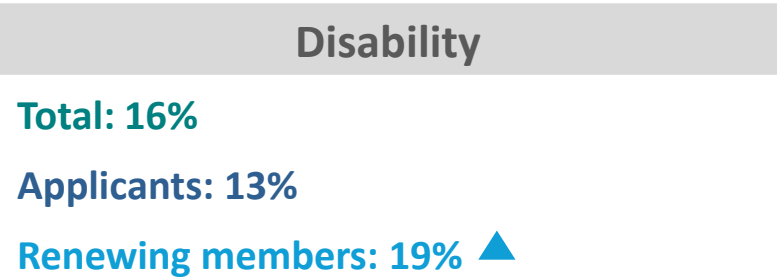
CDCP members were relatively evenly divided by gender, though renewing members were more likely to identify as women. Applicants tended to be younger, while renewing members were older, with most (84%) aged 65 or older.

Relatively few respondents reported having a disability (16% overall), although rates were higher among renewing members.

Approximately one-third (35%) reported having a high school diploma or less, including 40% of renewing members and 31% of applicants.



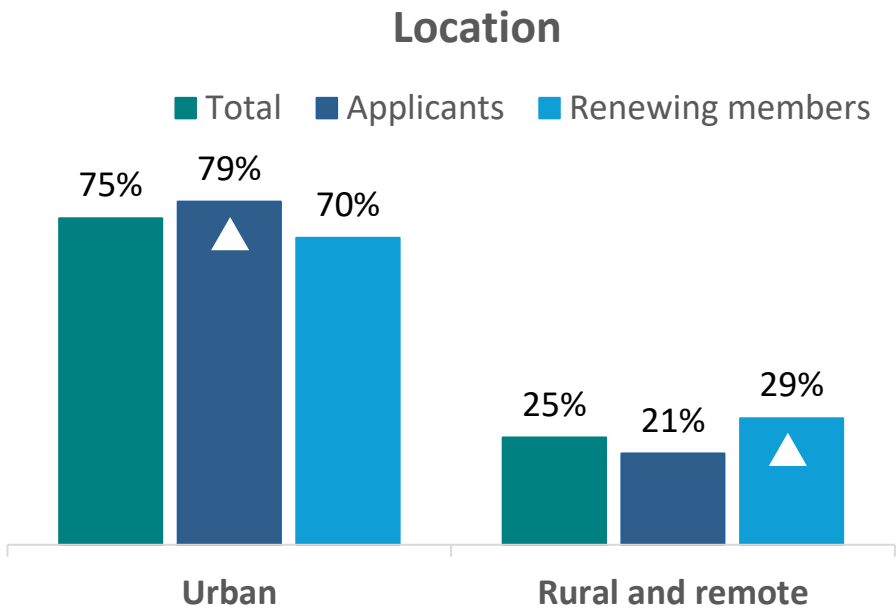
1. A third gender option was available, but the base is too small to report.



2. Excludes CDCP members who are dependents; base: n=2,105.

Demographic Characteristics - CDCP Members [3/3]

About one-quarter of CDCP members belong to a racialized group. Few CDCP members are Indigenous or newcomers. Applicants are more likely than renewing members to identify as racialized and to be newcomers.



Indigenous

Total: 3%
Applicants: 4%
Renewing members: 3%

Newcomer

Total: 6%
Applicants: 10% ▲
Renewing members: 1%

Racialized

Total: 27%
Applicants: 37% ▲
Renewing members: 15%

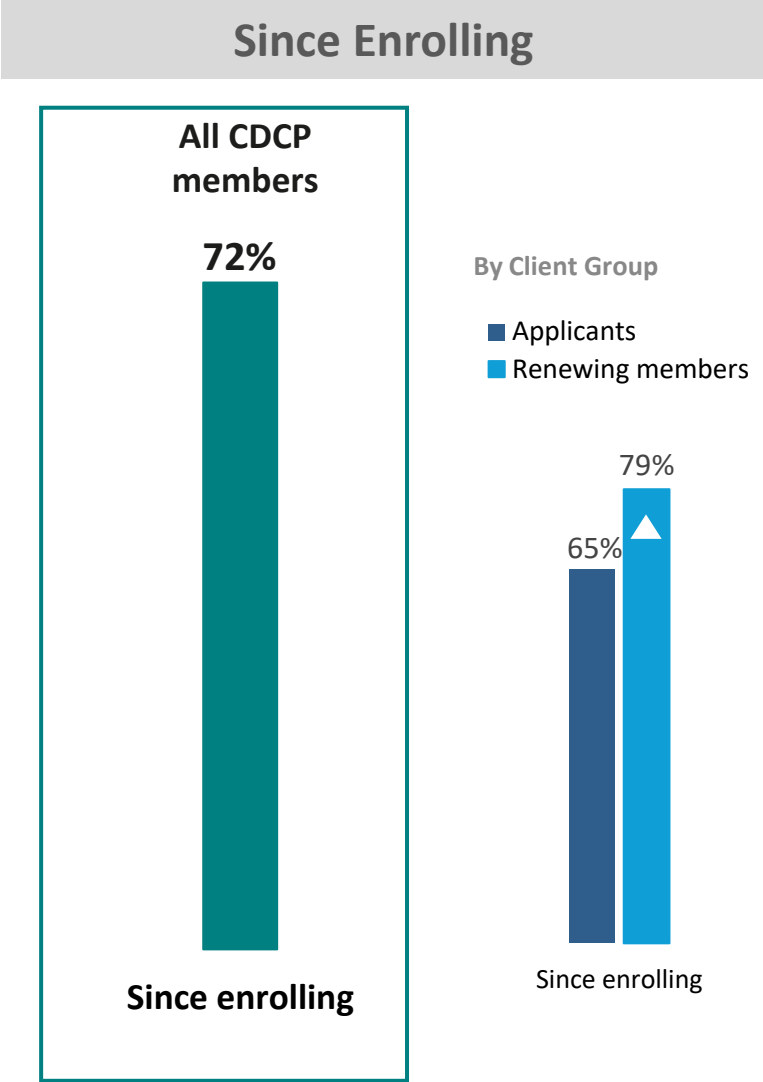
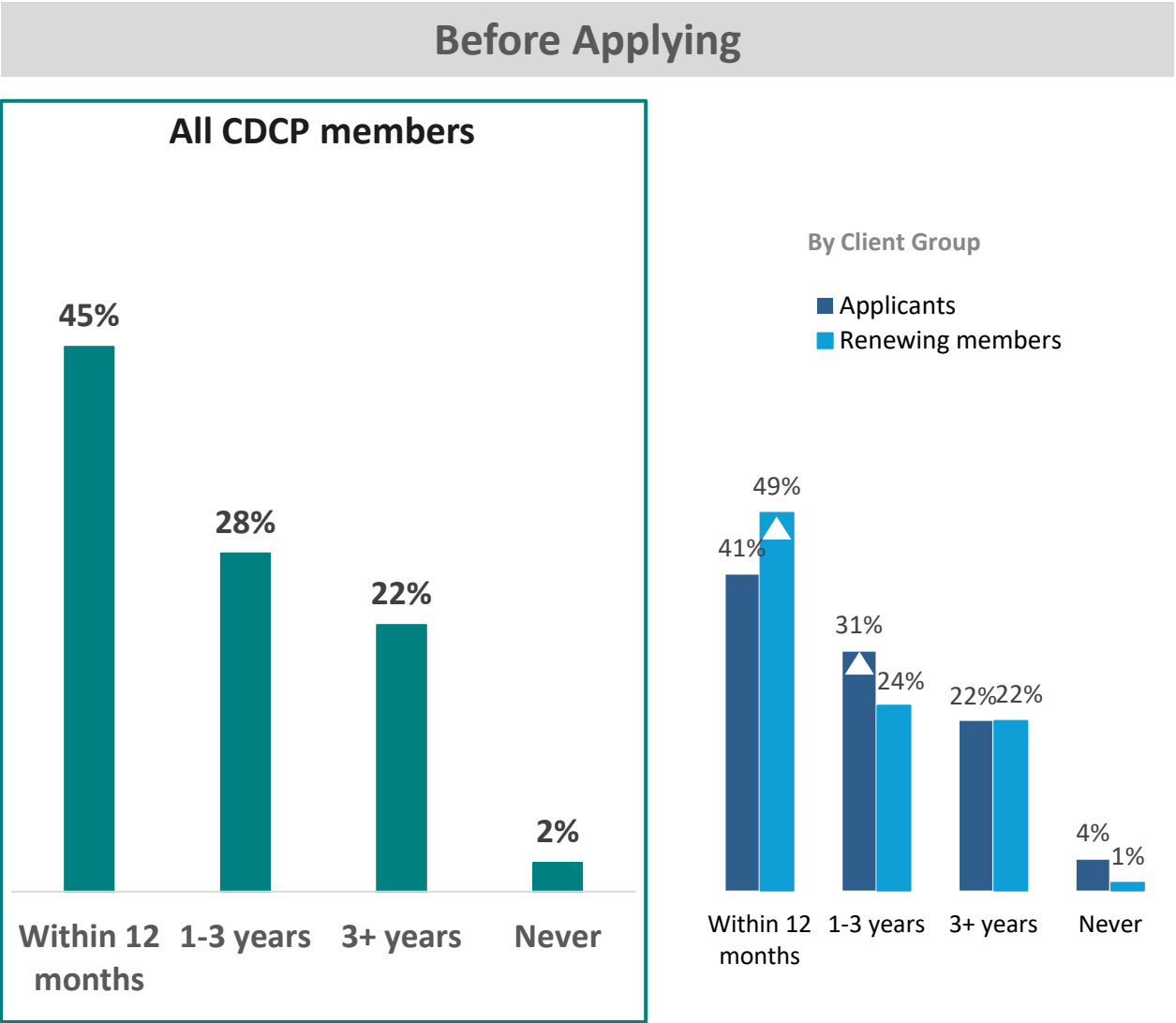


Detailed Findings: ORAL HEALTH AND ACCESS TO DENTAL CARE

Access to Oral Health Care: Visiting an Oral Health Professional

Most CDCP members reported visiting an oral health professional both before applying for the CDCP and since enrolling in the plan.

- 73% had seen an oral health professional in the past 3 years (45% within 12 months) prior to applying.
- Since enrolling in the CDCP, 72% report visiting an oral health professional. For most members, this reflects care received within approximately the past year, given the timing of CDCP enrolment, the reference period for this study (May to September 2025), and the timing of the fieldwork (February to March 2026).
- Renewing members are more likely than applicants to report recent visits to an oral health professional both before applying and since enrolling.



Q22: Before you applied for the CDCP, when did [you / CLIENT] last see an oral health professional for dental care?

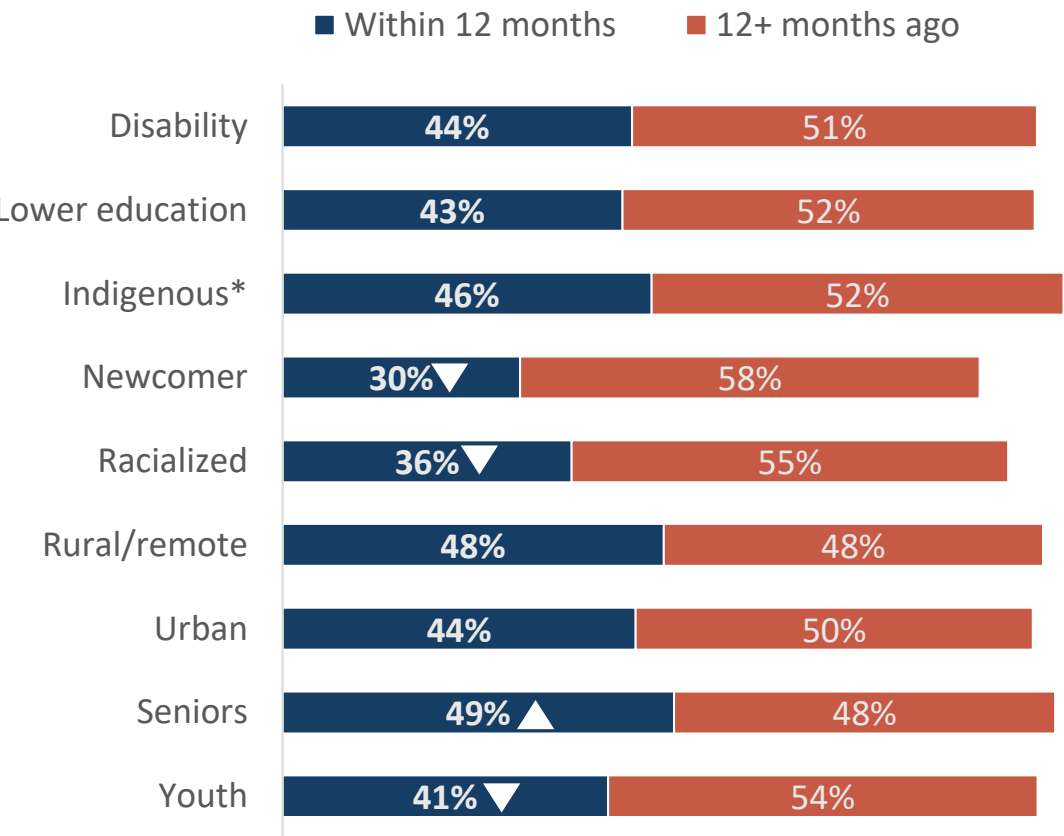
Q24: Have you / has [CLIENT] visited an oral health professional since enrolling in the CDCP?

Base: n=2,157, CDCP members; Applicants n=1,091 | Renewing members n=1,066

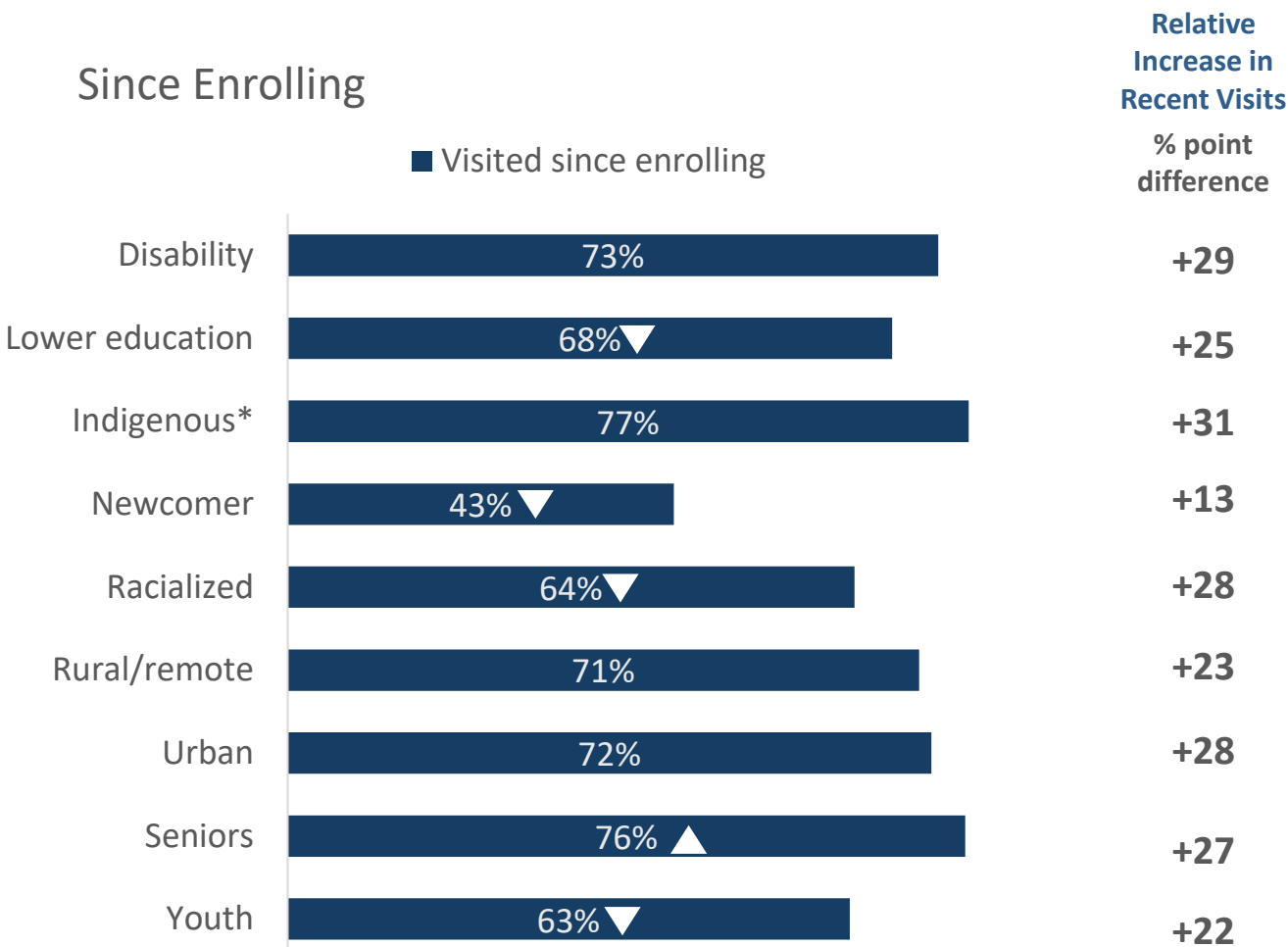
Access to Oral Health Care: Visiting an Oral Health Professional by Client Group

Across all client groups, a higher proportion of respondents reported visiting an oral health professional since enrolling than reported having visited within the 12 months before applying. Since enrolment, newcomers are least likely to report a visit (43%), with lower rates also observed among youth, racialized clients and those with lower levels of education.

Before Applying



Since Enrolling



[Left] Q22: Before you applied for the CDCP, when did [you / CLIENT'S NAME] last see an oral health professional for dental care?
[Right] Q24: Have you / has [CLIENT'S NAME] visited an oral health professional since enrolling in the CDCP?
Base: CDCP members, n=2,157. Base sizes by group vary. *Results for Indigenous clients are based on a smaller sample (n<100).

Self-reported Change in Mouth Pain

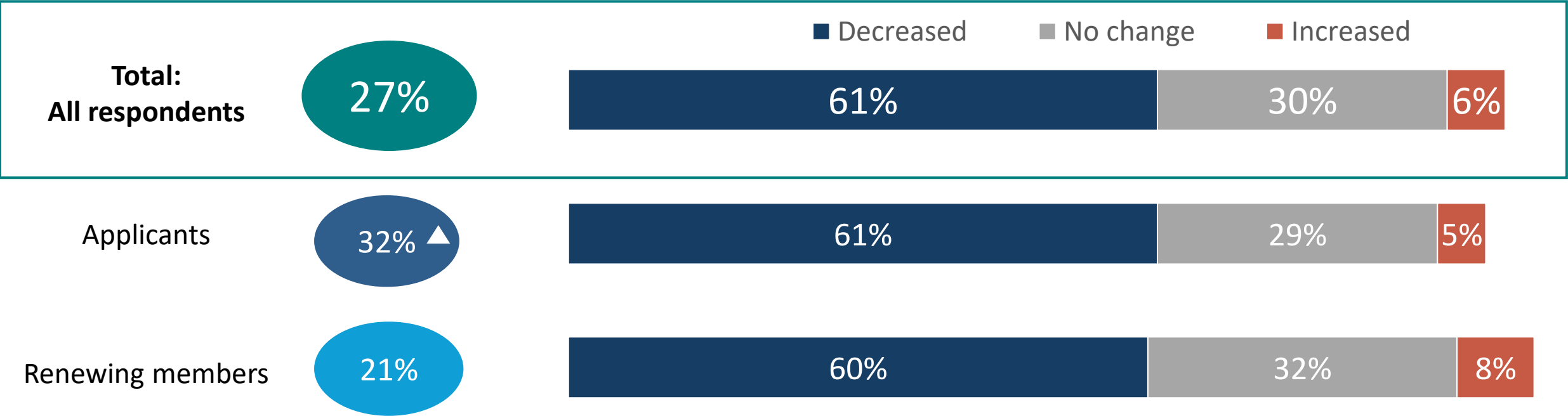
More than one-quarter (27%) of CDCP members reported ongoing mouth pain before applying for the CDCP. Among those with prior mouth pain, six in 10 (61%) reported that it had decreased since enrolling. Applicants were more likely than renewing members to report ongoing mouth pain before applying.

Mouth Pain Before Applying
(Base: Total n=1,833 | Applicants n=944 | Renewing members n=939)

Mouth Pain Since Enrolling
(Base: Total n=504 | Applicants n=305 | Renewing members n=199)

Among all CDCP members:

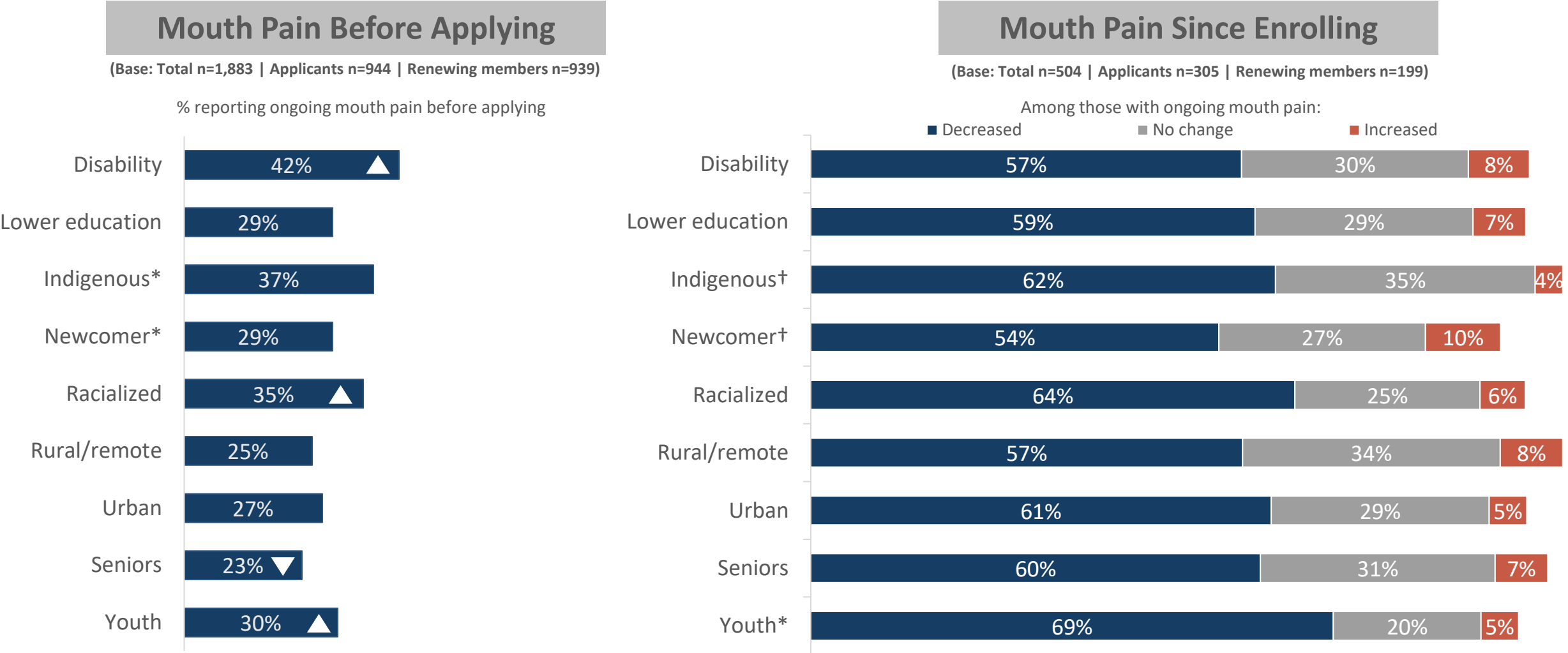
Among those with prior mouth pain:



▲ Significantly higher/lower than the comparison group.

Self-reported Change in Mouth Pain by Client Demographics

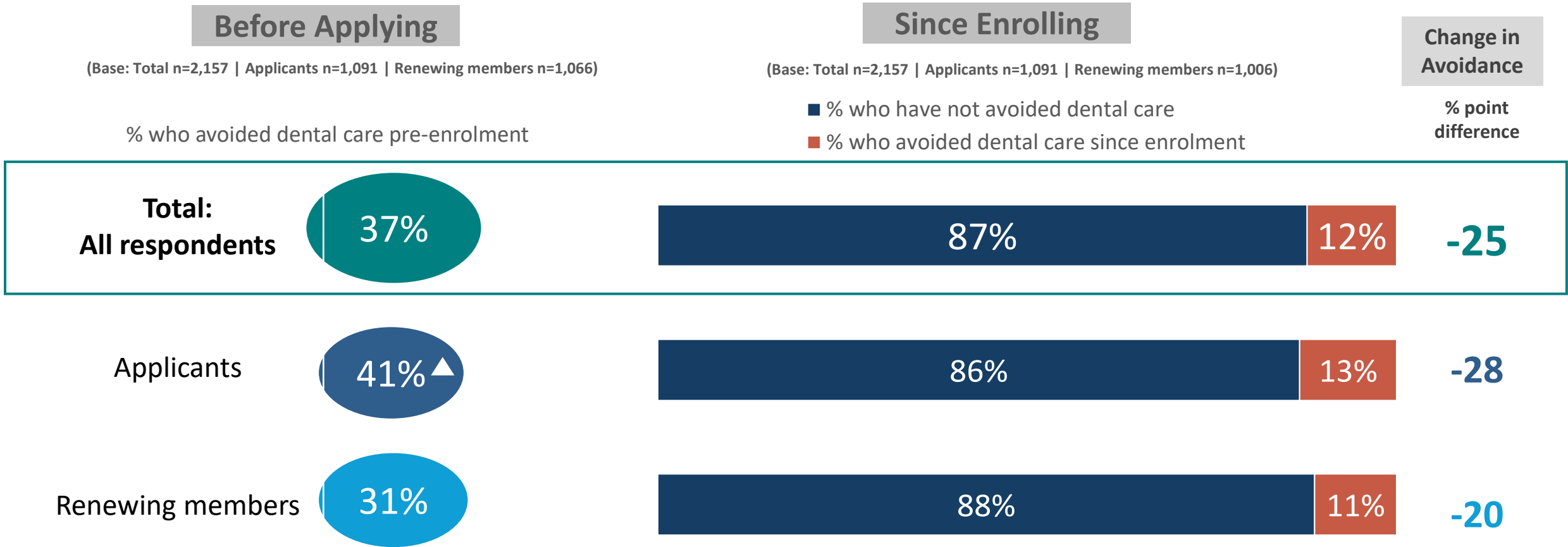
Before applying, self-reported ongoing mouth pain was more common among clients with disabilities, racialized clients and youth, and less common among seniors. Among those who experienced ongoing mouth pain, self-reported changes since enrolment were generally consistent across client groups.



[Left] Q19: Before you applied for the CDCP, did you have any on-going mouth pain? Base: CDCP members.
[Right] Q23: Since you enrolled in the CDCP, has your mouth pain increased, decreased or stayed the same? Base: CDCP members who experienced mouth pain pre-application. Base sizes by group vary. * indicates smaller samples (n<100) and † indicates very small samples [n<30].

Avoidance of Professional Oral Health Care

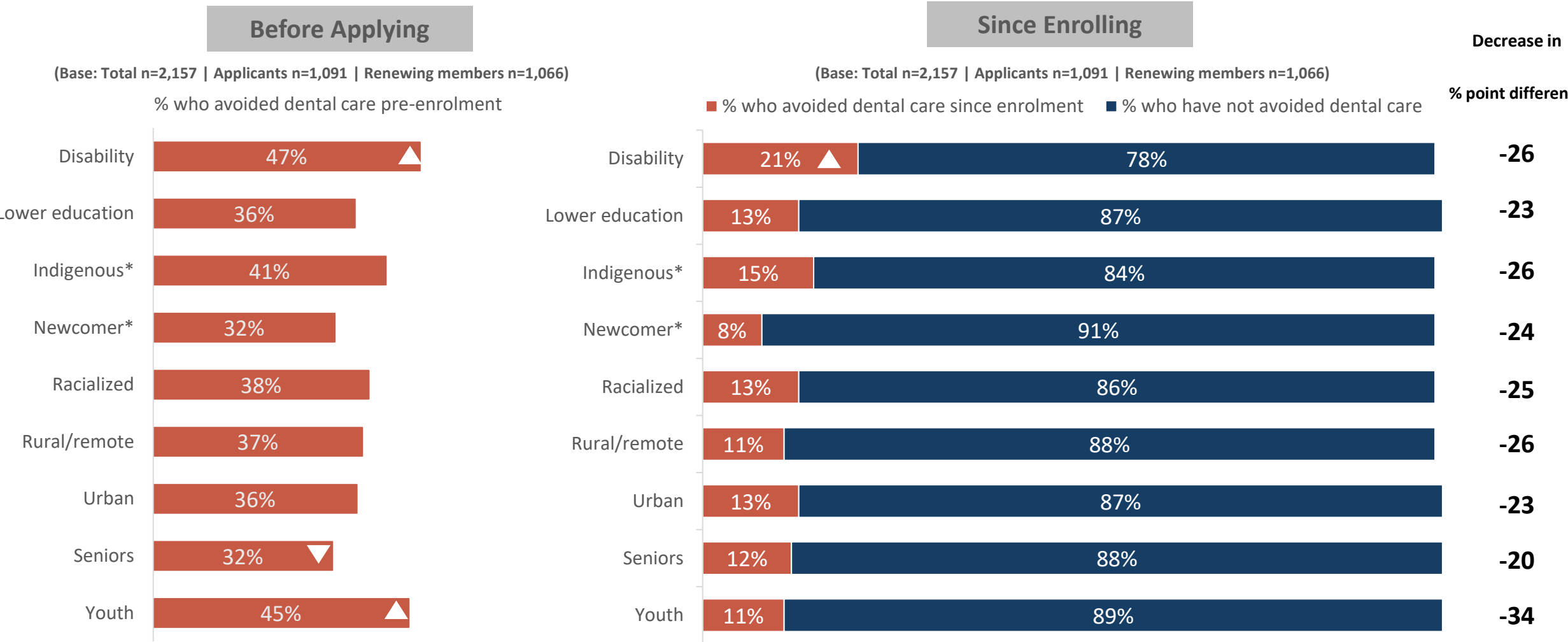
A smaller proportion of respondents reported avoiding visits to an oral health professional since enrolling in the CDCP (12%) than before applying to the plan (37%). Applicants were more likely than renewing members to have avoided dental care pre-enrolment.



[Left] Q20: Still focused on the 12 months before you applied for the CDCP [IF RENEWAL: for the first time], did [you / CLIENT] avoid going to an oral health professional for dental care for any reason?
[Right] Q25: Since enrolling in the CDCP [have you / has CLIENT] avoided going to an oral health professional for dental care for any reason?
Base: CDCP members.

Avoidance of Professional Oral Health Care by Client Demographics

Avoidance of professional oral health care was common across all client groups prior to enrolment, ranging from 32% to 47%. Rates were highest among clients with disabilities (47%) and youth (45%). Since enrolling in the CDCP, reported avoidance is substantially lower across all groups, ranging from 8% to 21%. Clients with disabilities continue to report the highest level of avoidance (21%), while rates are lowest among newcomers (8%).



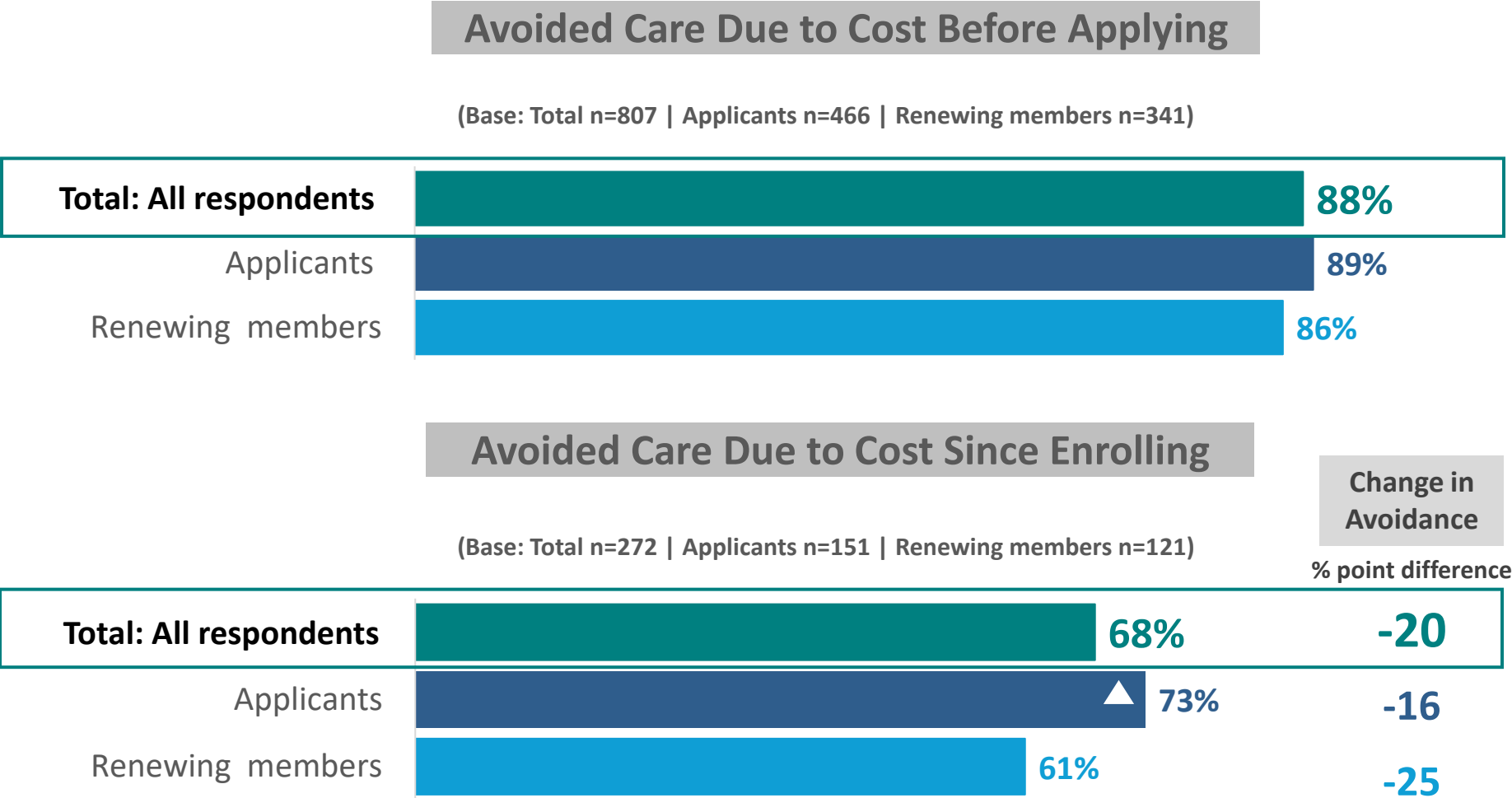
[Left] Q20: Still focused on the 12 months before you applied for the CDCP [IF RENEWAL: for the first time], did [you / CLIENT] avoid going to an oral health professional for dental care for any reason? / [Right] Q25: Since enrolling in the CDCP [have you / has CLIENT] avoided going to an oral health professional for dental care for any reason?.

Base: CDCP members. Base sizes by group vary. * Indicates smaller samples (n<100).

Impact of Cost on Visiting an Oral Health Professional

Cost is a primary barrier to visiting an oral health professional.

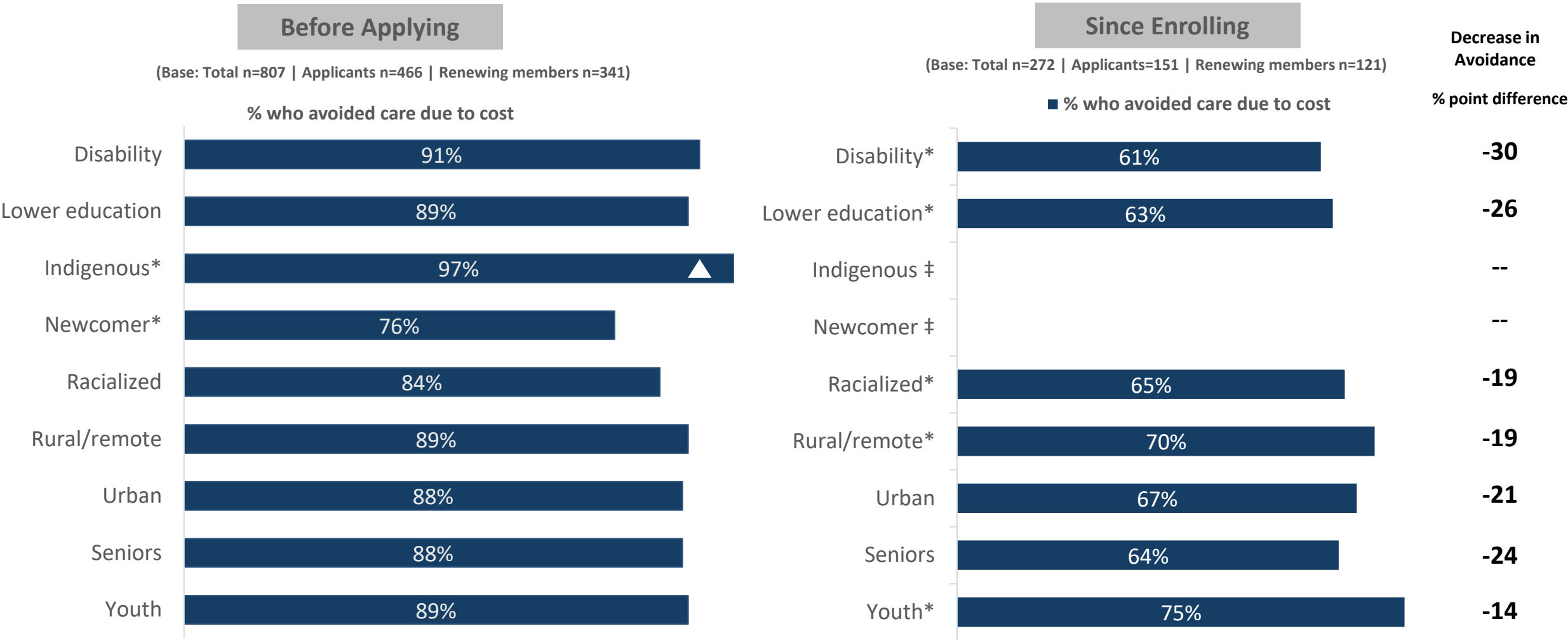
- Avoidance due to cost declines after CDCP enrolment but remains significant.
- Applicants are more likely than renewing members to report cost as a barrier post-enrolment.



[Top] Q21: Was cost a reason why [you / CLIENT'S NAME] did not visit an oral health professional for dental care?
[Bottom] Q26: Was cost a reason why [you / CLIENT'S NAME] have not visited an oral health professional for dental care?
Base: CDCP members who avoided seeing a professional before/since applying.

Impact of Cost on Visiting an Oral Health Professional by Client Demographics

Cost was a primary driver of avoiding oral health care across all demographic groups prior to enrolment, with rates ranging from 76% to 97%. Avoidance due to cost was highest among Indigenous clients (97%). Since enrolling in the CDCP, the influence of cost has declined across all groups for which results are available. However, cost continues to be a barrier for many clients, with between 61% and 75% reporting that cost has contributed to avoiding oral care since enrolment.



[Left] Q21: Was cost a reason why [you / CLIENT'S NAME] did not visit an oral health professional for dental care?
[Right] Q26: Was cost a reason why [you / CLIENT'S NAME] have not visited an oral health professional for dental care?
Base: CDCP members who avoided seeing a professional before/since enrolment.
Base sizes by group vary. * indicates smaller samples (n<100) and ‡ indicates results are suppressed due to a small cell count (<10).



Profile of Service Canada clients: DEMOGRAPHICS

Demographic Characteristics – Service Clients [1/2]

These next slides present demographic characteristics of **Service Canada clients** who responded to the survey.



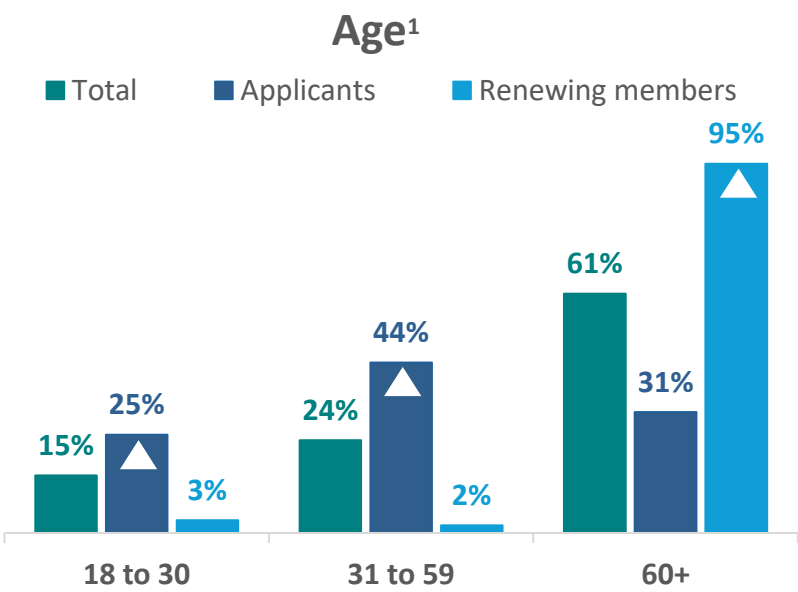
WEST + TERRITORIES	ONTARIO	QUEBEC	ATLANTIC
Total: 24%	Total: 42%	Total: 28%	Total: 6%
Applicants: 26%	Applicants: 41%	Applicants: 27%	Applicants: 6%
Renewing members: 22%	Renewing members: 42%	Renewing members: 29%	Renewing members: 6%

Demographic Characteristics – Service Clients [2/3]

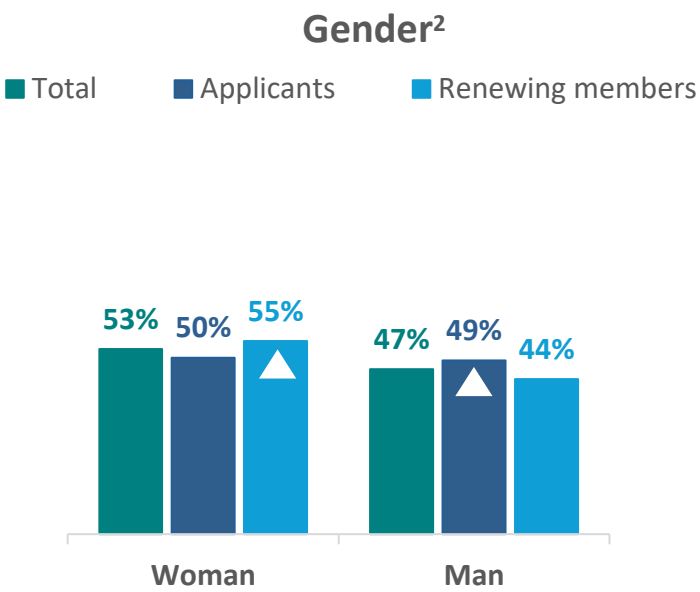
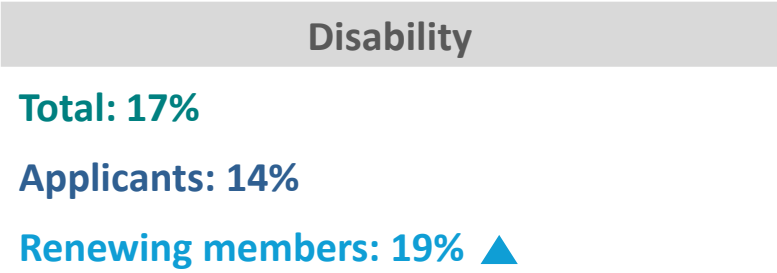
Service Canada clients were relatively evenly divided by gender, though renewing members were more likely to identify as women and applicants were more likely to identify as men.

Applicants tended to be younger, with 69% under the age of 60, while nearly all renewing members (95%) were aged 60 or older.

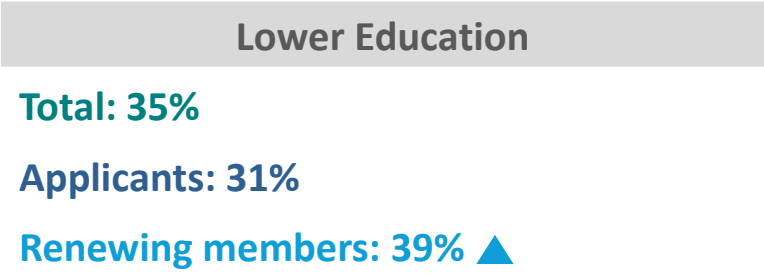
Relatively few clients reported having a disability (17% overall), and renewing members were more likely than applicants to do so (19% vs. 14%). Similarly, renewing members were more likely to report having a high school diploma or less (39% vs. 31%).



1. Base: n=1,926; excludes dependents.



2. A third gender option was available, but the base is too small to report.



Variables: Age is a sample variable. Gender, Disability and Education are survey variables.
Base: Service Canada clients, n=2,201 (excluding non-response). Weighted data.

Demographic Characteristics - Service Clients [3/3]

Compared with renewing members, applicants are more likely to identify as racialized (29% vs. 8%), are newcomers to Canada (10% vs. suppressed ‡), and live in urban areas (79% vs. 70%).

Renewing members are more likely than applicants to be e-vulnerable (26% vs. 12%) and to live in rural or remote communities (30% vs. 21%).

Indigenous representation is similar across groups, and few respondents report speaking neither English nor French.

Racialized

Total: 19%
Applicants: 29% ▲
Renewing members: 8%

Indigenous

Total: 3%
Applicants: 3%
Renewing members: 3%

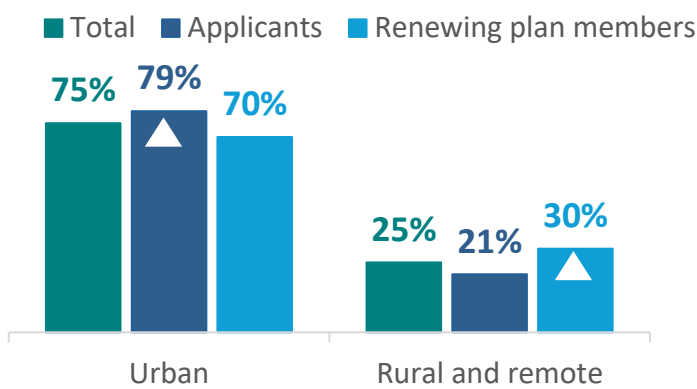
Newcomer

Total: 6%
Applicants: 10%
Renewing members: ‡

Non-English/French speakers*

Total: 3%
Applicants: 3%
Renewing members: 1%

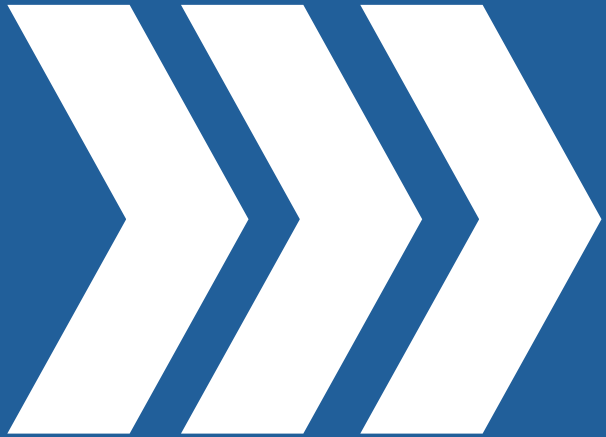
Location



E-vulnerable

Total: 18%
Applicants: 12%
Renewing members: 26% ▲

Variables: All are survey variables.
Base: Service Canada clients, n=2,201 (excluding non-response). Weighted data.
*Results are based on a small sample (n<100). ‡ Results suppressed due to a small cell count (<10).



Detailed Findings: CLIENT EXPERIENCE

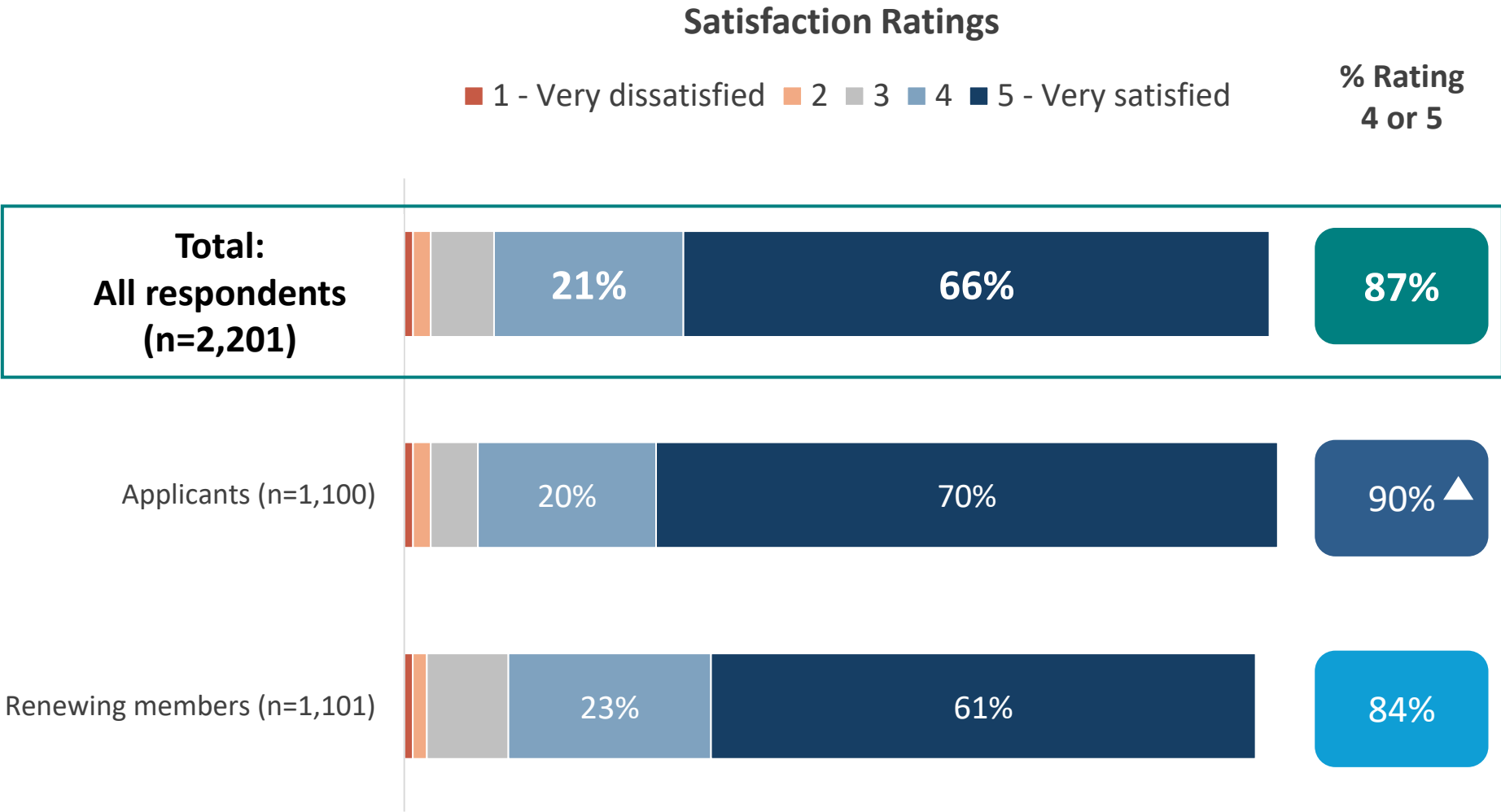
1. Key Client Experience Metrics

1.1. Client Satisfaction

1.2. Client Retention

Performance: Overall Satisfaction

Satisfaction with Service Canada is high overall, with applicants more likely than renewing members to report being satisfied (90% vs. 84%; ratings of 4 or 5 out of 5).



Again, thinking about the overall service from getting information about the CDCP to receiving a decision...
Q18: How satisfied were you with the overall service you received from Service Canada? / Base: Service Canada clients.

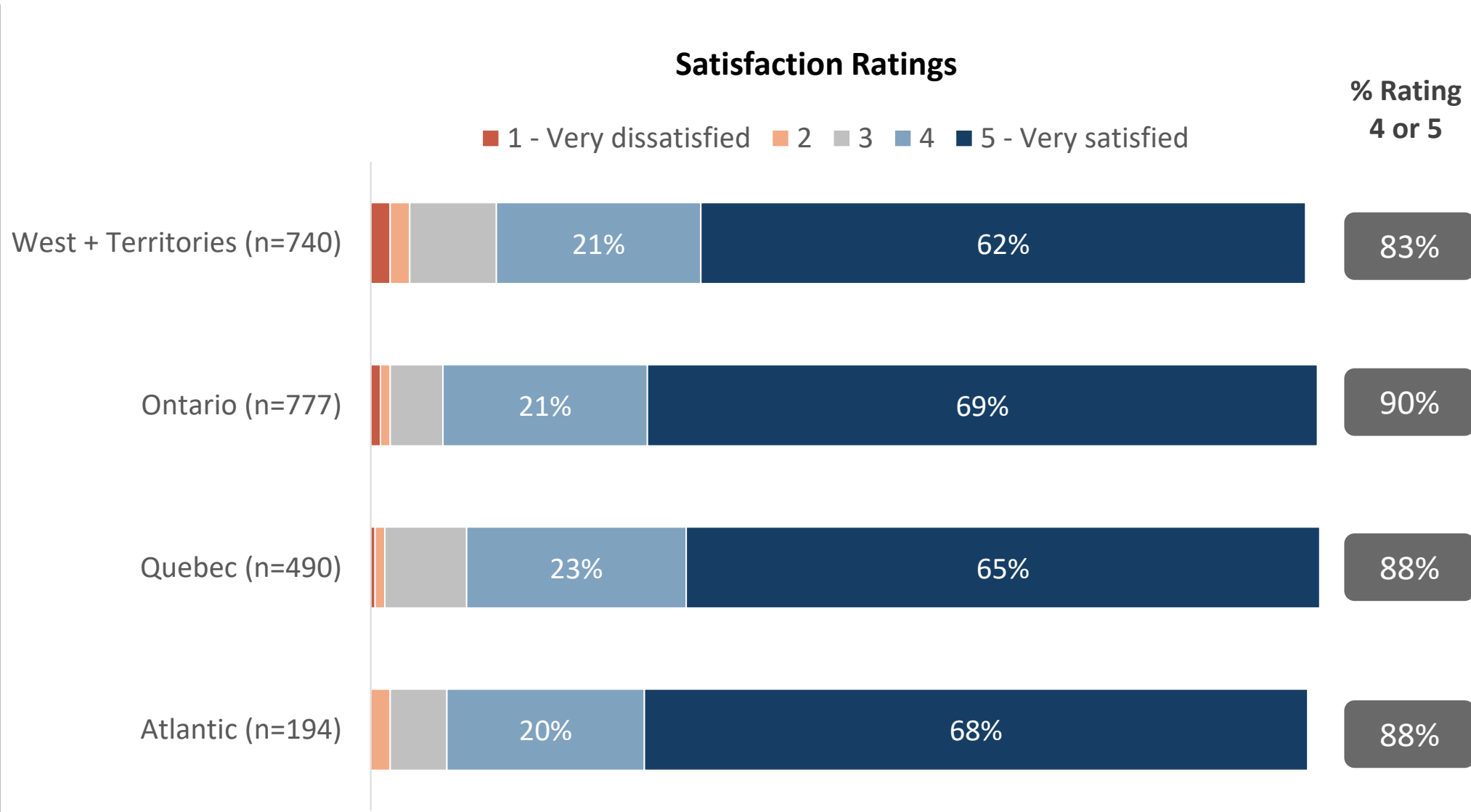
Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don’t know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Satisfaction by Region

Overall satisfaction with Service Canada is high across all regions, with 83% to 90% of respondents rating their experience a 4 or 5 out of 5.

Ontario (90%) and Quebec (88%) respondents are more likely than those in the West and Territories (83%)¹ to report being satisfied with the service received.

Dissatisfaction is low across all regions, ranging from 1% to 5% rating their experience a 1 or 2 out of 5.



1. Differences between this region and Atlantic Canada are not significant.

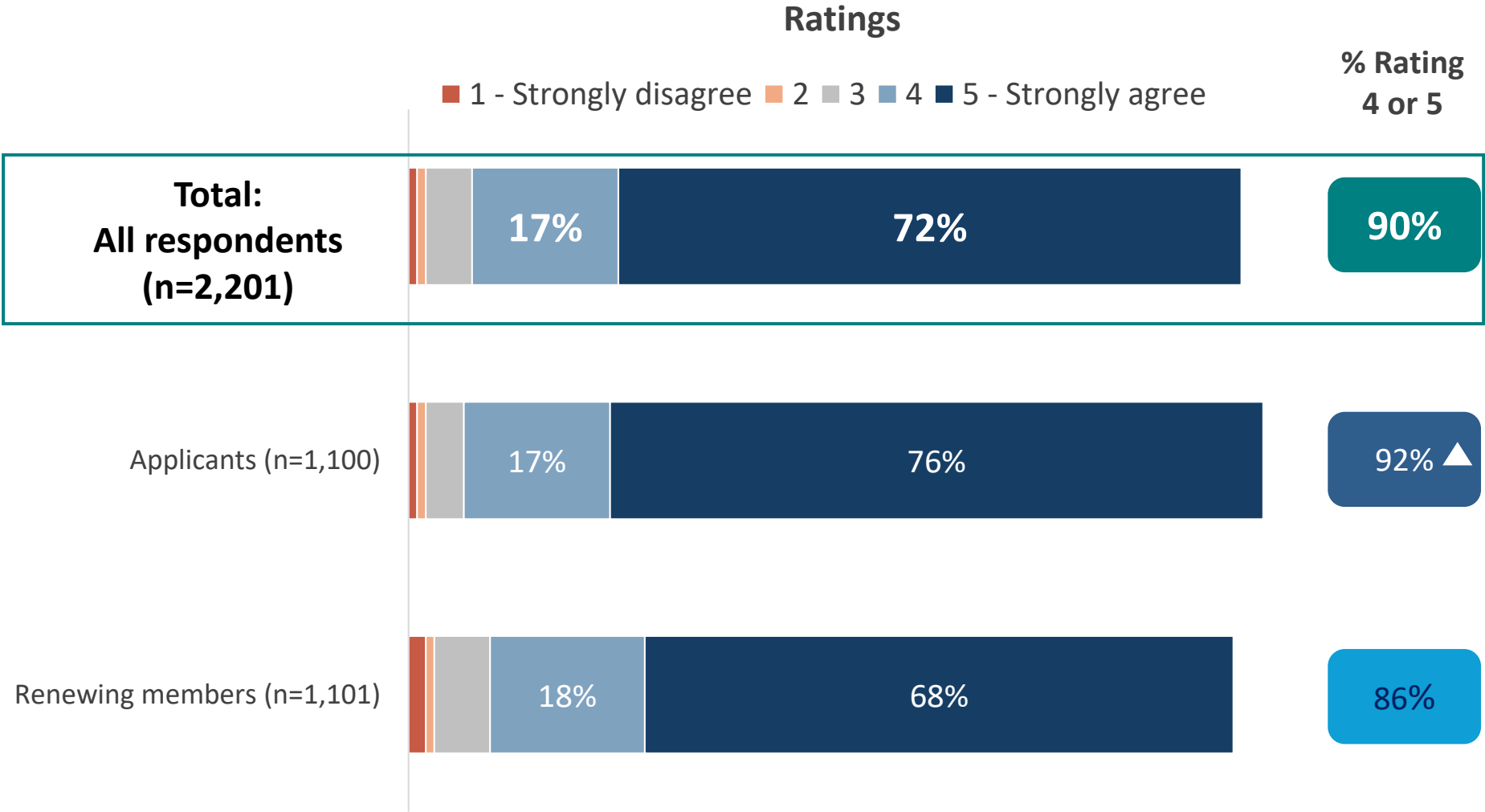
Again, thinking about the overall service from getting information about the CDCP to receiving a decision...
Q18: How satisfied were you with the overall service you received from Service Canada? / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don’t know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Ease

Most clients (90%) agreed that it was easy to apply for or renew their dental benefits, including 72% who strongly agreed.

Applicants are more likely than renewing members to have found it easy (92% vs. 86%).

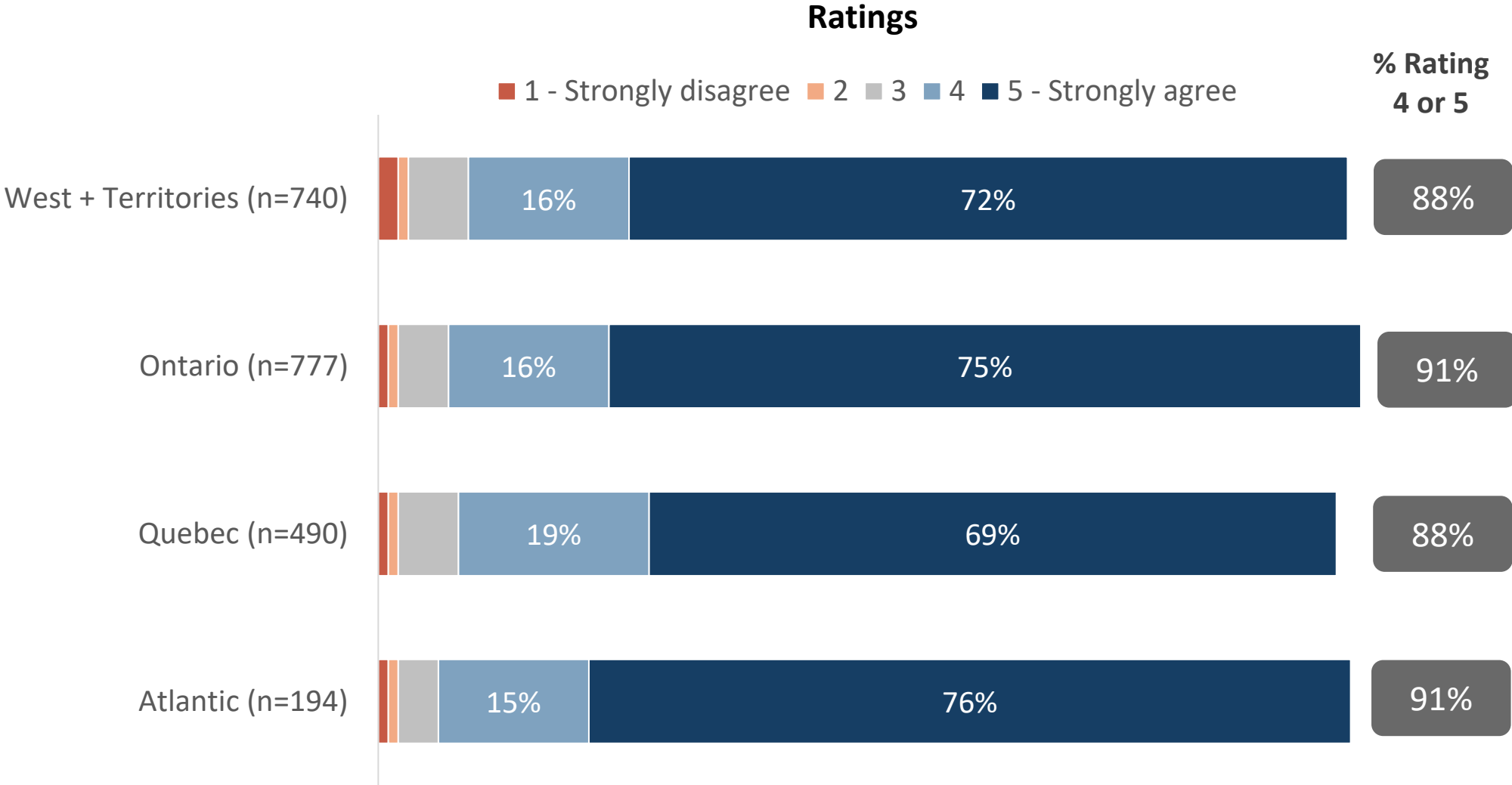


Q17g: Overall, it was easy to apply for / renew your dental benefits?
Base: Service Canada clients.
Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Ease by Region

Ease of applying for or renewing dental benefits is rated highly across all regions, with at least 88% of Service Canada clients assigning a rating of 4 or 5.

Most respondents provided the highest possible rating (a rating of 5), particularly in Ontario (75%) and Atlantic Canada (76%).

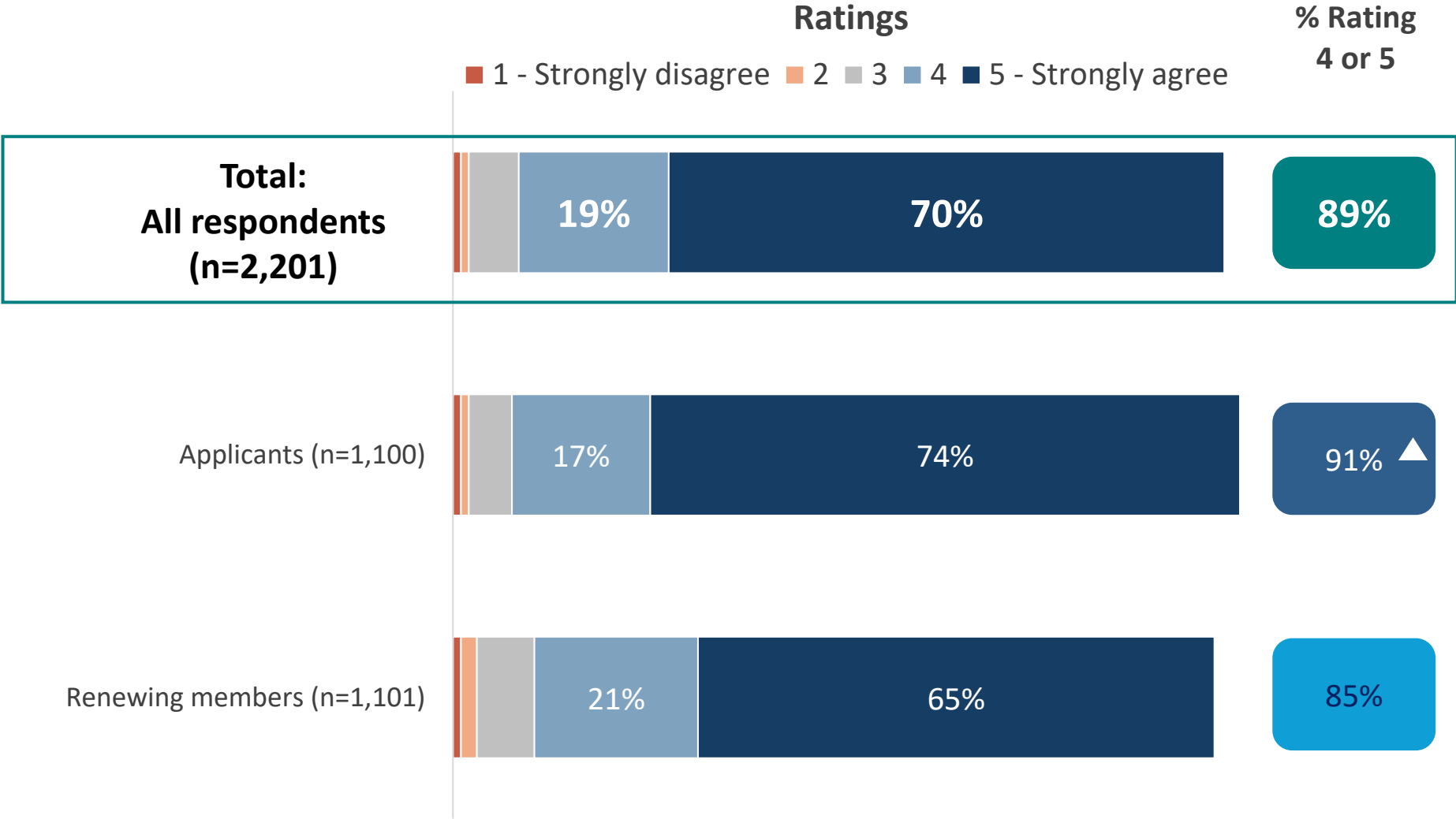


Q17g: Overall, it was easy to apply for / renew your dental benefits? / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Effectiveness

Most clients report moving smoothly through all steps of their application or renewal, with higher overall agreement among applicants (91%) than renewing members (85%).



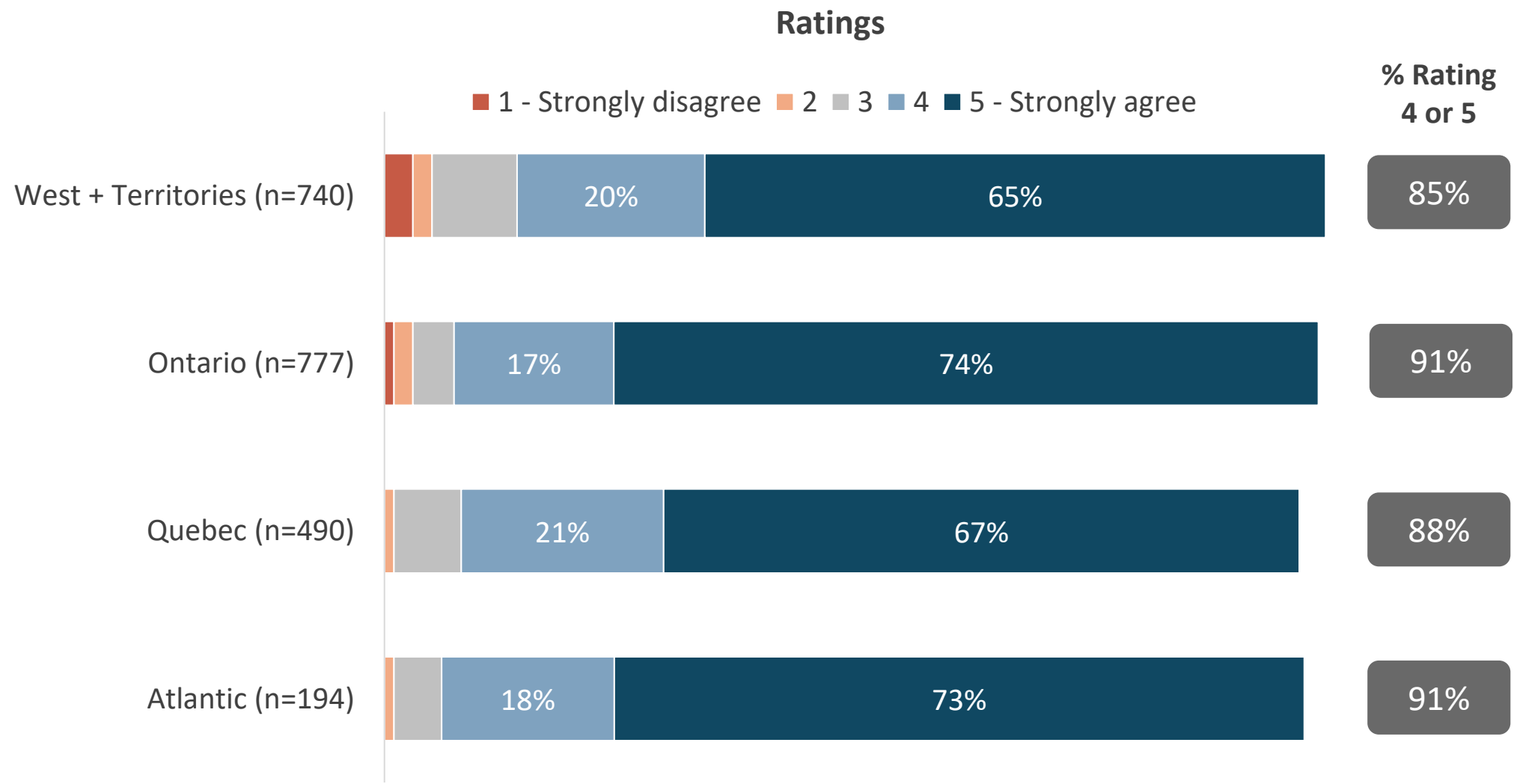
Q17a: You were able to move smoothly through all of the steps. / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

▲ Significantly higher/lower than the comparison group.

Performance: Overall Effectiveness by Region

Perceived effectiveness is high across all regions, although ratings are lower in the West and Territories (85%) than in Ontario (91%) and Atlantic Canada (91%).



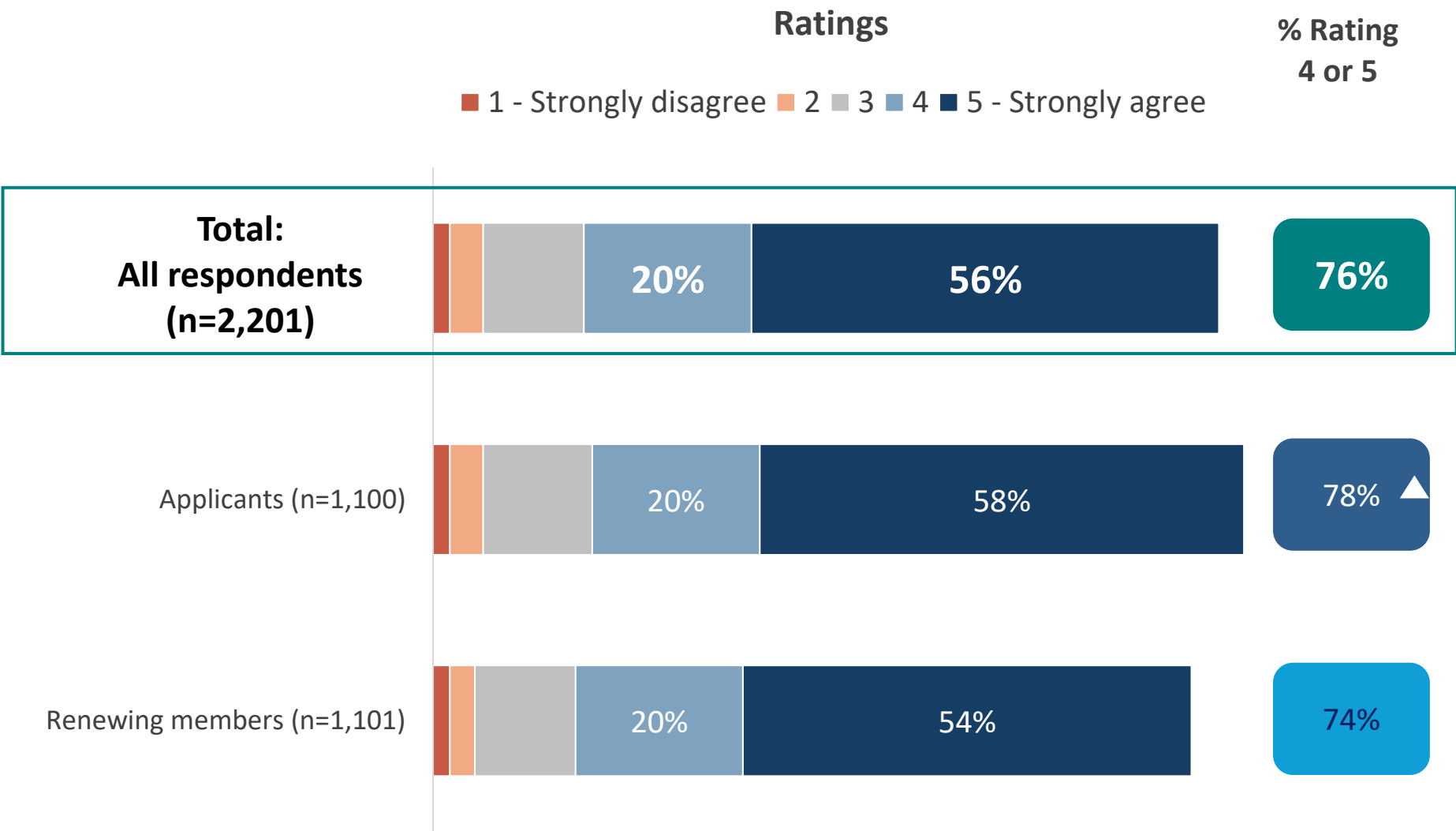
Q17a: You were able to move smoothly through all of the steps. / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Emotion

Three-quarters of clients (76%) are confident that any issues or problems encountered when applying or renewing would have been easily resolved.

Confidence is higher among applicants (78%) than among renewing members (74%).



Q17m: You were confident that any issues or problems would have been easily resolved. / Base: Service Canada clients.

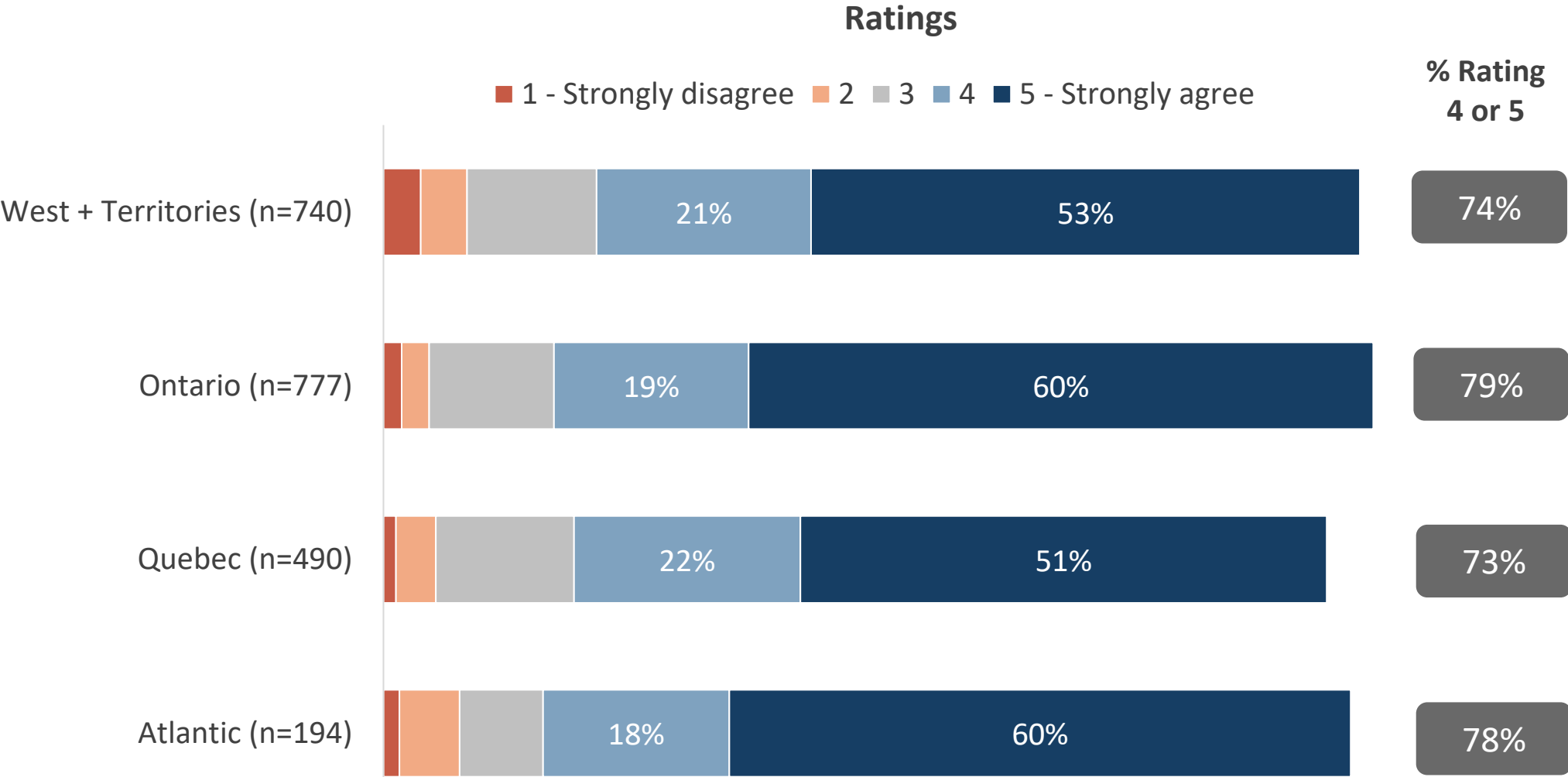
Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because "Don't know" and "Not Applicable" responses are excluded in the chart.

▲ Significantly higher/lower than the comparison group.

Performance: Overall Emotion by Region

Confidence that issues or problems would be easily resolved is generally positive across all regions, with between 73% and 79% of respondents assigning a rating of 4 or 5.

Ontario respondents (79%) are more likely than those in the West and Territories (74%) and Quebec (73%) to express confidence that issues would be resolved.

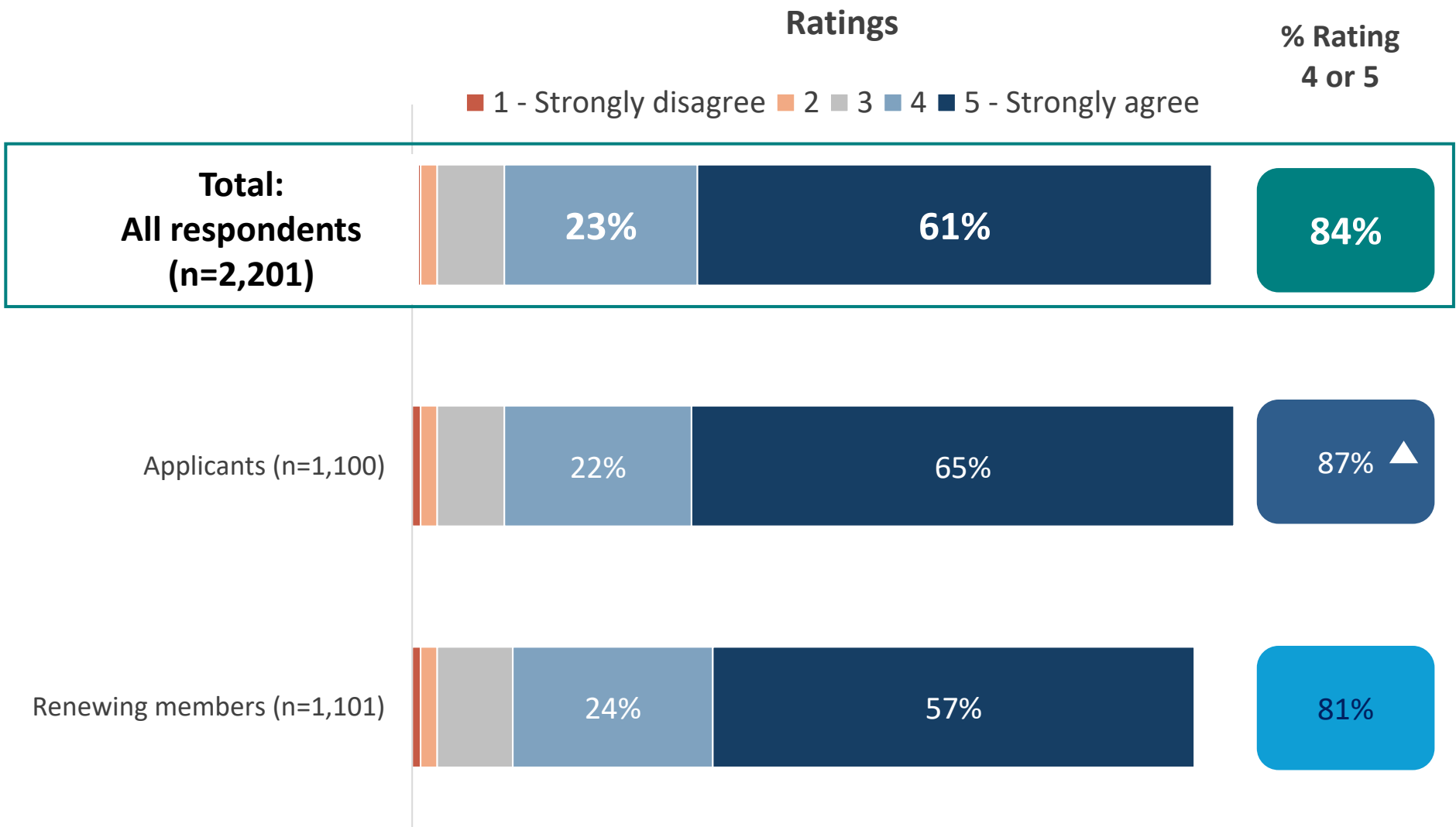


Q17m: You were confident that any issues or problems would have been easily resolved. / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Performance: Overall Timeliness

Most clients reported that the amount of time required for their application or renewal was reasonable, with perceptions more positive among applicants (87%) than renewing members (81%).



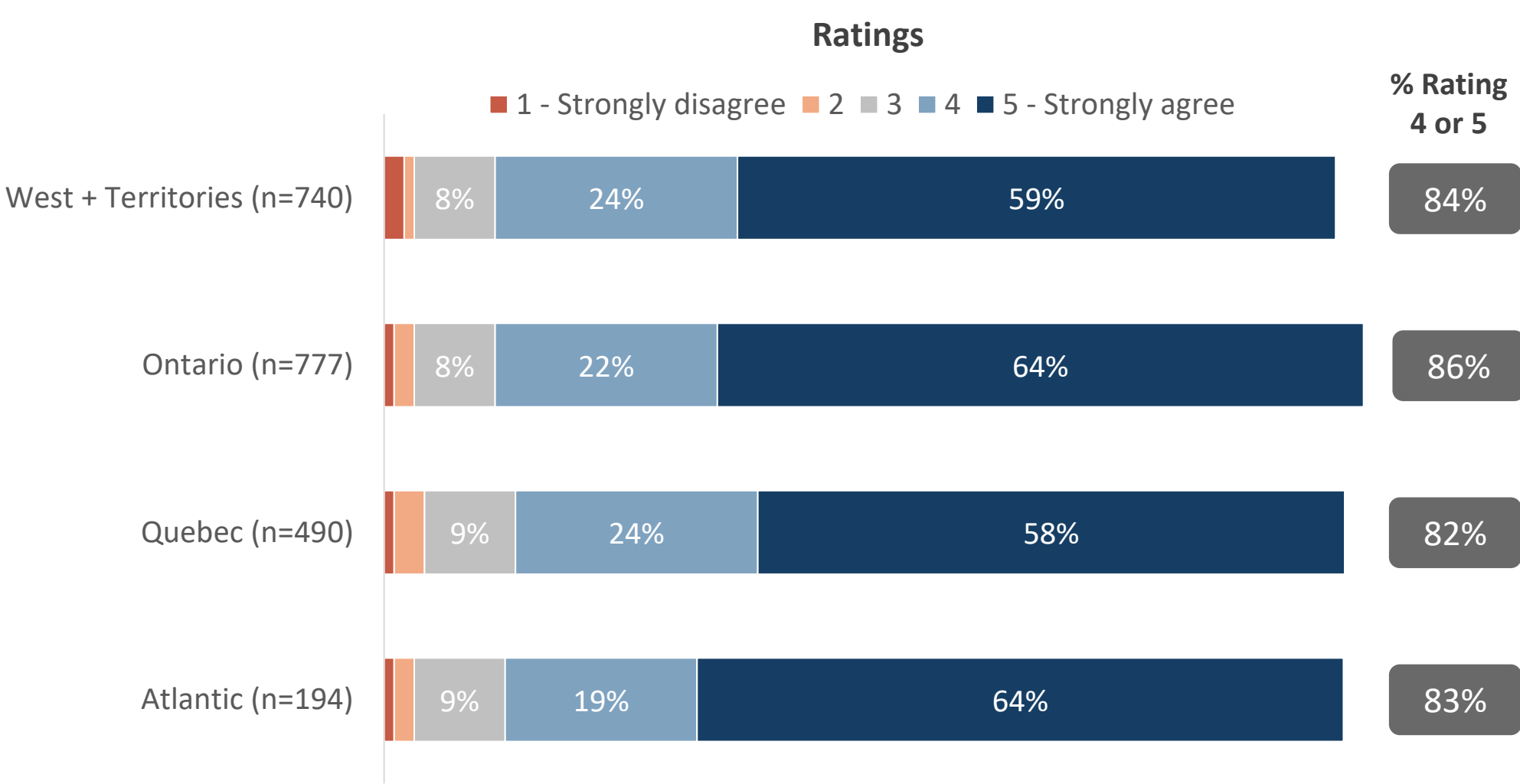
Q17n: The amount of time it took, from when you started gathering information [IF RENEWAL: to renew] to when you got a decision on your application [IF RENEWAL: renewal], was reasonable. / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

▲ Significantly higher/lower than the comparison group.

Performance: Overall Timeliness by Region

Most respondents across all regions feel that the amount of time it took to receive a decision was reasonable, with 82% to 86% assigning a rating of 4 or 5.



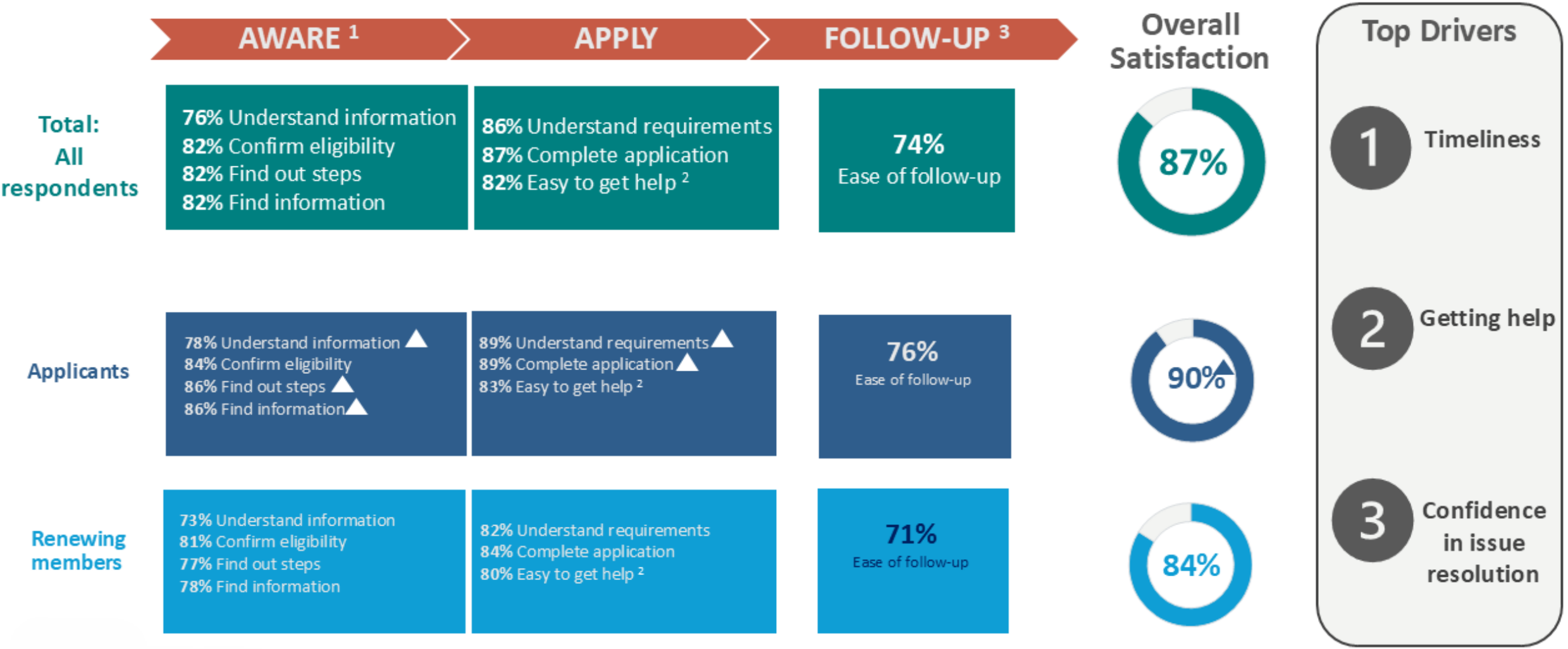
Q17n: The amount of time it took, from when you started gathering information [IF RENEWAL: to renew] to when you got a decision on your application [IF RENEWAL: renewal], was reasonable. / Base: Service Canada clients.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

2. Snapshot of Client Journey

Client Journey: Service Dimensions and Overall Satisfaction

Applicants report higher ratings than renewing members on most awareness measures and on some aspects of the application process. Overall satisfaction is also higher among applicants, while follow-up experiences are similar across groups.



Base: Service Canada clients.

1. Among those that contacted government for information about benefits: Total: n=1,945 | Applicants: n=926 | Renewing members: n=1,019.

2. Results for “ease of getting help” are based on clients who required assistance, excluding those for whom the question was not applicable.

3. Among those that followed-up: Total: n=304 | Applicants: n=176 | Renewing members: n=128.



Detailed Findings: SERVICE CHANNEL EXPERIENCE

1. Understanding Information

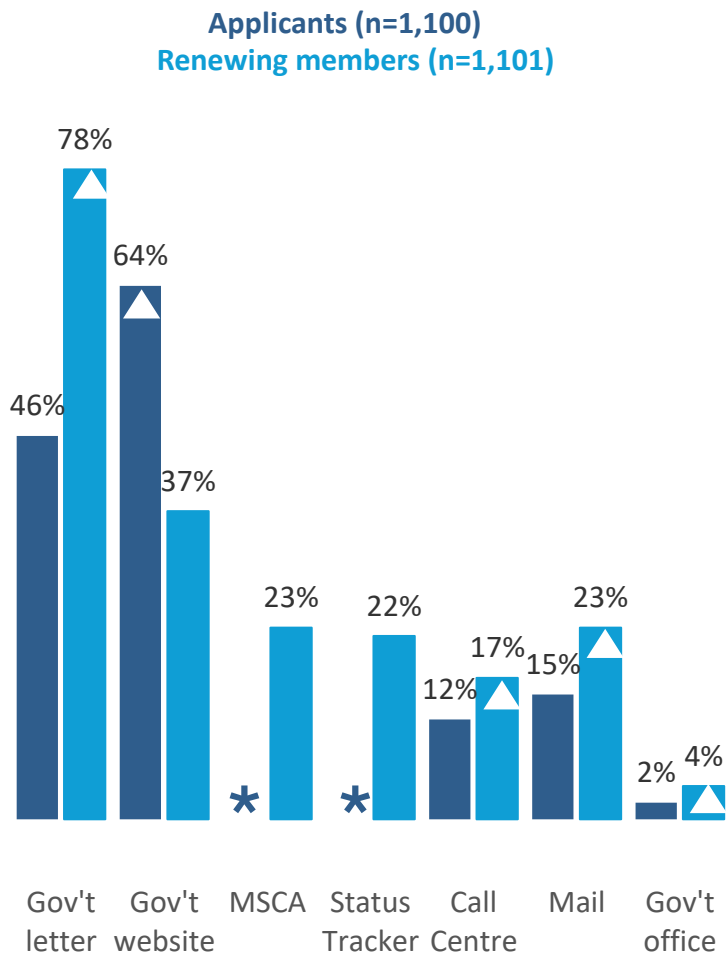
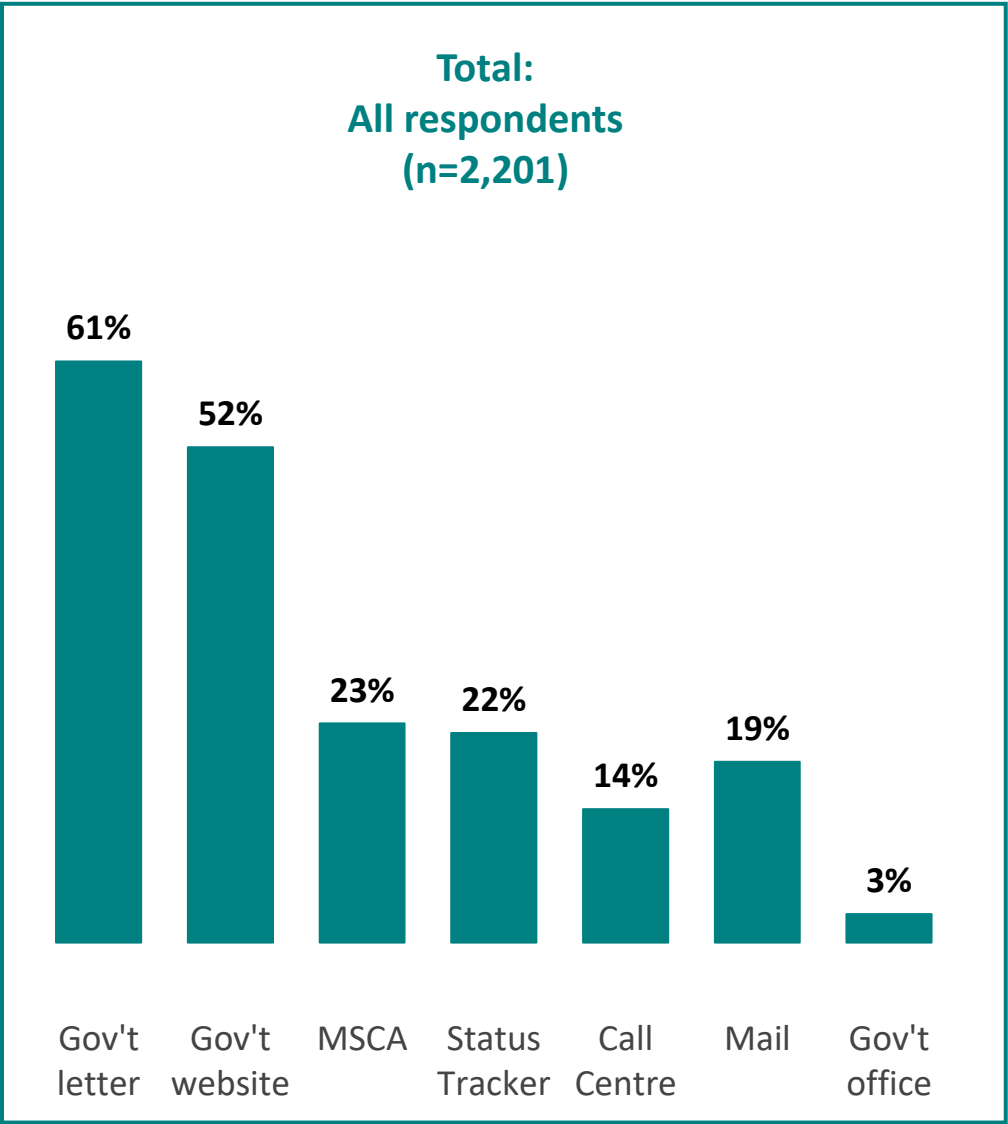
Government Sources of Information about the CDCP

Most clients learn about the CDCP through a letter from the government (61%) and the government website (52%).

Use of information sources differs notably by client type. Renewing members are much more likely to report learning about the plan through a letter (78%), while applicants are more likely to rely on the website (64%).

Other sources are used by smaller proportions of clients.

Note: “Government letter” refers to correspondence received by individuals while “Mail” is postal correspondence sent by individuals to government.



*Not available for applicants in 2025.
Q1: How did you find out you needed to renew your dental benefits? / How did you find out about these dental benefits?
Base: Service Canada clients.

Sources of Information about the CDCP by Service Canada Client Group

The service channels clients used to learn about the CDCP vary across client groups. Traditional channels, particularly government letters, are used more by seniors, e-vulnerable clients, rural/remote clients, and clients with lower levels of education. Digital channels, particularly the website, are used more by newcomers, youth, racialized clients, and urban clients.

MSCA and the CDCP Status Tracker are less commonly reported sources of information than letters and the website. Across client groups where results can be reported, 13% to 27% learned about the CDCP through MSCA. Use of the CDCP Status Tracker is similar across most groups (13% to 26%), except among youth, where it is higher (40%).

Call centre use differs across client groups, while mail use is more consistent. In-person service is used infrequently across all groups.

Service Canada clients Client Group	Service Channels						
	Letter	Website	MSCA	Status Tracker	Call Centre	Mail	In-person
	% that used each						
Disability	61%	41% ▼	19%	20%	19% ▲	24% ▲	4%
E-vulnerable	67% ▲	28% ▼	13% ▼	13% ▼	24% ▲	26% ▲	7% ▲
Lower education	65% ▲	42% ▼	19% ▼	18% ▼	18% ▲	22% ▲	4%
Indigenous*	62%	48%	‡	‡	25% ▲	19%	‡
Newcomer*	42% ▼	69% ▲	‡	‡	‡	21%	‡
Racialized	53% ▼	61% ▲	27%	26%	11% ▼	20%	5%
Rural/remote	66% ▲	44% ▼	20%	15% ▼	17%	21%	3%
Urban	59% ▼	54% ▲	25%	24% ▲	13%	18%	3%
Youth	45% ▼	66% ▲	‡	40%	7%	16%	‡
Seniors	69% ▲	40% ▼	21%	20%	18% ▲	21% ▲	4%
Non-English/French speakers*	50%	63%	--	‡	‡	29%	‡

Q1: How did you find out you needed to renew your dental benefits? / How did you find out about these dental benefits?

Base: Service Canada clients. Sizes by client group vary.

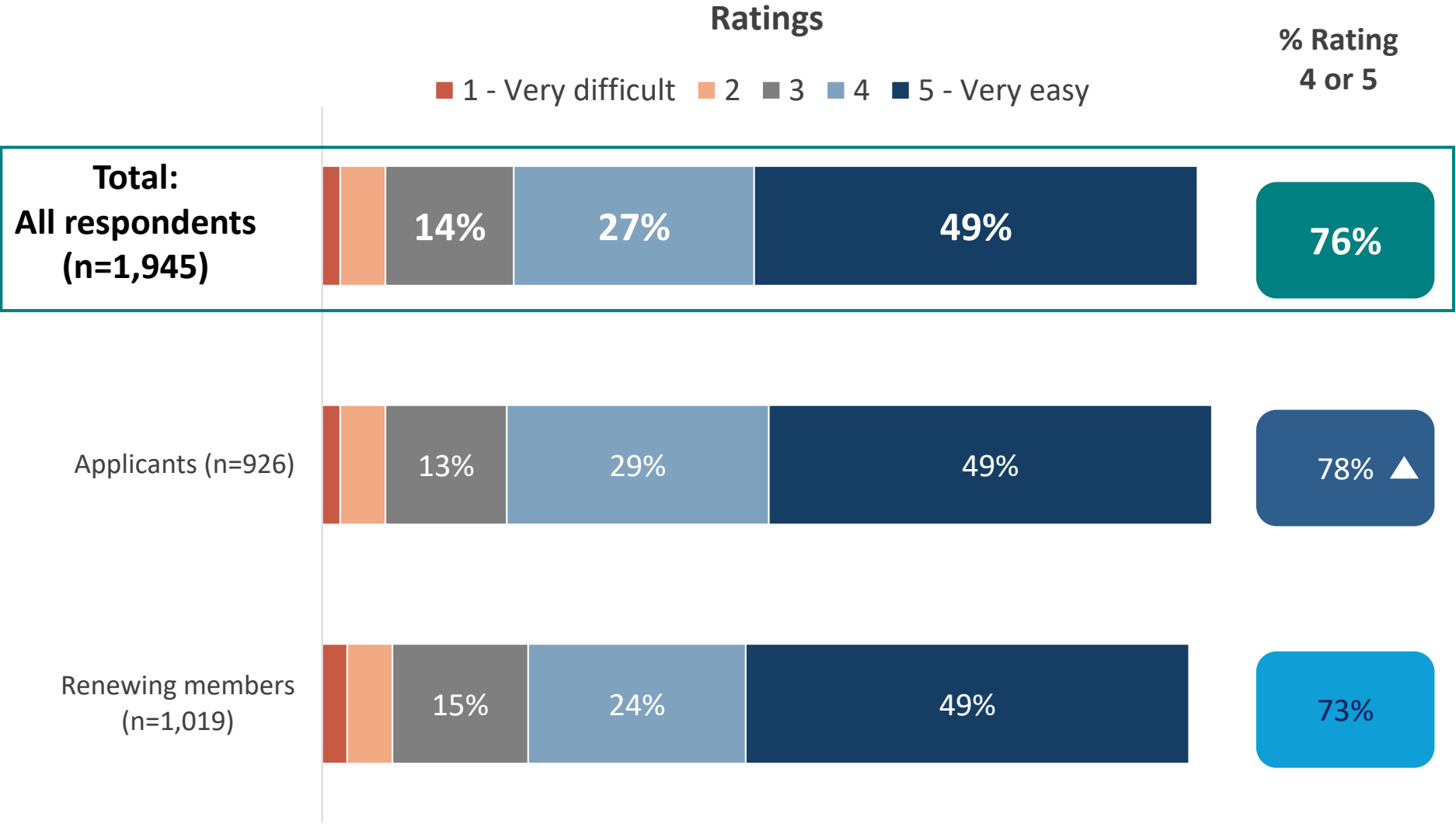
*Results are based on a small sample (n<100). ‡ Results suppressed due to a small cell count (<10).

▲ ▼ Significantly higher/lower than the comparison group.

Ease of Understanding Information: Overall

Most clients (76%) report that information about the CDCP is easy to understand (ratings of 4 or 5).

Applicants are more likely than renewing members to give positive ratings (78% vs. 73%), while few clients (7%) report difficulty understanding the information (ratings of 1 or 2).



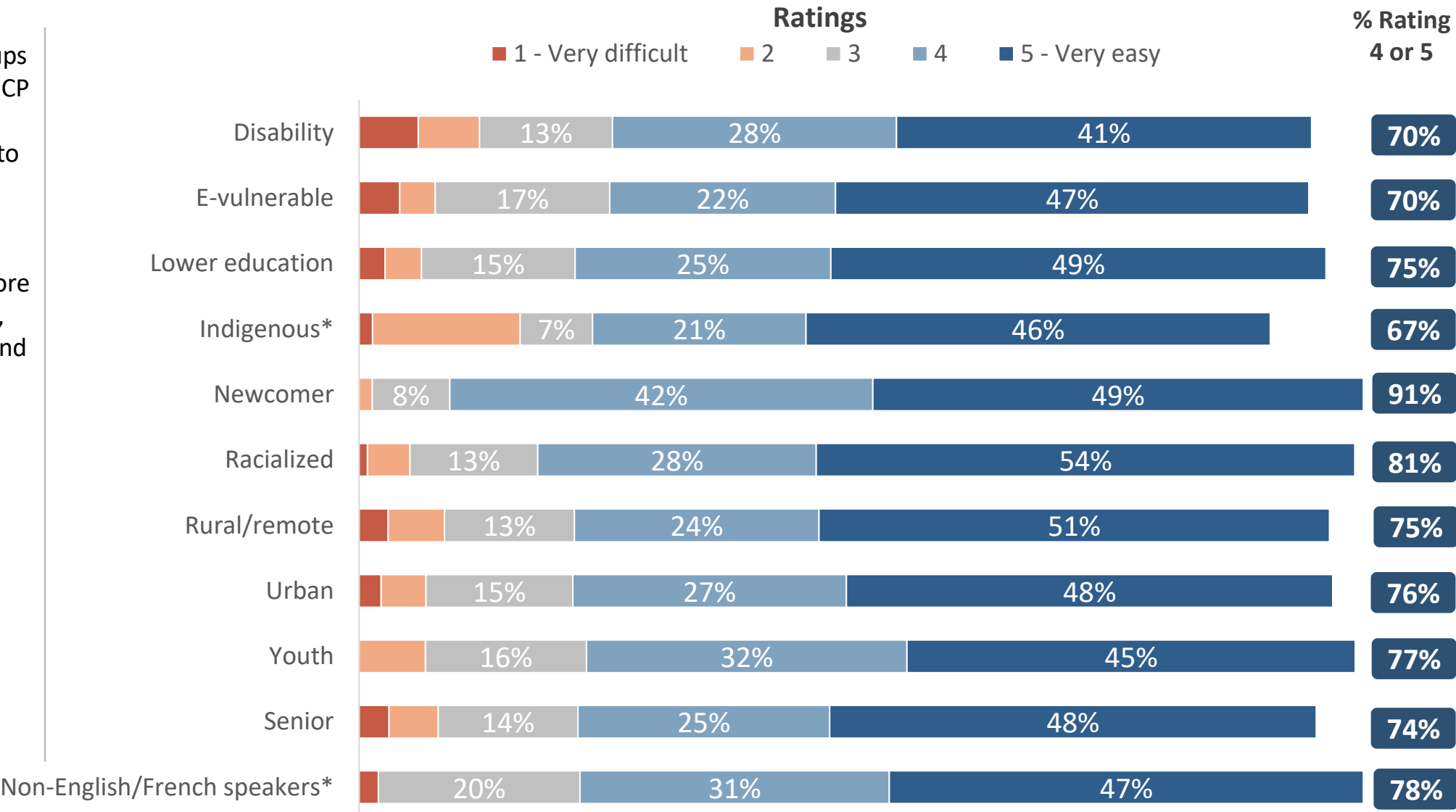
Q3A: When you were looking for information about the CDCP through government information sources, how difficult or easy was it to understand the information about the dental benefits? / Base: Service Canada clients who looked for information.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Ease of Understanding Information by Service Canada Client Group

Most Service Canada client groups found information about the CDCP easy to understand. Positive ratings (4 or 5) range from 67% to 91% across groups.

Newcomers and racialized respondents are significantly more likely to provide positive ratings, while persons with disabilities and e-vulnerable respondents are significantly less likely to do so (relative to their comparison groups).



Q3A: When you were looking for information about the CDCP through government information sources, how difficult or easy was it to understand the information about the dental benefits?

Base: Service Canada clients who looked for information.

Sizes by client group vary. *Results are based on a small sample (n<100).

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

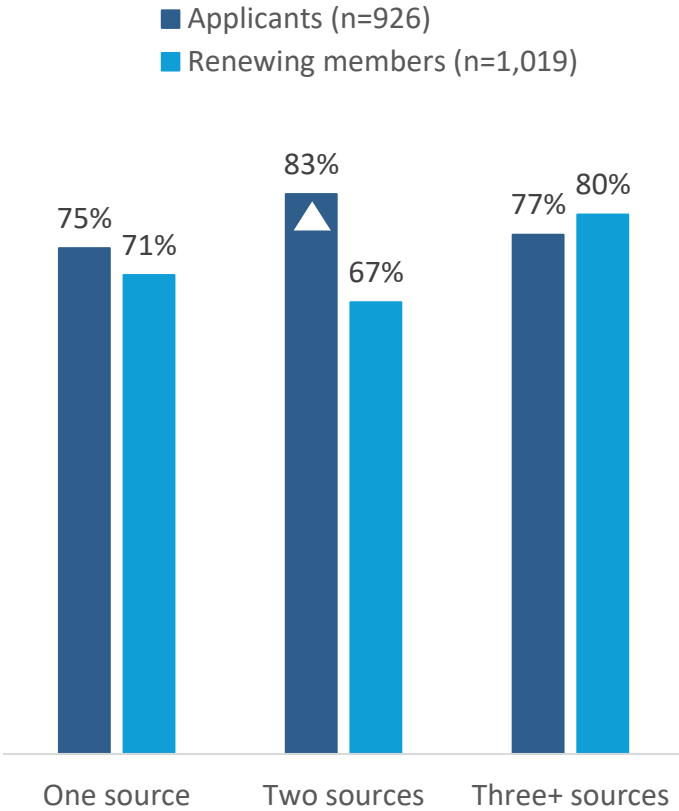
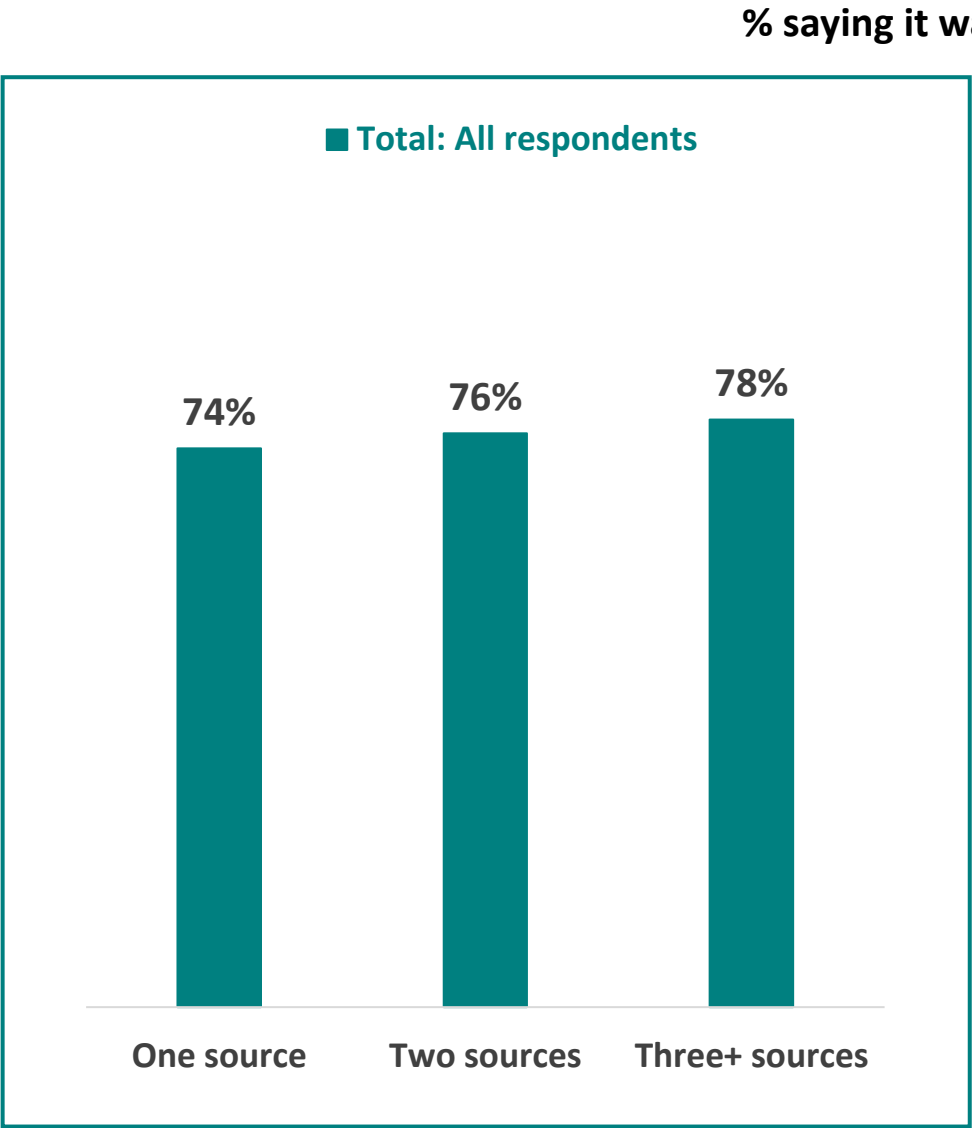
▲▼ Significantly higher/lower than the comparison group.

Ease of Understanding Information by the Number of Sources Used

Ease of understanding remains consistently high regardless of the number of information sources consulted, with between 74% and 78% of clients rating the information as easy to understand (4 or 5).

Among clients who consulted two information sources, applicants were more likely than renewing members to report that the information was easy to understand (83% vs. 67%).

No statistically significant differences between applicants and renewing members are observed among clients who consulted one source (75% vs. 71%) or three or more sources (77% vs. 80%).



Significantly higher/lower than the comparison group.

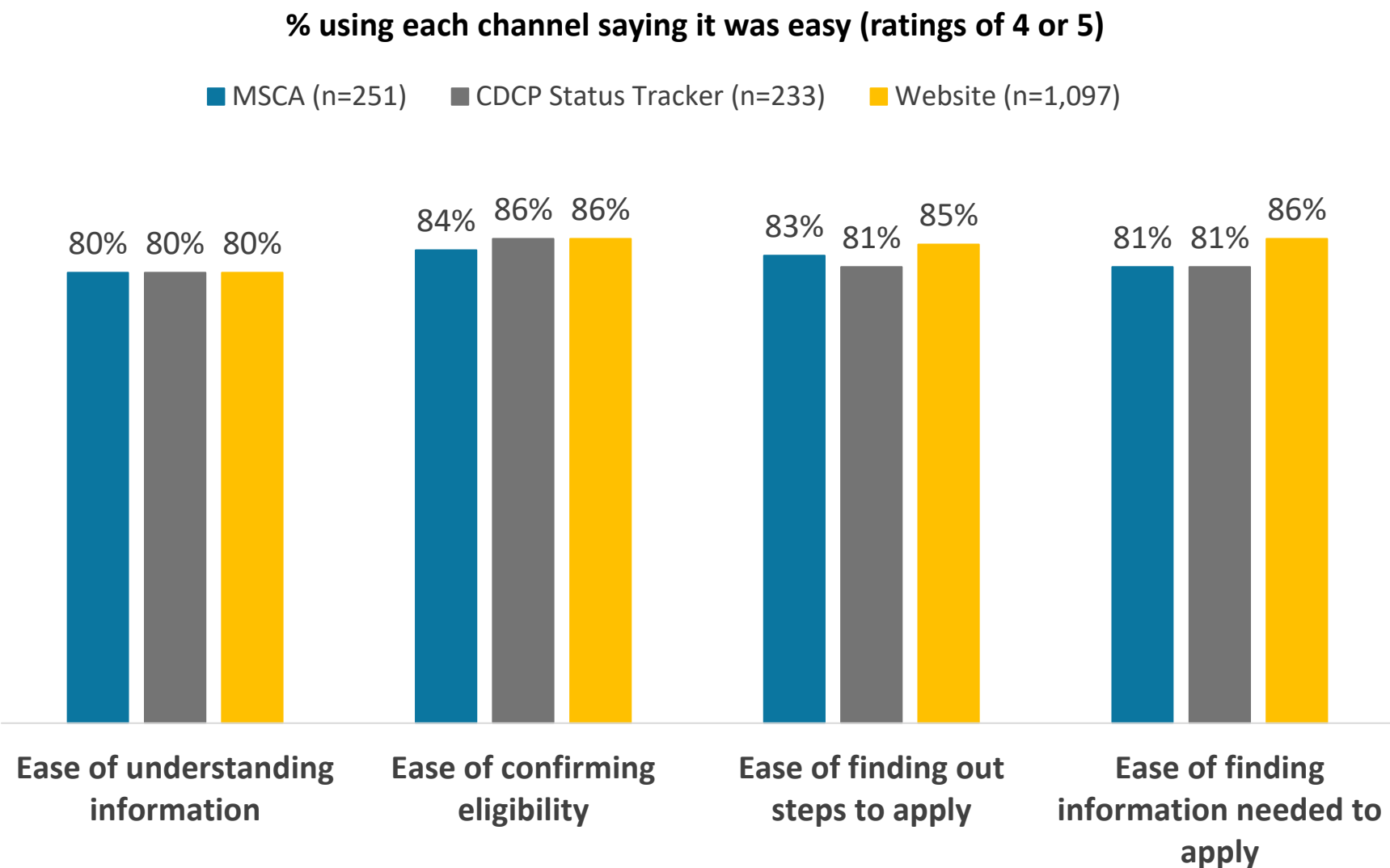
Q3A: When you were looking for information about the CDCP through government information sources, how difficult or easy was it to understand the information about the dental benefits? Base: Service Canada clients who looked for information.
Computed variable: Number of sources used during Aware Stage.

Ease of Understanding and Finding Information by Online Channels

Clients report consistently positive experiences across all online channels.

Across the MSCA, CDCP Status Tracker, and website, approximately four in five clients report that it is easy to understand information about the CDCP, confirm eligibility, find information needed to apply, and understand the application process.

Ratings are consistent across the three online channels, with no statistically significant differences observed.



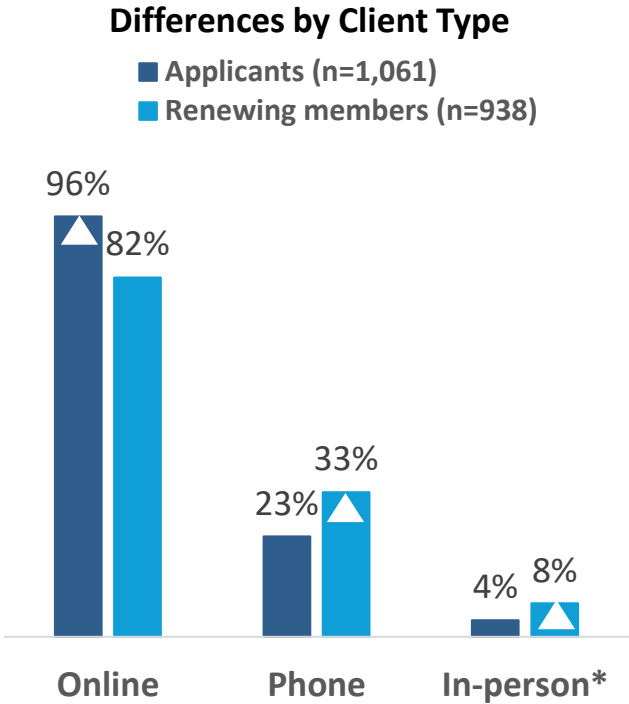
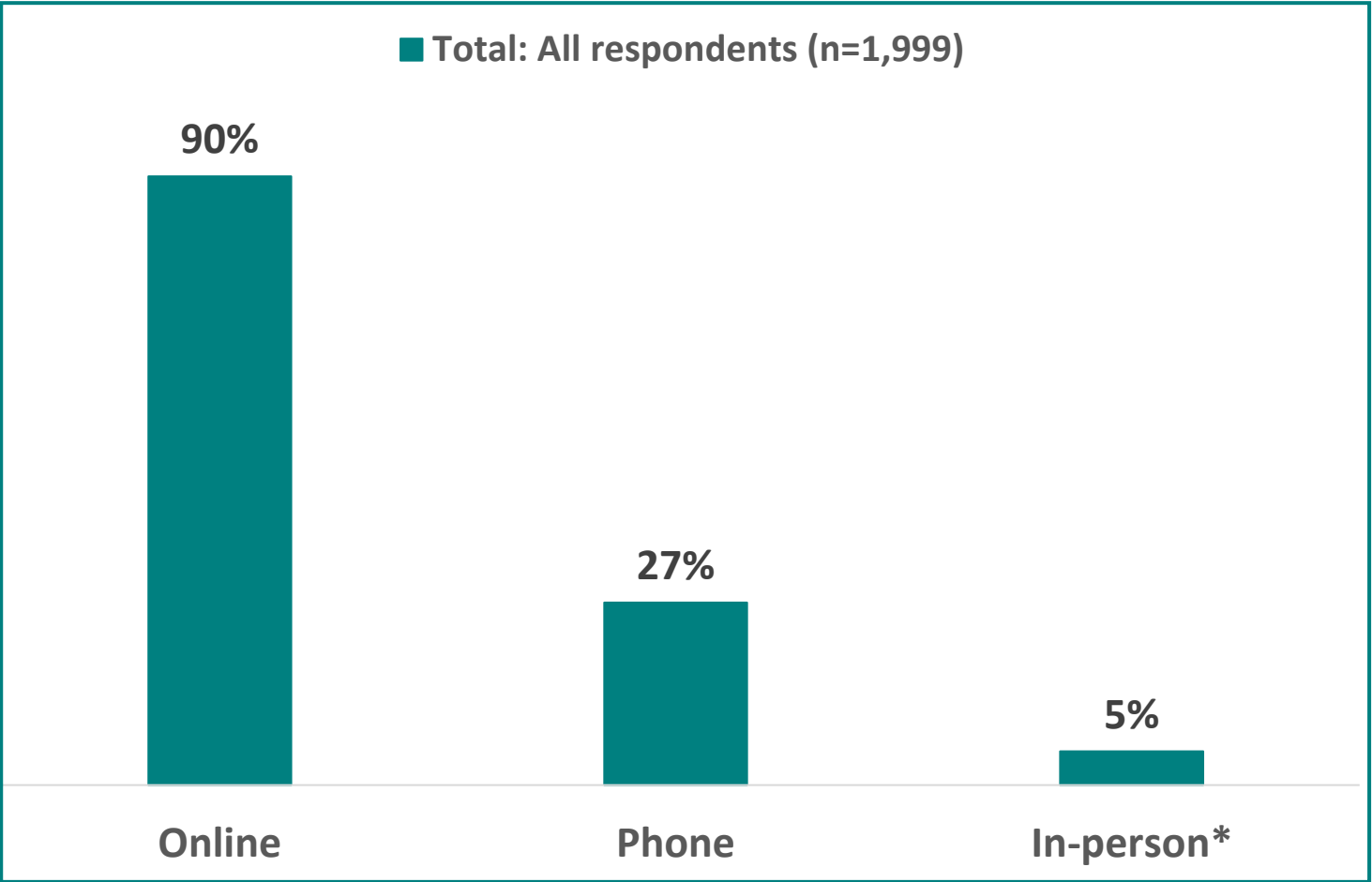
Q3: When you were looking for information about the CDCP through government information sources, how difficult or easy was it to?

Base: Service Canada clients who used each online channel to get information about the CDCP.

2. Channel Use

Service Channels Used Throughout the Client Journey

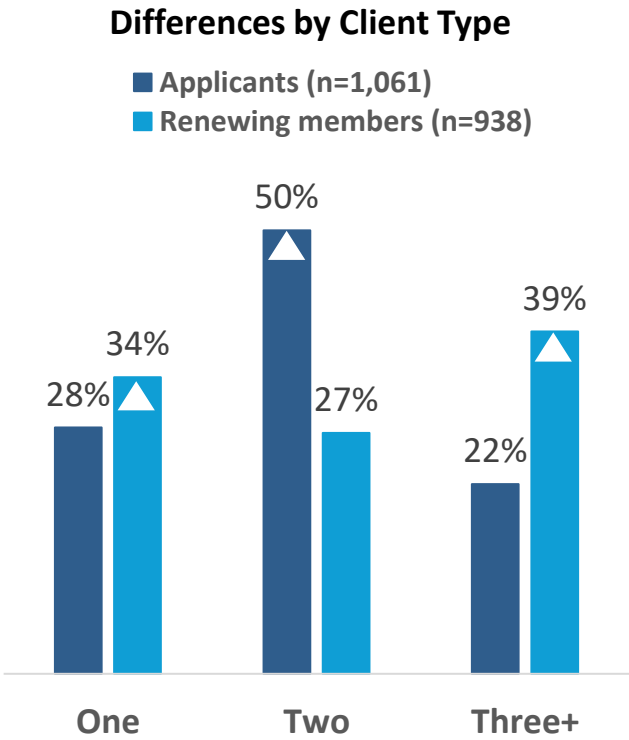
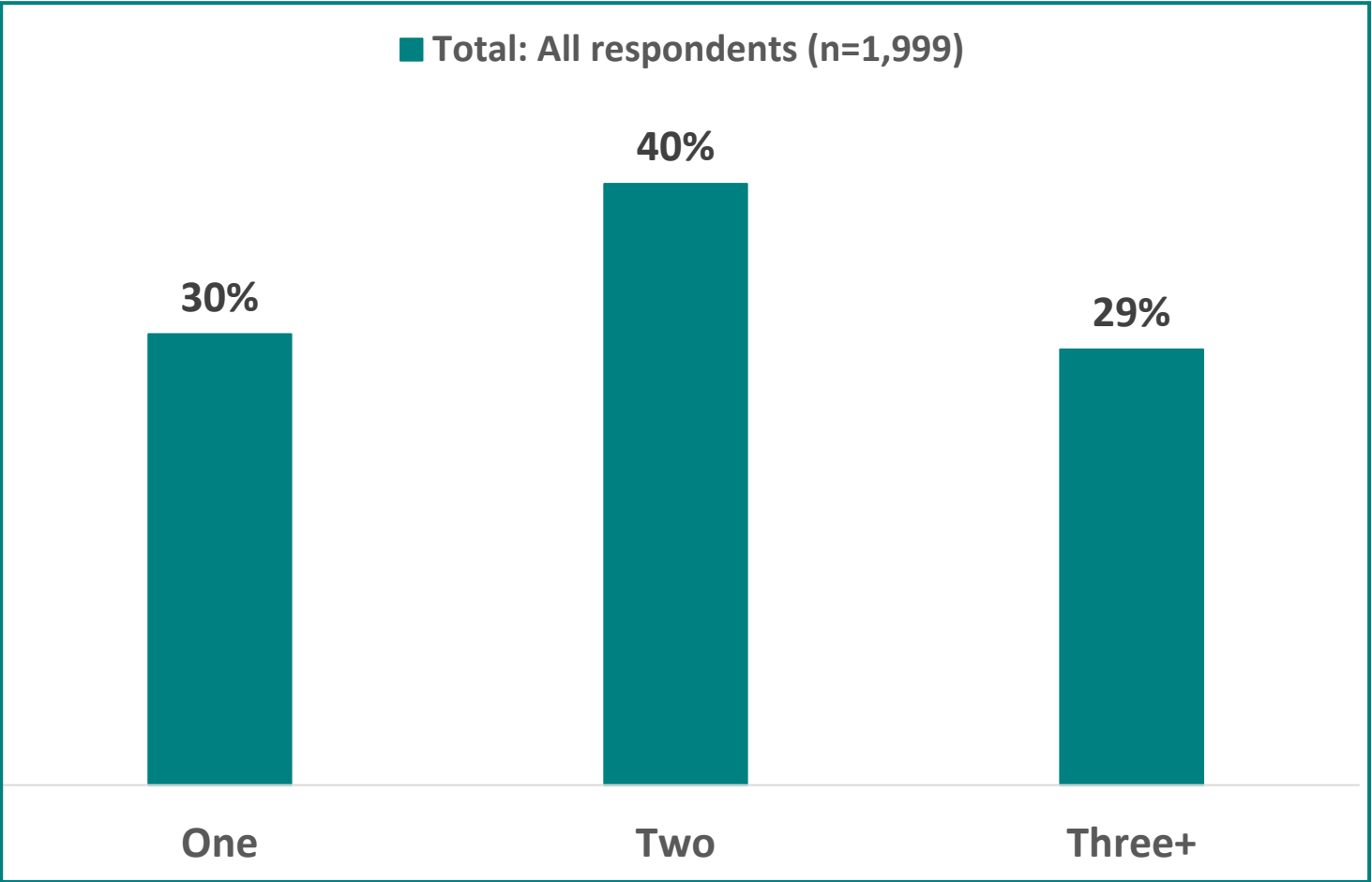
Online is the primary service channel throughout the client journey. Renewing members are more likely than applicants to use phone and in-person channels.



Base: Service Canada clients who used at least one channel.
Computed variables based on channel use questions: Q1, Q4 and Q10.
*In-person means that the respondent went in person to a government office at any stage of the client journey.

Number of Channels Used Throughout the Client Journey

Most clients use two or more service channels throughout their journey. Applicants are most likely to use two channels (50%), while renewing members are more likely to use three or more channels (39%), suggesting a more complex service journey among renewing members.



Base: Service Canada clients who used at least one channel.
Computed variables based on channel use questions: Q1, Q4 and Q10.

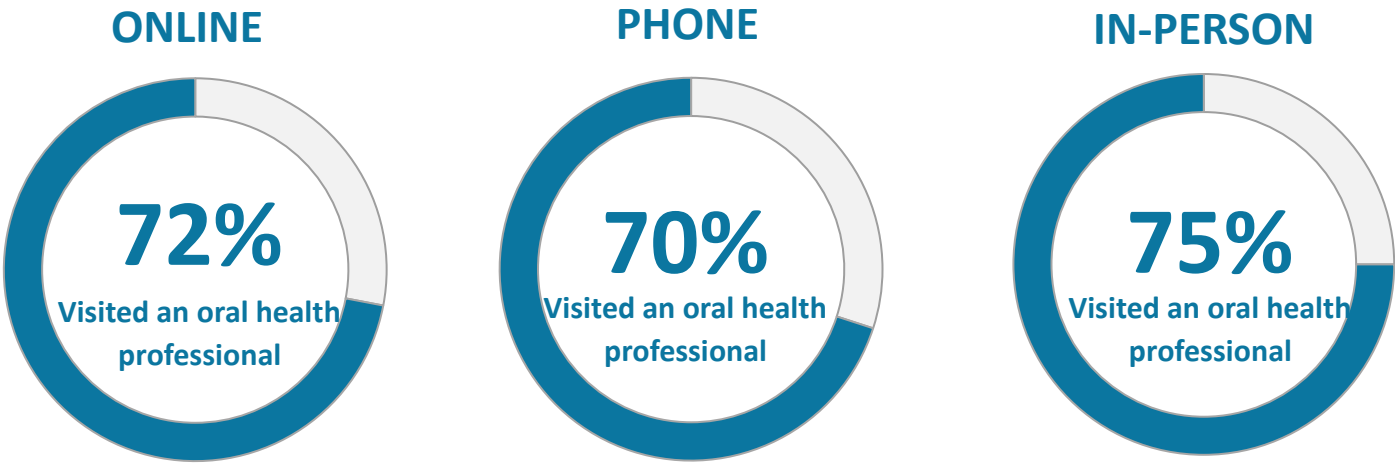
Channel Use: Oral Health Access Outcome

Rates of visiting an oral health professional since enrolling in the CDCP are similar across service channels, ranging from 70% to 75%.

Reported visits were highest among clients who used three or more service channels throughout their journey (77%), compared with those who used one (70%) or two channels (69%).

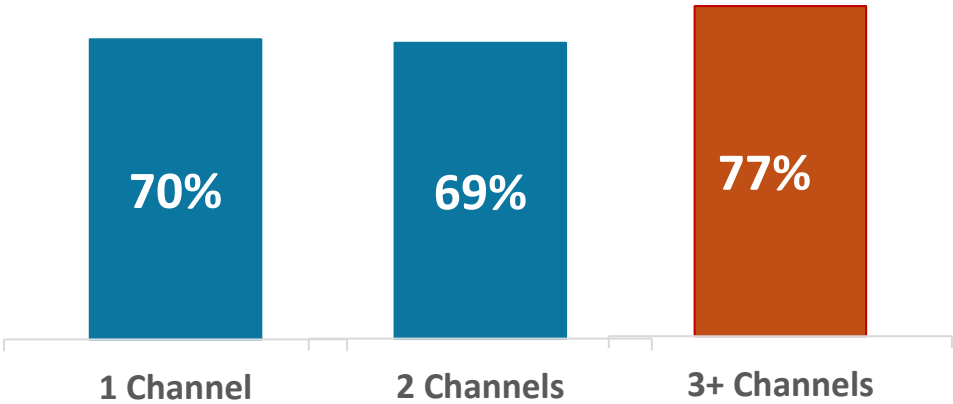
Service channel type

% that visited an oral health professional since enrolling in the CDCP by service channel use



Number of channels used

% that visited an oral health professional by the number of channels used

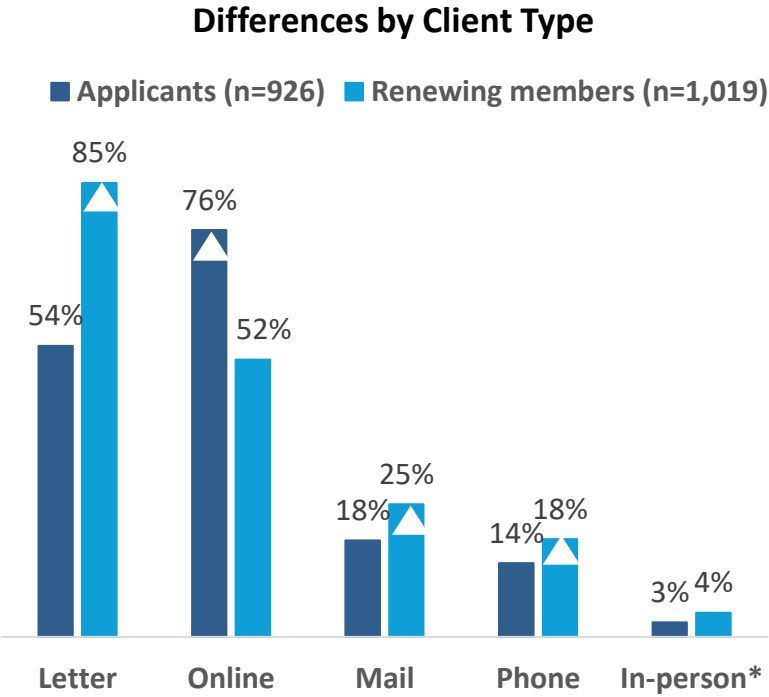
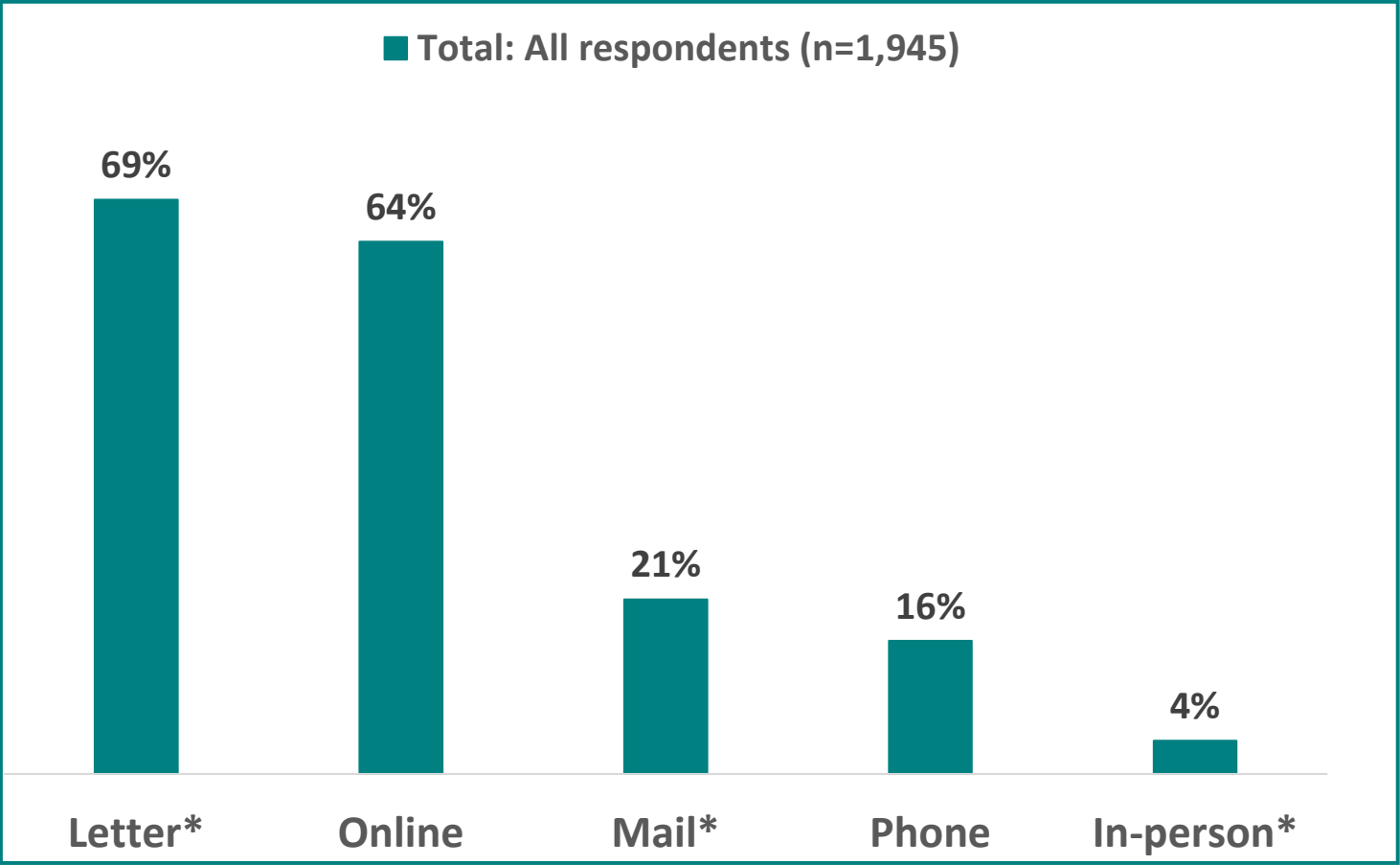


Channel count reflects the total number of channels used throughout the client journey.

Q24: Have you visited an oral health professional since enrolling in the CDCP?
Computed variables based on channel use questions: Q1, Q4 and Q10.
Base: n=1,959; CDCP members who reported using a channel.

Type of Channels: AWARE

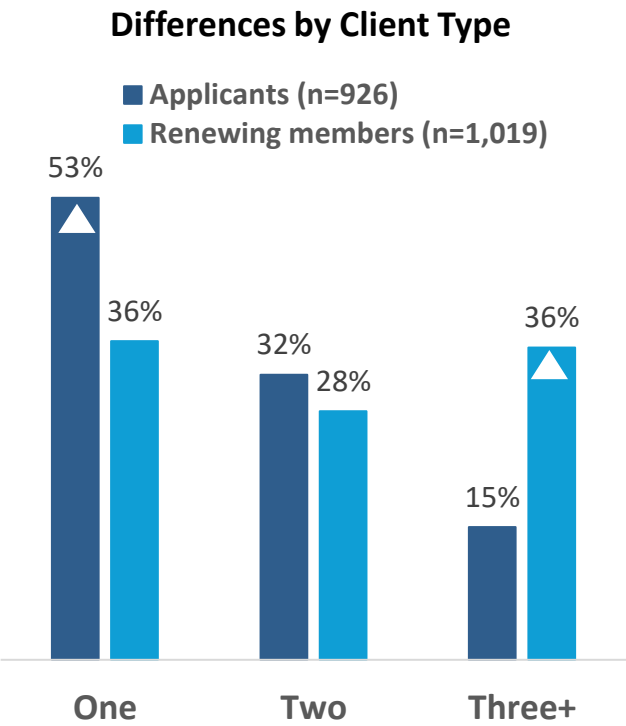
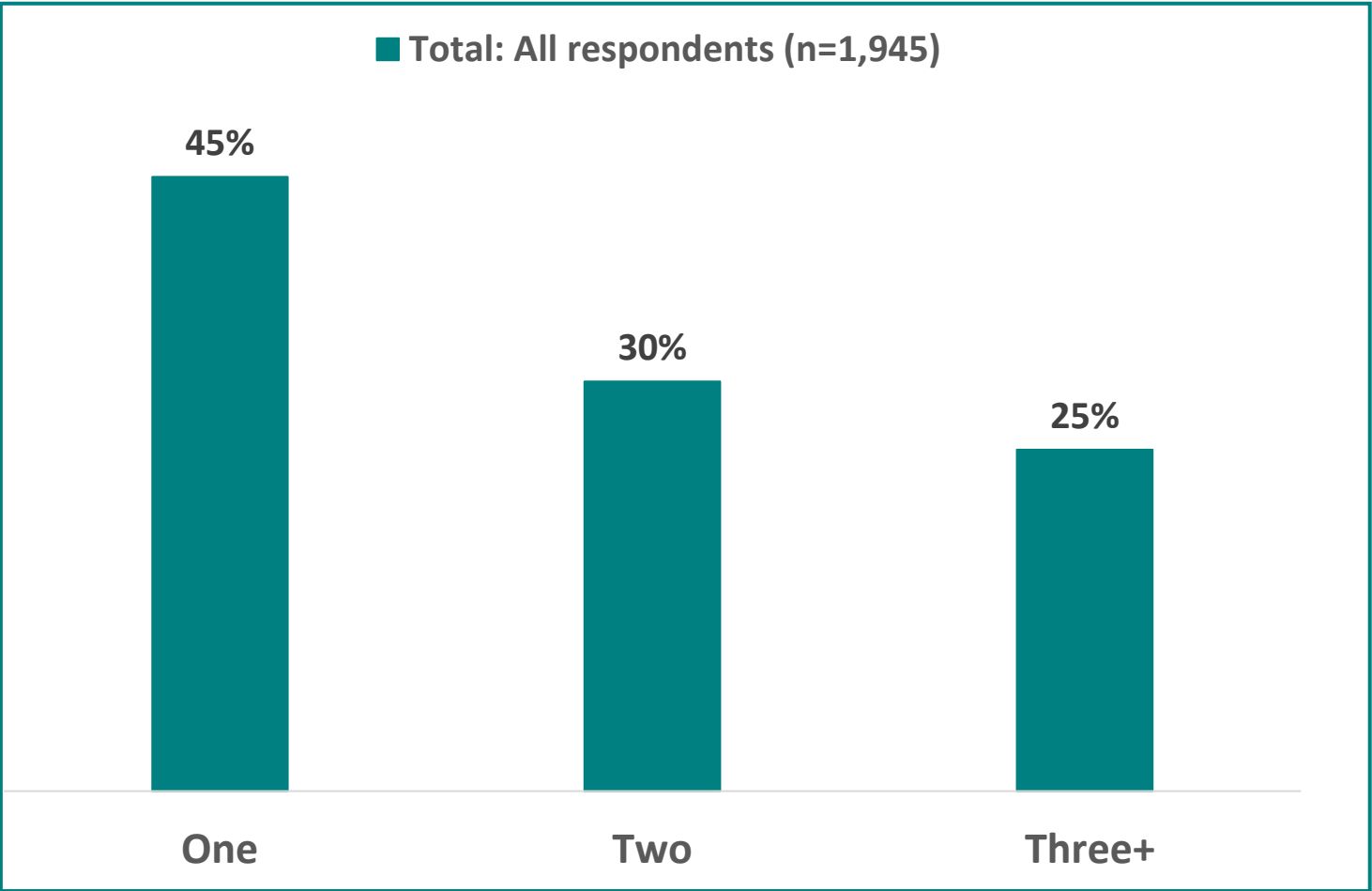
At the AWARE stage, letters and online channels are the most commonly used sources of information. Applicants are more likely than renewing members to learn about the CDCP through online channels, while renewing members are more likely to rely on letters, mail and phone.



Computed variables: Type of channels used to become aware. / Base: Service Canada clients who used these channels.
* “Letter” is correspondence from the government received by individuals, “Mail” is postal correspondence sent by individuals to government, and “In-person” means that the respondent went in person to a government office at this stage.

Number of Channels: AWARE

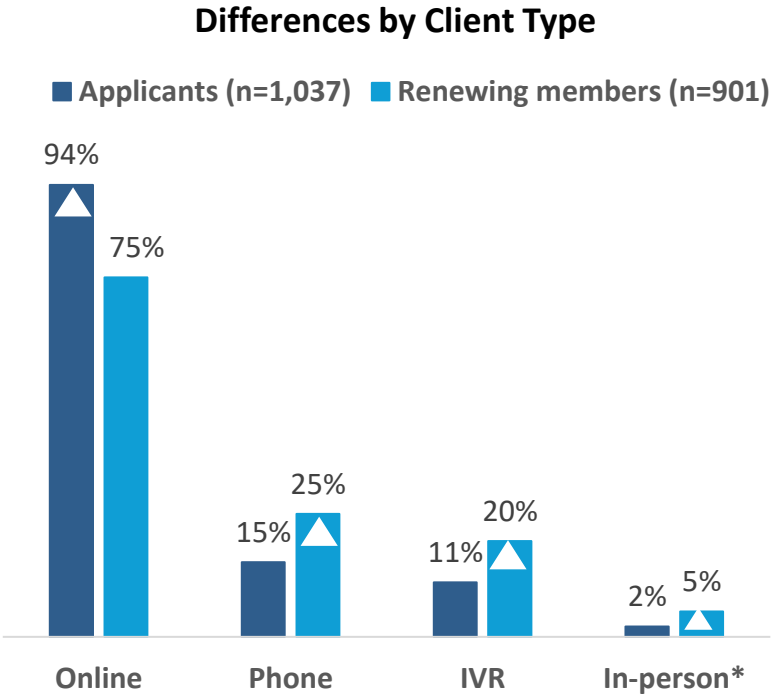
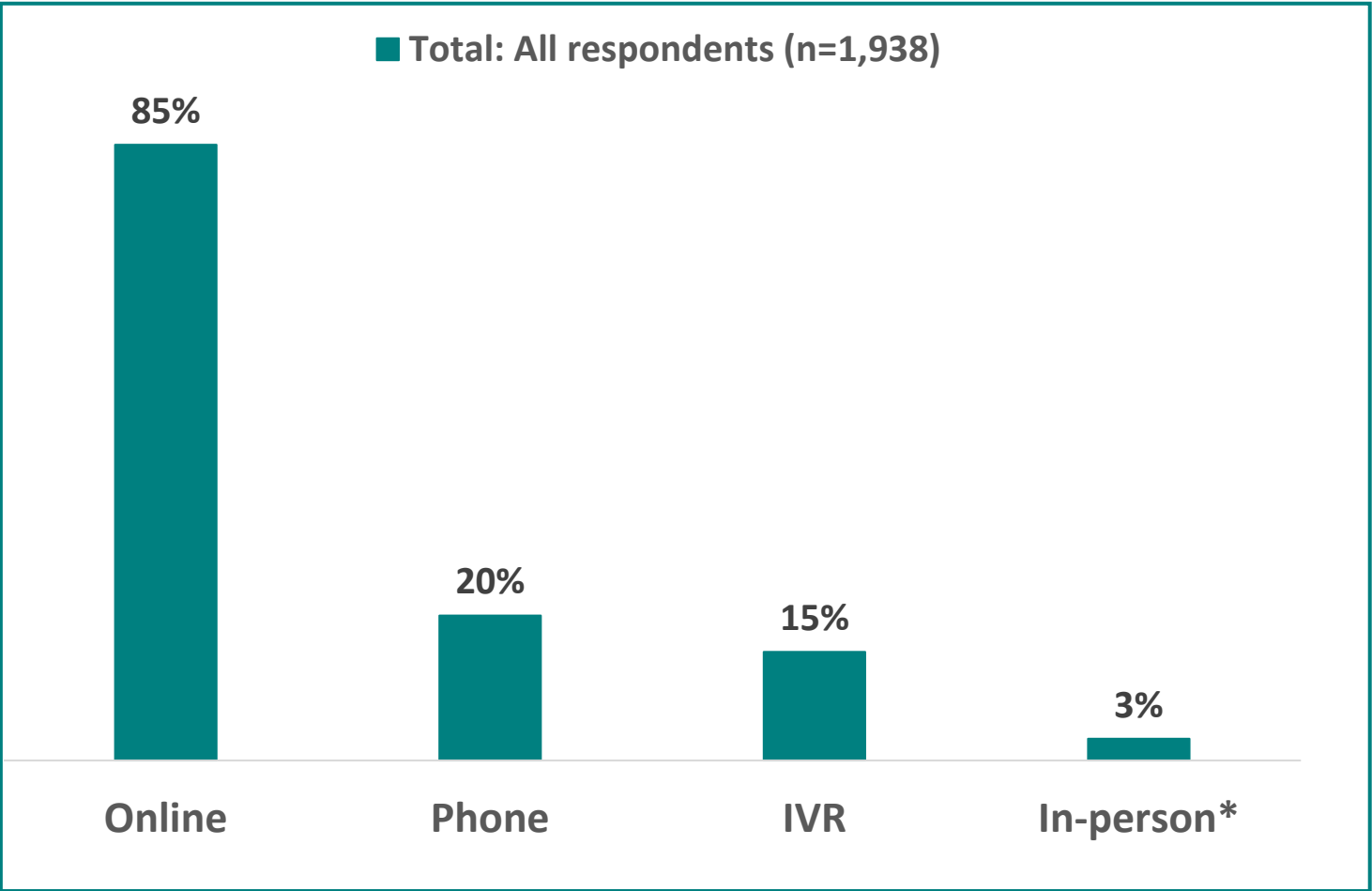
At the AWARE stage, most clients use one (45%) or two (30%) channels to learn about the CDCP. Renewing members are more likely than applicants to use three or more channels (36% vs. 15%), while applicants are more likely to rely on a single channel (53% vs. 36%).



Computed variables: Number of channels used to become aware.
Base: Service Canada clients who reported using a least 1 channel to become aware.

Type of Channels: APPLY

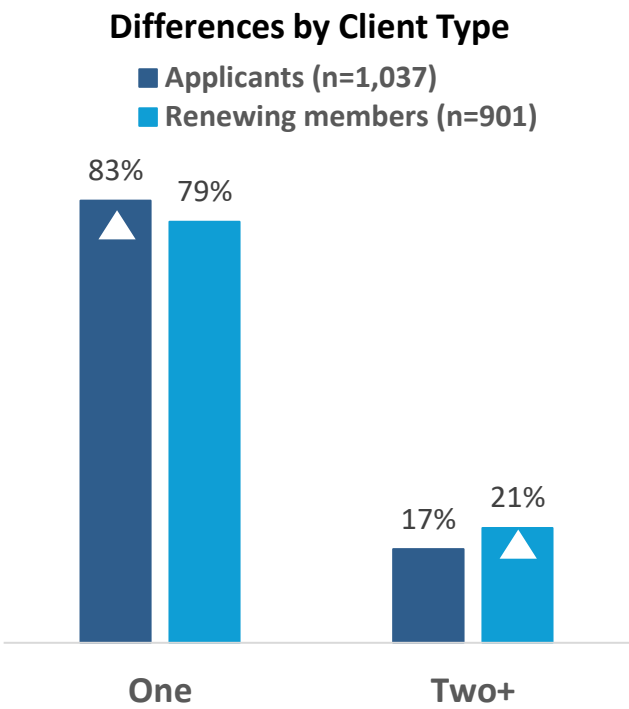
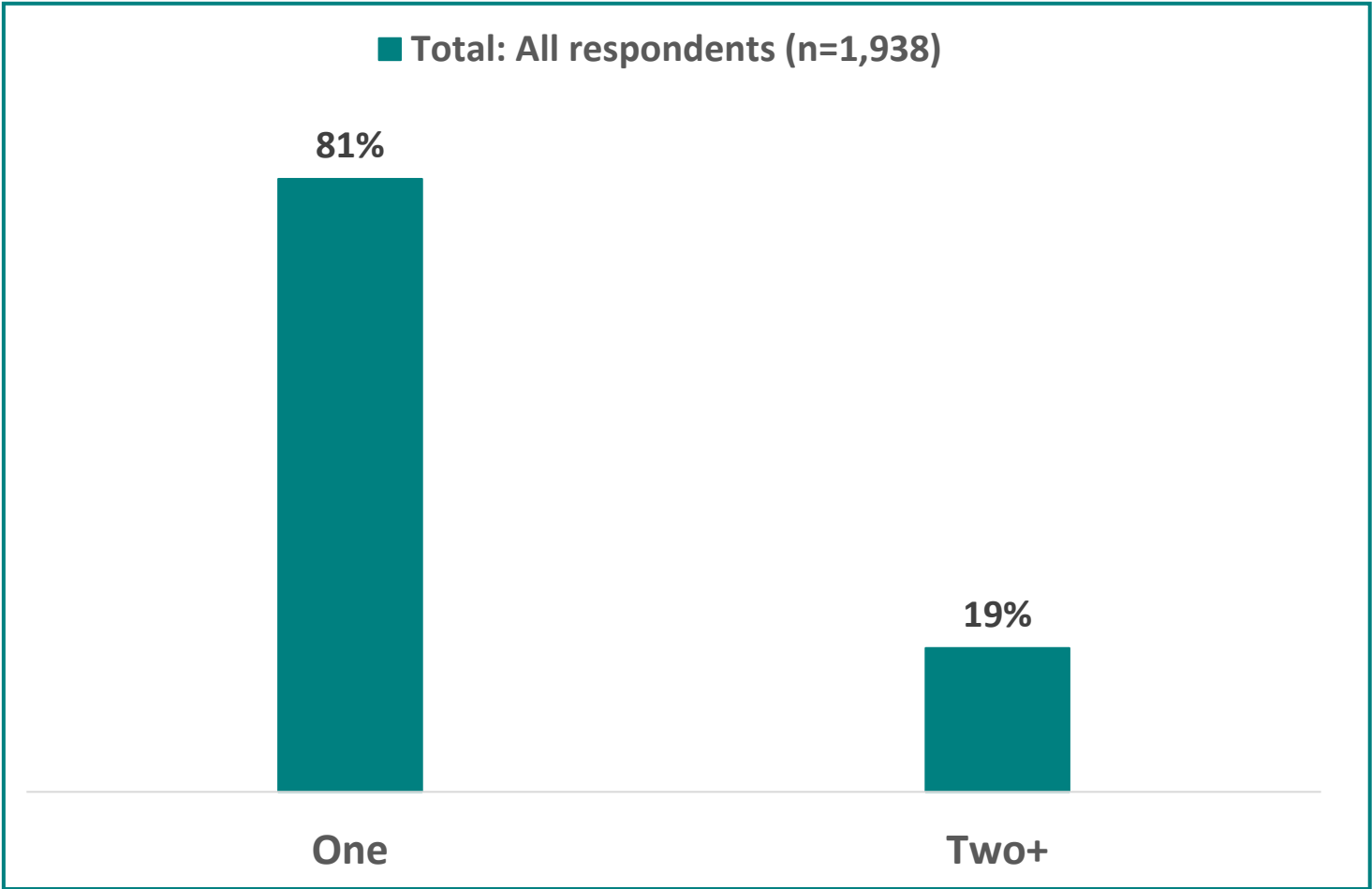
Online is the predominant application channel, particularly for applicants (94% vs. 75%). In contrast, renewing members are more likely to use assisted channels, including phone, IVR, and in-person services, although use of these channels is relatively low.



Computed variables: Type of channels used during the application stage. / Base: Service Canada clients who used these channels.
*“In-person” means that the respondent went in person to a government office at this stage.

Number of Channels: APPLY

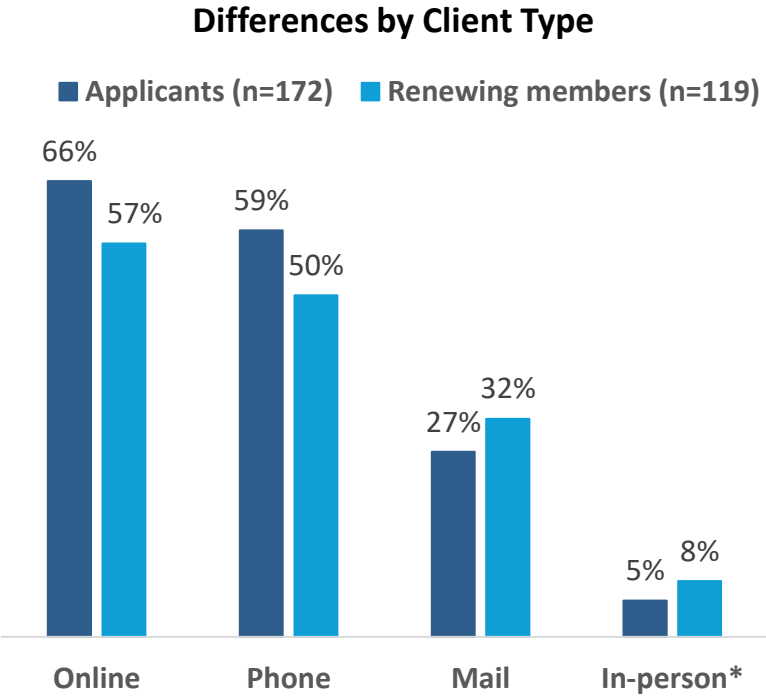
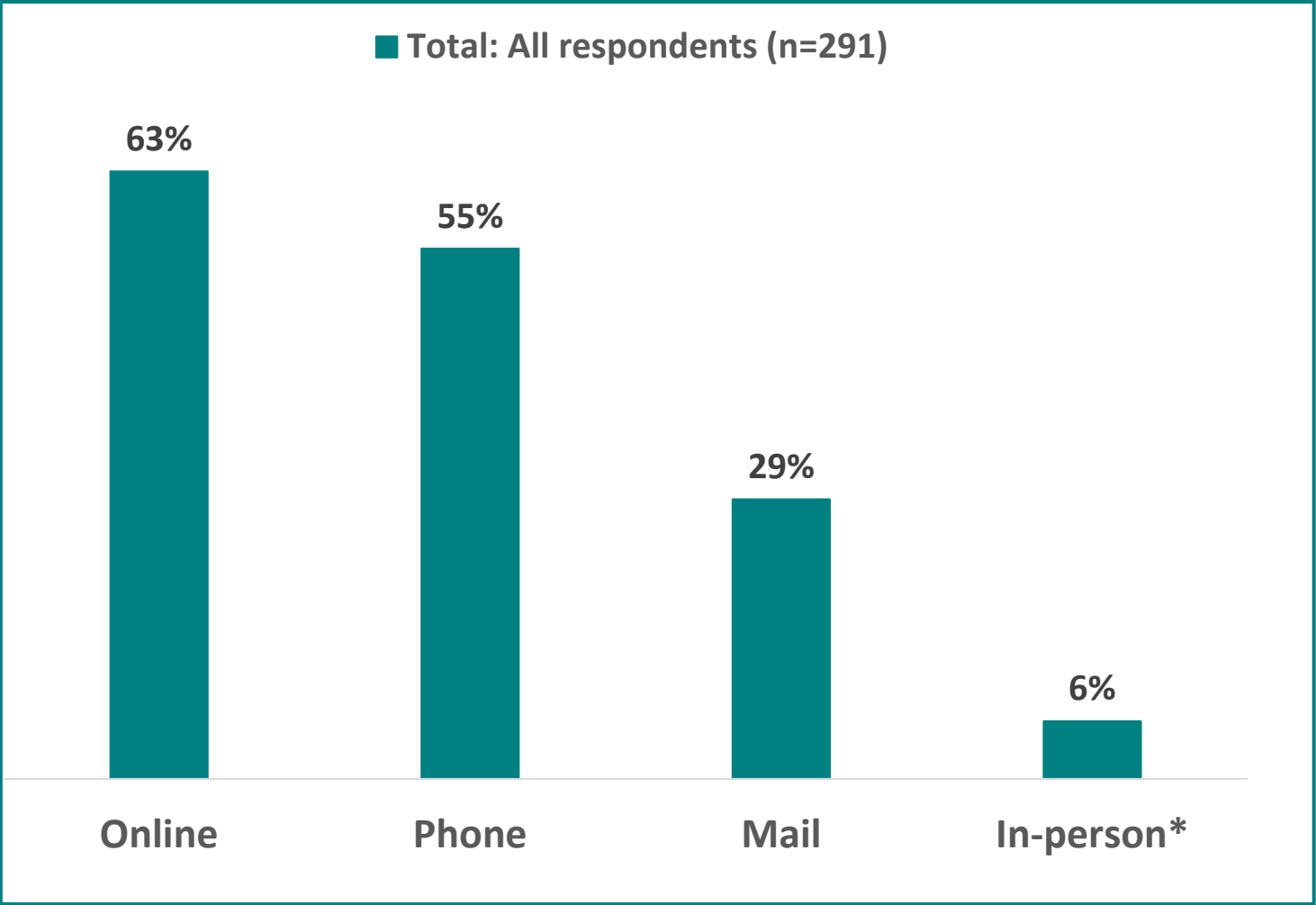
Most clients (81%) rely on a single channel during the application stage. Compared with applicants, renewing members are more likely to use multiple channels (21% vs. 17%), while applicants are more likely to rely on a single channel (83% vs. 79%).



Computed variables: Number of channels used during the application stage.
Base: Service Canada clients who reported using a least 1 channel during the application stage.

Type of Channels: FOLLOW-UP

At the FOLLOW-UP stage, online and phone are the dominant channels, with relatively limited use of mail and in-person services. Patterns of channel use are similar for applicants and renewing members.

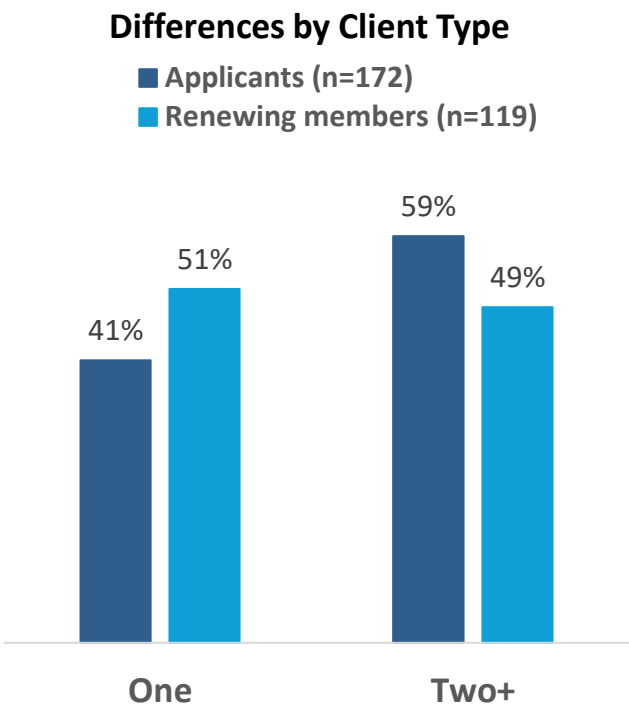
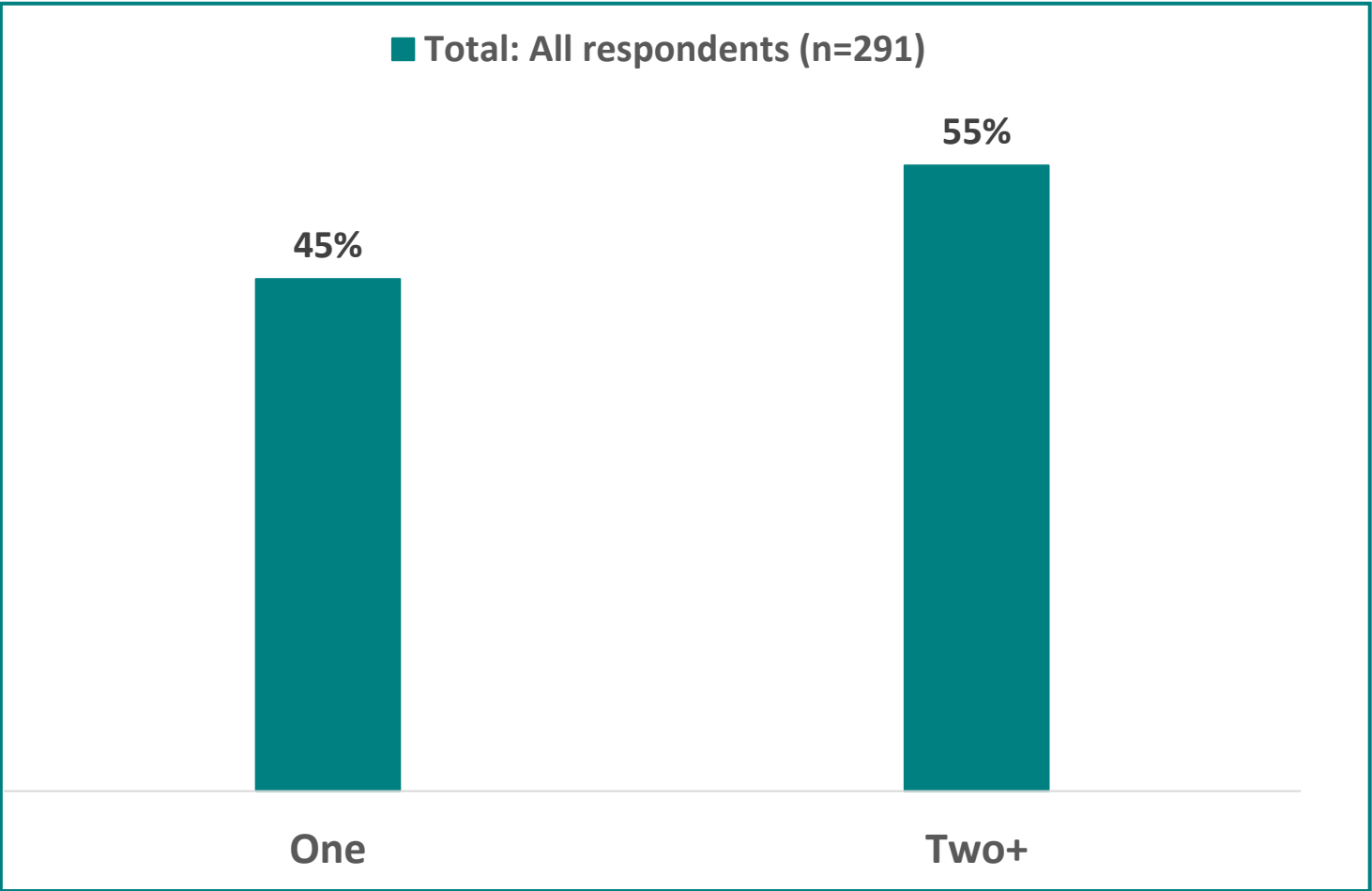


Computed variables: Type of channels used to follow-up. / Base: Service Canada clients who followed-up.

*“In-person” means that the respondent went in person to a government office at this stage.

Number of Channels: FOLLOW-UP

Most clients use two or more channels during the FOLLOW-UP stage (55%), while 45% rely on a single channel. Patterns of channel use are similar for applicants and renewing members, with no meaningful differences between the groups.



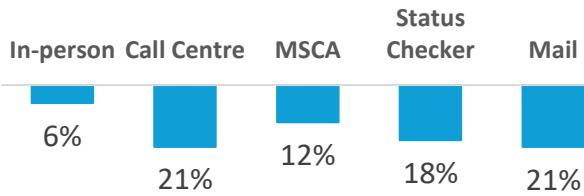
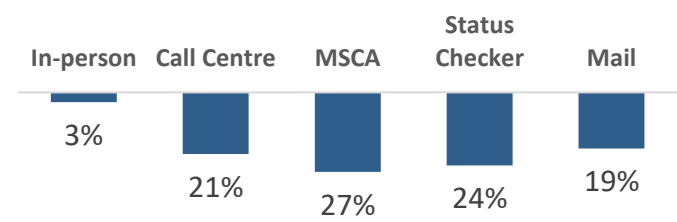
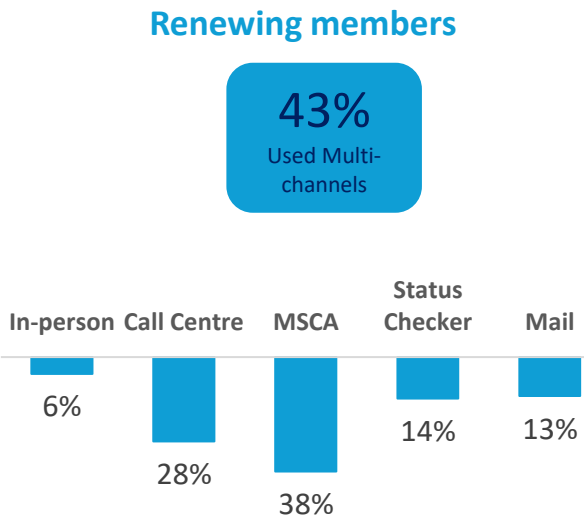
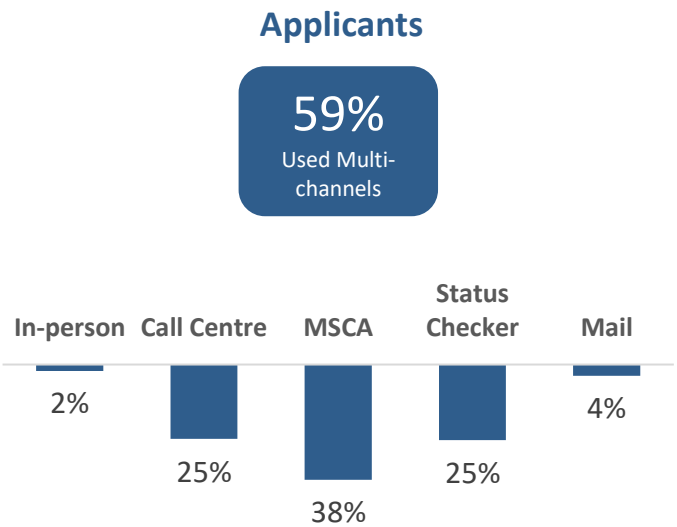
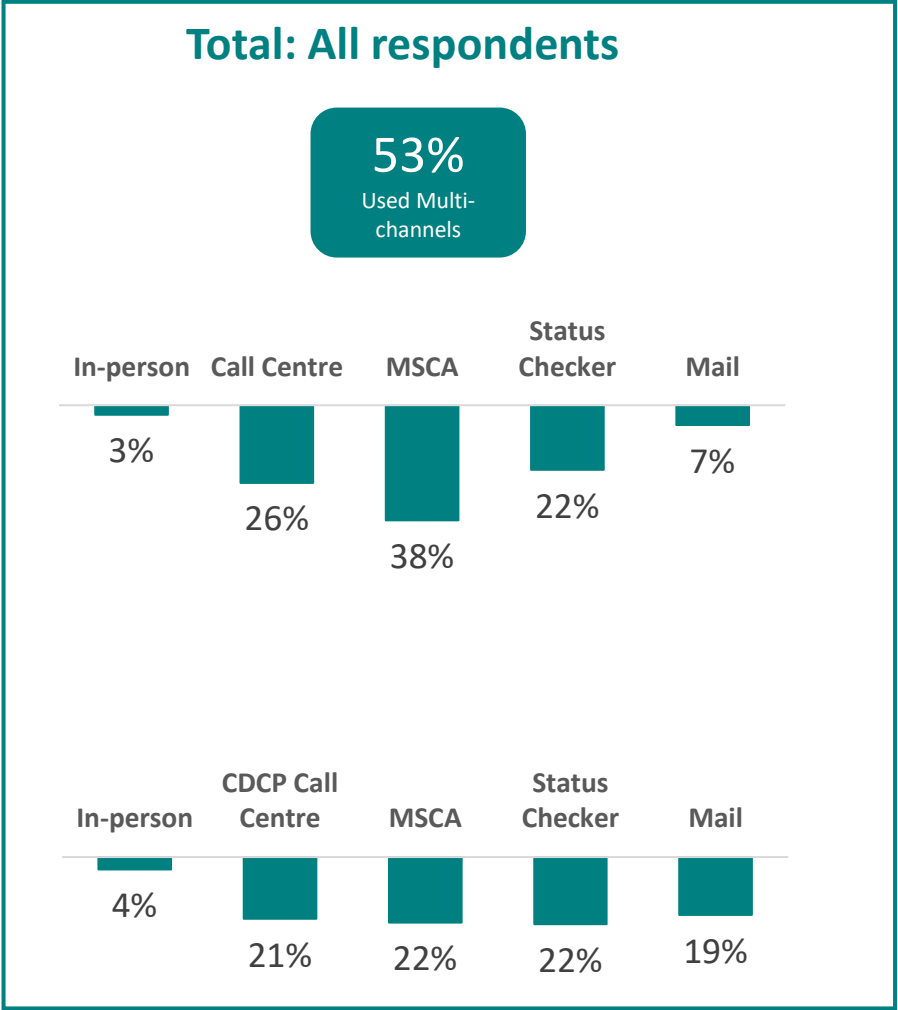
Computed variables: Number of channels used to follow-up.
Base: Service Canada clients who reported using a least 1 channel to follow-up.

Multi-channel Use: FOLLOW-UP

Among clients who follow up with Service Canada, MSCA is the most common first channel used, while subsequent contact is more evenly distributed across the call centre, CDCP Status Checker, MSCA, and mail.

1st Channel

2nd Channel*



Base: Service Canada clients that followed up with Service Canada once (n=131) and twice (n=52). *Results are based on a small sample (n<100).

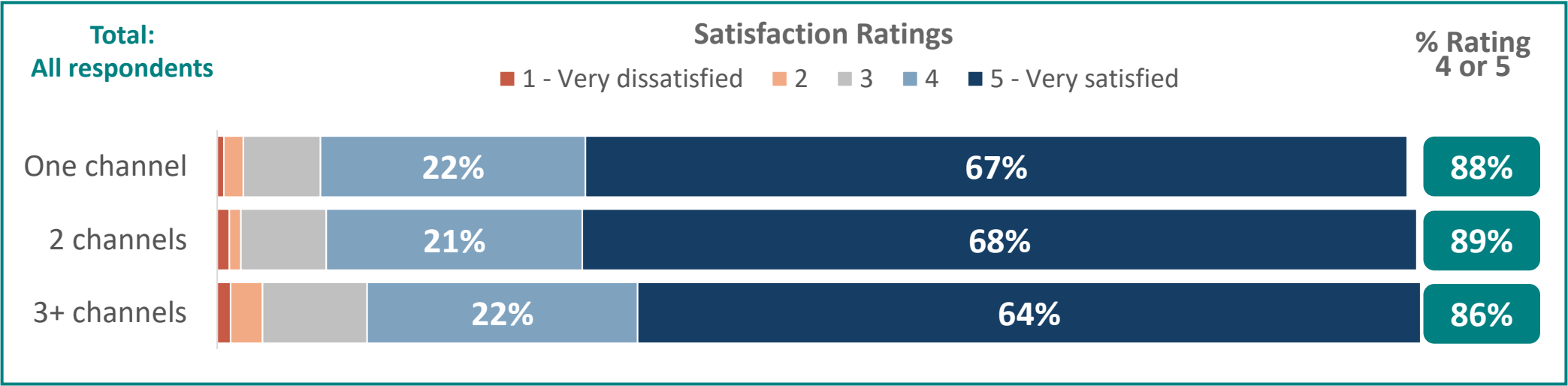
Q11: Which method did you use first to contact Service Canada?

Q12: Which method of contact did you use second?

Multi-Channel Use: Overall Satisfaction

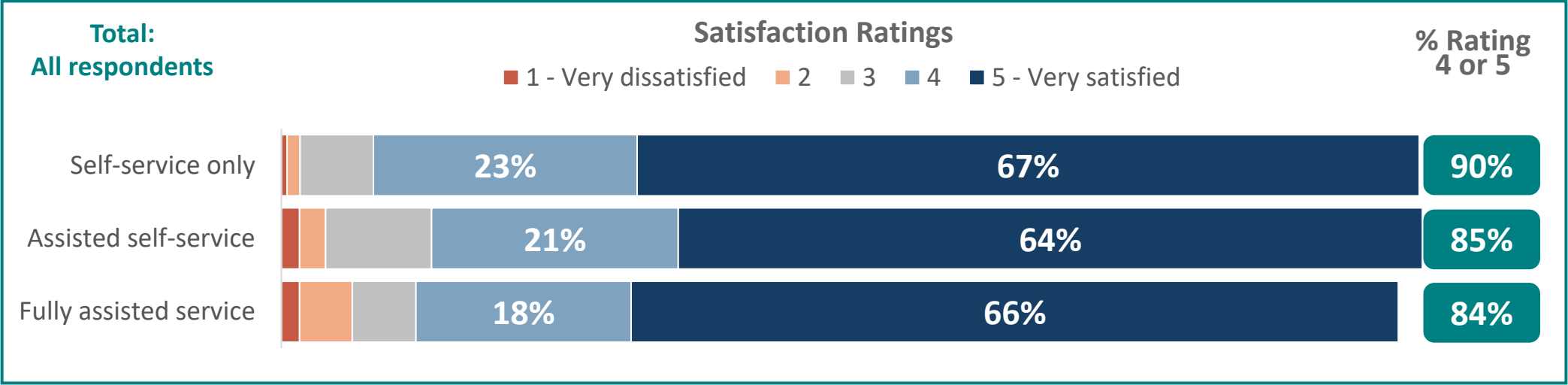
Overall satisfaction is consistently high regardless of the number of channels used, with 86% to 89% of clients rating their experience positively (4 or 5).

Among applicants, those who used three or more channels reported lower satisfaction (85%) than those who used one (92%) or two channels (91%). Satisfaction among renewing members remained consistently high regardless of the number of channels used.



Client Journey: Overall Satisfaction

Overall satisfaction is high across all client journeys, with positive ratings (4 or 5) ranging from 84% to 90%. Clients who self-serve only report the highest satisfaction (90%), while ratings are similar among those using assisted self-service (85%) and fully assisted service (84%).



Overall satisfaction is similarly high among applicants and renewing members across all client journeys, with no statistically significant differences observed.

APPLICANTS



RENEWING MEMBERS



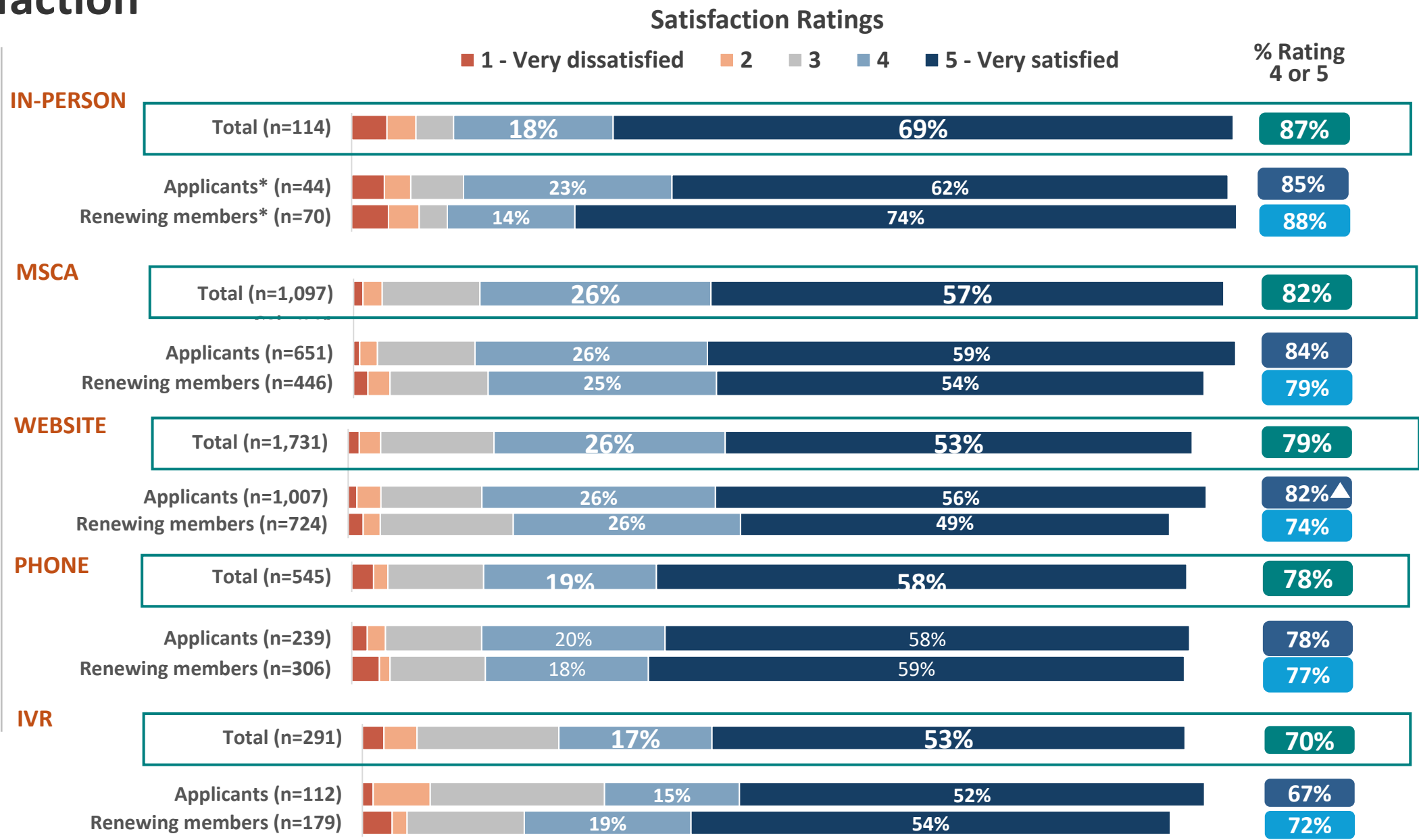
3. Channel Performance

Channel Satisfaction

Satisfaction is generally high across all channels, with positive ratings (4 or 5) ranging from 70% to 87%. In-person service receives the highest satisfaction ratings (87%), while IVR receives the lowest (70%).

Applicants and renewing members report comparable satisfaction across most channels. The only statistically significant difference is for the website, where applicants report higher satisfaction than renewing members (82% vs. 74%).

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

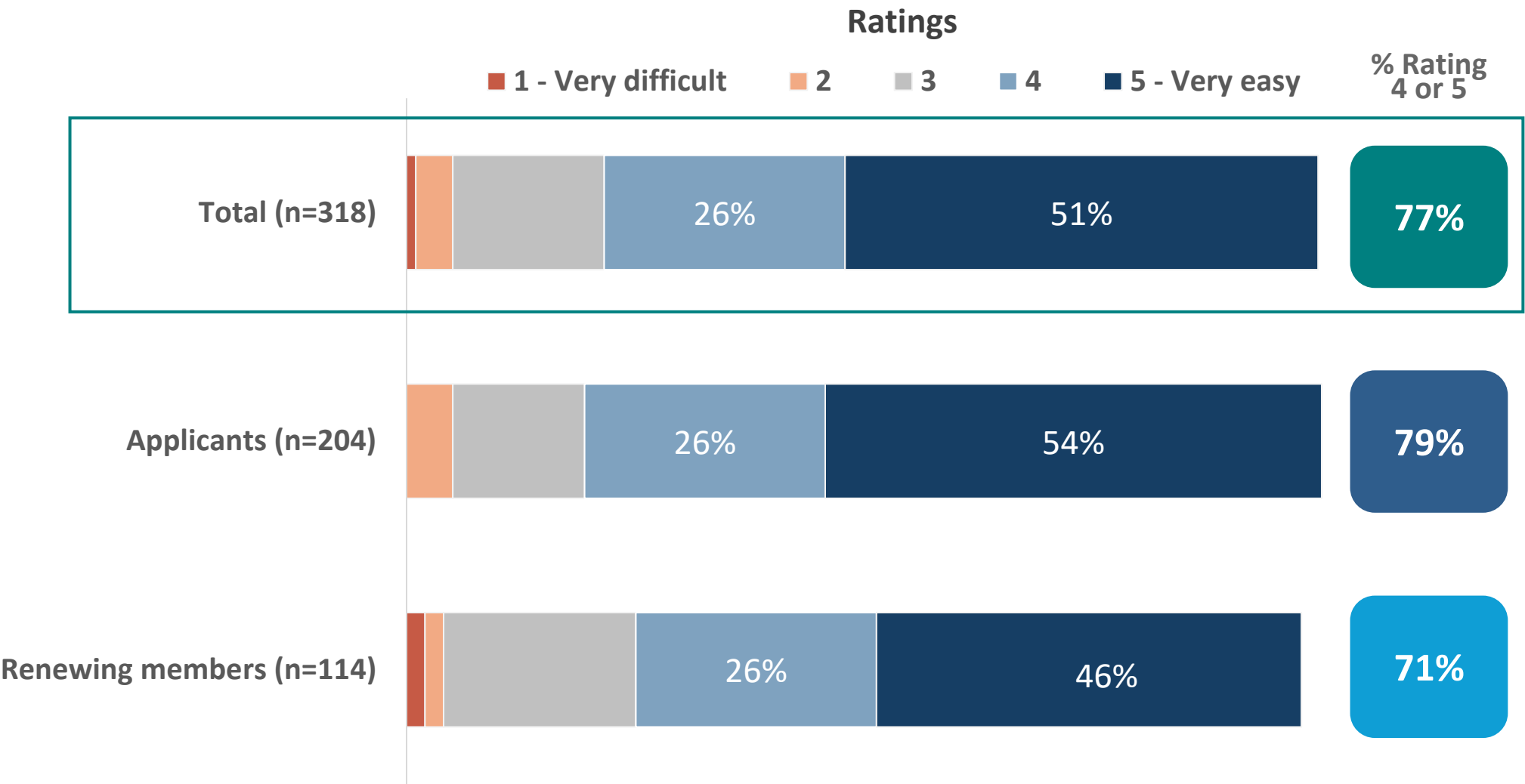


Q16: How satisfied were you with the overall quality of service you received from [INSERT FIRST ITEM]?
Base: Service Canada clients. Base varies by channel. *Results are based on a small sample (n<100).

Ease of Registering for a MSCA

Approximately three-quarters (77%) of clients report that registering for a My Service Canada Account (MSCA) was easy (ratings of 4 or 5).

Applicants (79%) and renewing members (71%) report similarly positive experiences, with no statistically significant difference between the groups.



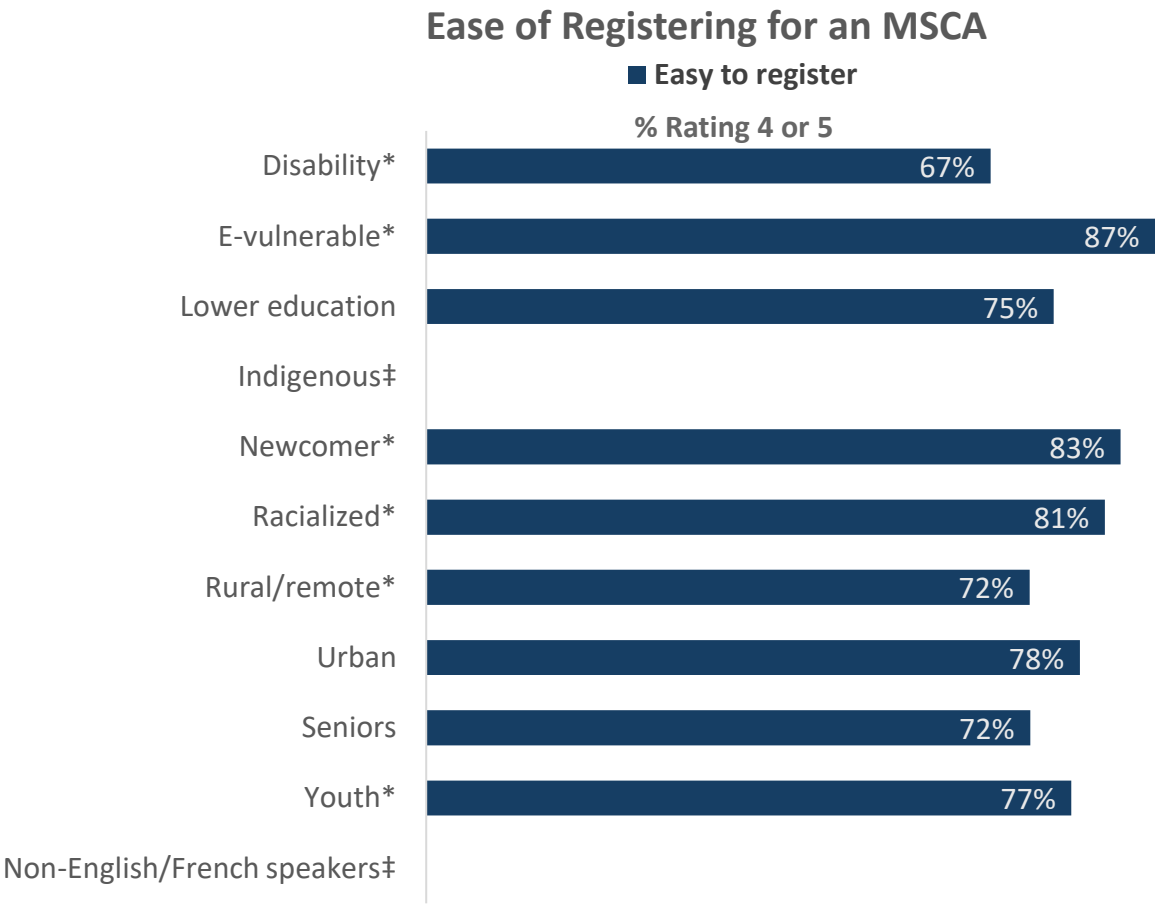
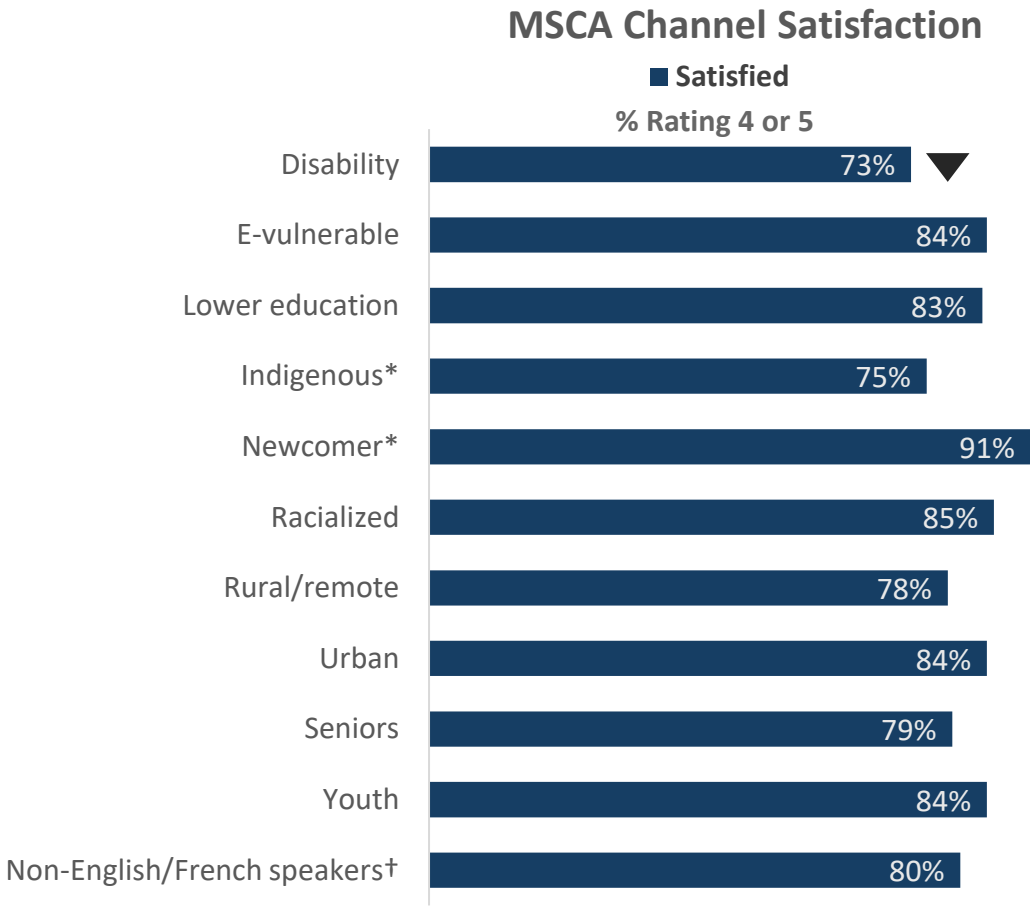
Q15. How difficult or easy was it to register for your My Service Canada Account?
Base: Service Canada clients who registered for an account when applying for the CDCP.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

Satisfaction with MSCA by Service Canada Client Groups

Overall satisfaction with MSCA is positive across client groups. Clients with disabilities report lower satisfaction (73%) than those without disabilities, while satisfaction among other client groups ranges from 75% to 91%.

Ease of registering for an MSCA account is generally rated positively across client groups, with ratings ranging from 67% to 87%. No statistically significant differences are observed across client groups.



[Left] Q16e: How satisfied were you with the overall quality of service you received from MSCA? Base: n=1,097; Service Canada clients who used their MSCA.
[Right] Q15. How difficult or easy was it to register for your My Service Canada Account? Base: n=318; Service Canada clients who registered for an account.

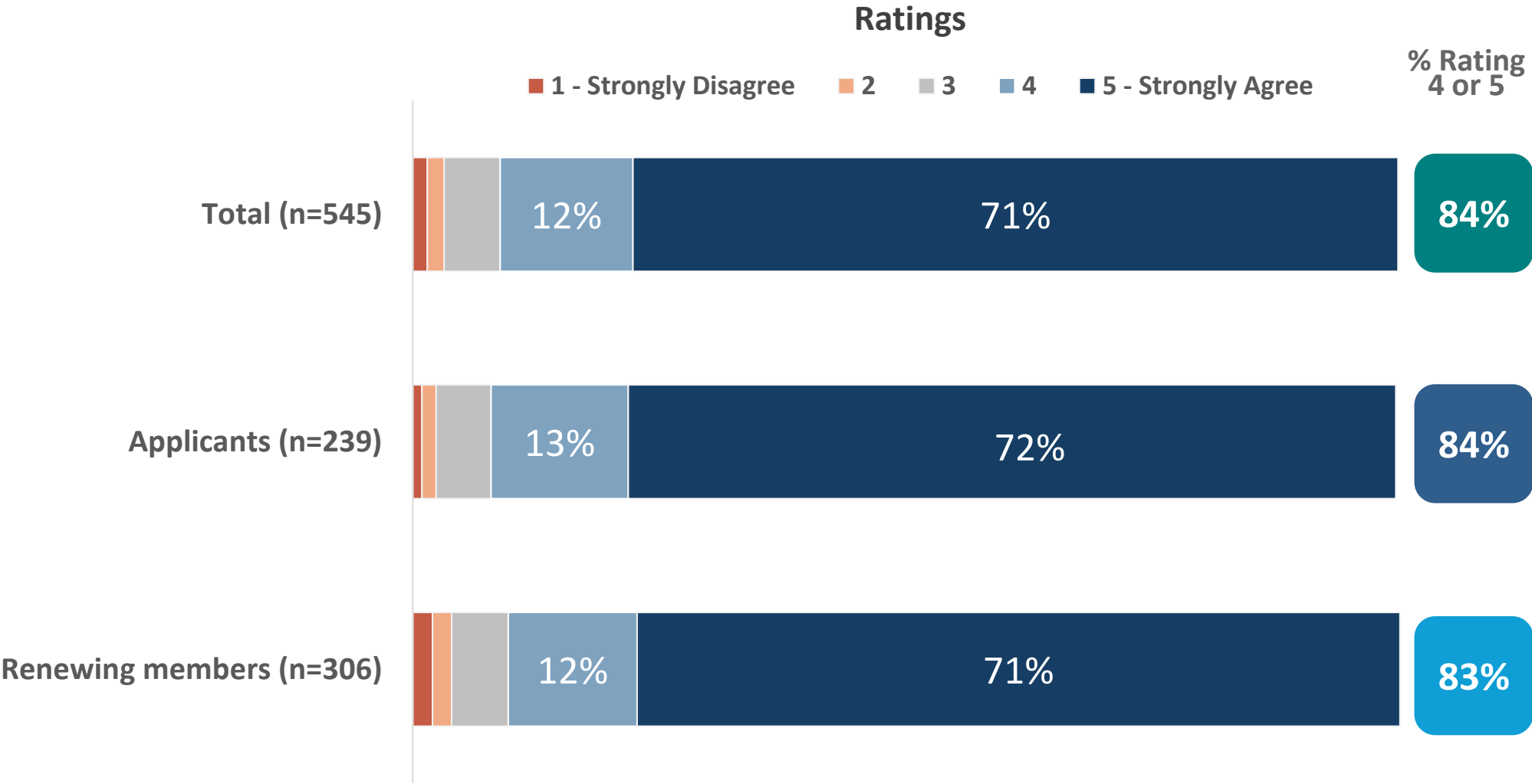
Base sizes vary across client groups.
*Results are based on a small sample (n<100). † Results are based on very small samples (n<30). ‡ Results suppressed due to a small cell count (<10).

▲ ▼ Significantly higher/lower than the comparison group.

Helpfulness of Phone Representatives

Overall, clients report positive experiences with Service Canada call centre representatives. More than four in five (84%) agree that representatives were helpful (ratings of 4 or 5), including seven in 10 (71%) who strongly agree.

Applicants (84%) and renewing members (83%) report similarly positive experiences, with no statistically significant differences between the groups.



Q17j: How much do you agree or disagree that Service Canada call centre phone representatives were helpful?

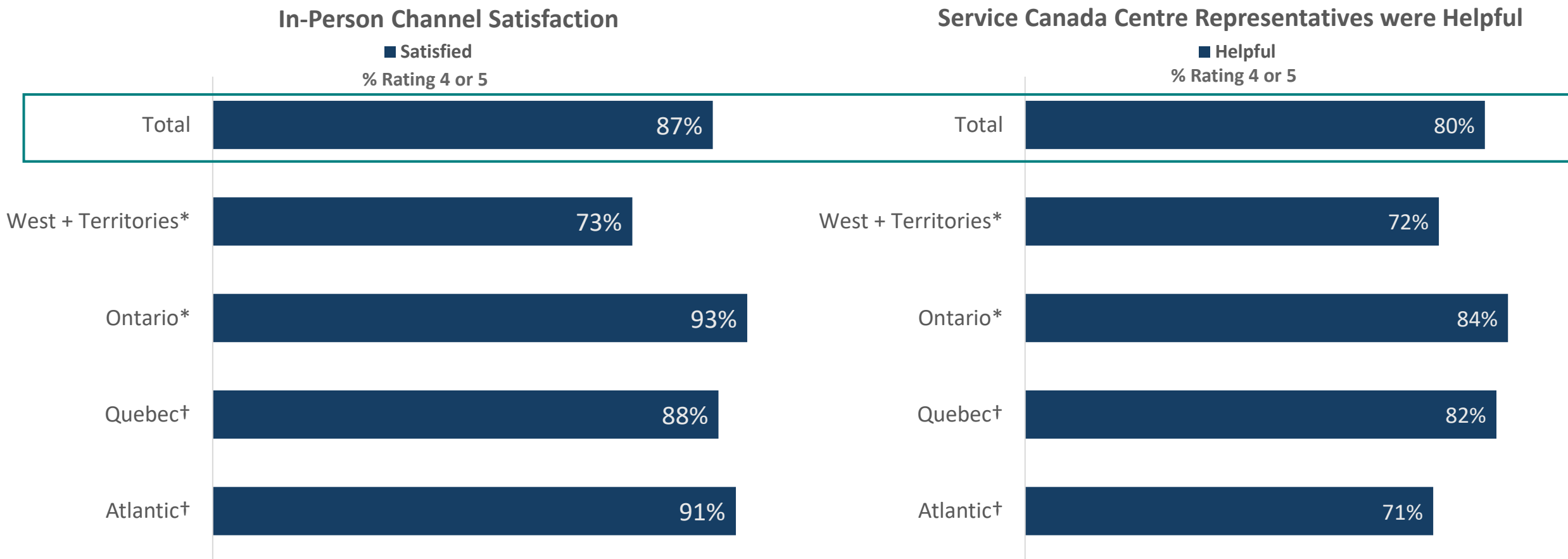
Base: Service Canada clients who used the specialized call centre.

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

In-Person Service Experience by Region

Satisfaction with in-person service is generally high, with 87% of clients rating the quality of service received as a 4 or 5. Clients in the West and Territories (73%) were less likely than those in Ontario (93%) to report being satisfied.

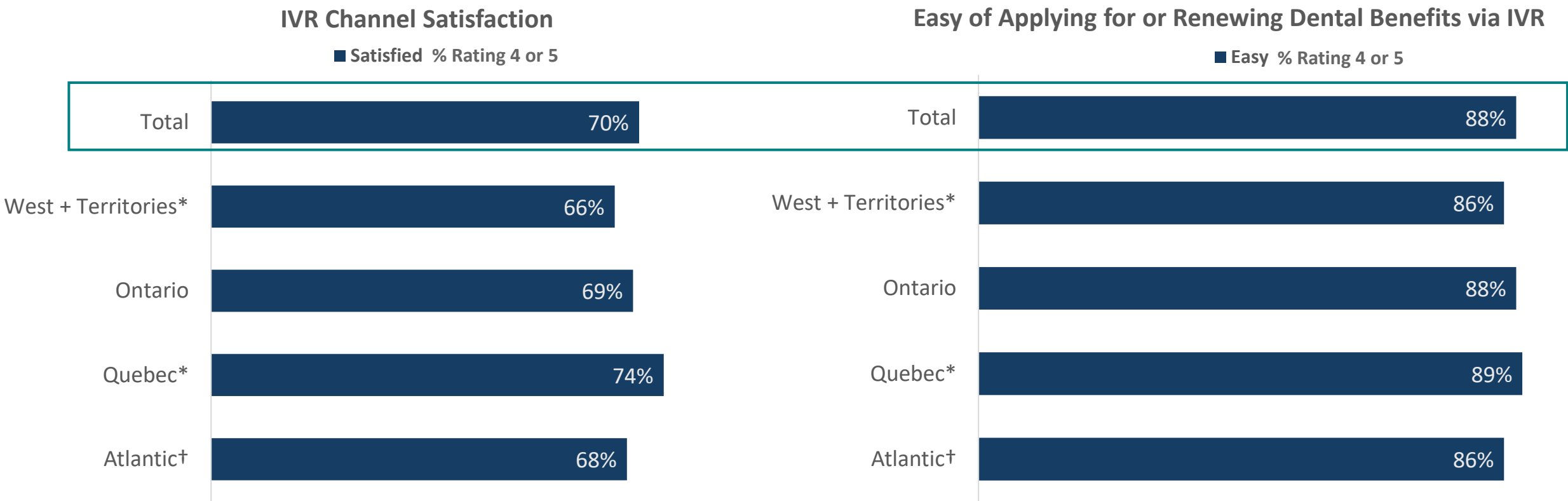
Four in five clients (80%) agree that the Service Canada representatives they interacted with in person were helpful (ratings of 4 or 5). Regional differences are not statistically significant.



[Left] Q16a: How satisfied were you with the overall quality of service you received from the Service Canada Centre?
[Right] Q17k: How much do you agree or disagree that Service Canada representatives that you dealt with in person were helpful?
Base: n=114; Service Canada clients who visited a Service Canada Centre. Base sizes vary across regions. *Results are based on a small sample (n<100). † Results are based on a very small sample size (n<30).

IVR Service Experience by Region

Seven in 10 (70%) clients report being satisfied with the IVR channel, while nearly nine in 10 (88%) say the automated phone system is easy to use when applying for or renewing dental benefits. Satisfaction and ease-of-use ratings are consistent across regions, with no statistically significant regional differences observed.



[Left] Q16c: How satisfied were you with the overall quality of service you received from the automated phone service?
[Right] Q17g: How much do you agree or disagree that overall, it was easy for you to apply for/renew your dental benefits?
Base: n=291; Service Canada clients who used the automated phone service.
Base sizes vary across regions. *Results are based on a small sample (n<100). † Results are based on a very small sample size (n<30).

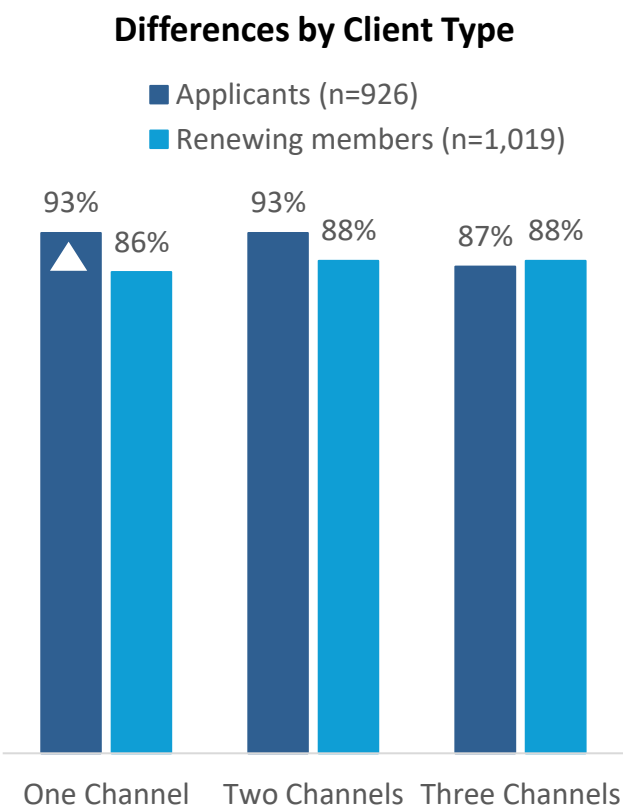
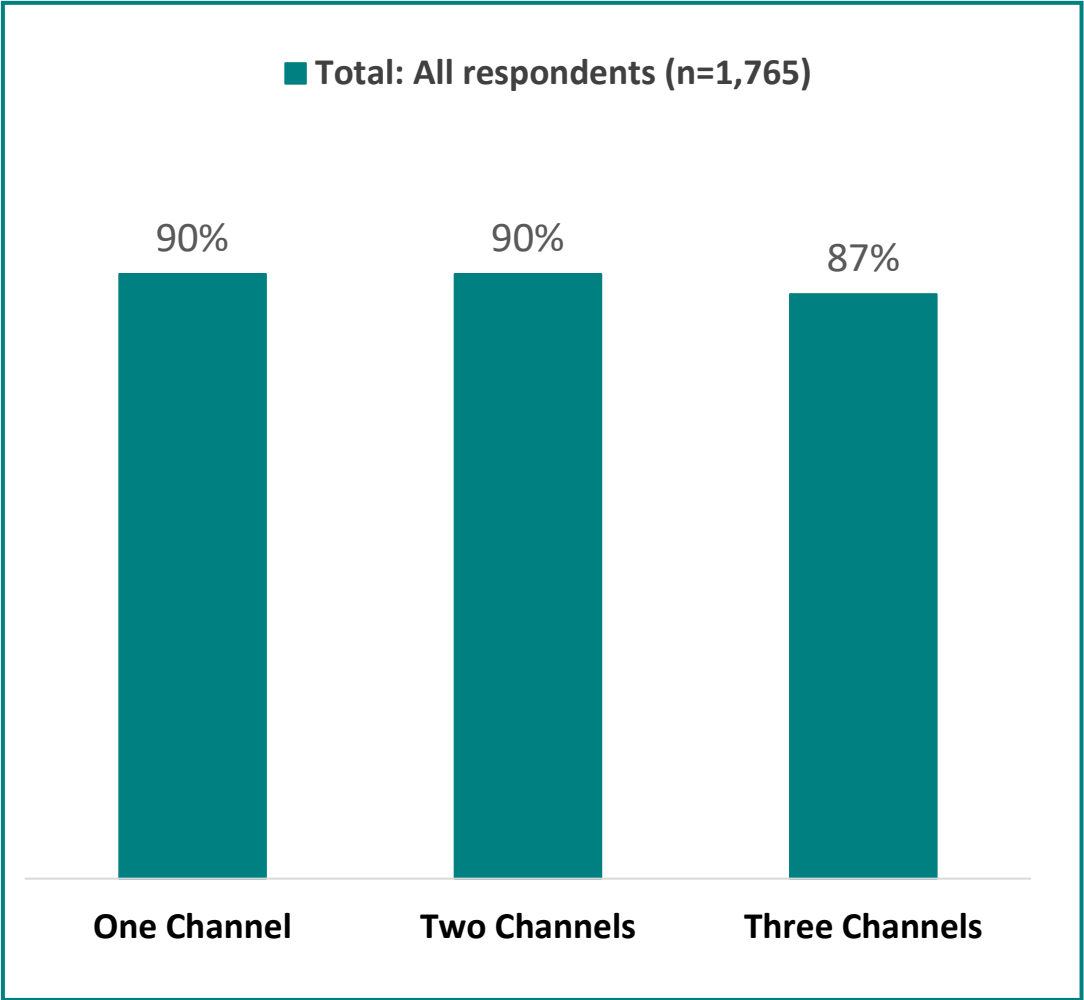
4. Channel Use by Stage: Impact on Ease of Service Dimension

AWARE --> Ease by Number of Service Channels Used

Ease of applying for or renewing dental benefits is consistently high regardless of the number of channels used to learn about the CDCP, with 87% to 90% reporting the process was easy (ratings of 4 or 5).

Applicants who relied on a single channel are more likely than renewing members to report that applying was easy (93% vs. 86%). No other differences are observed between applicants and renewing members.

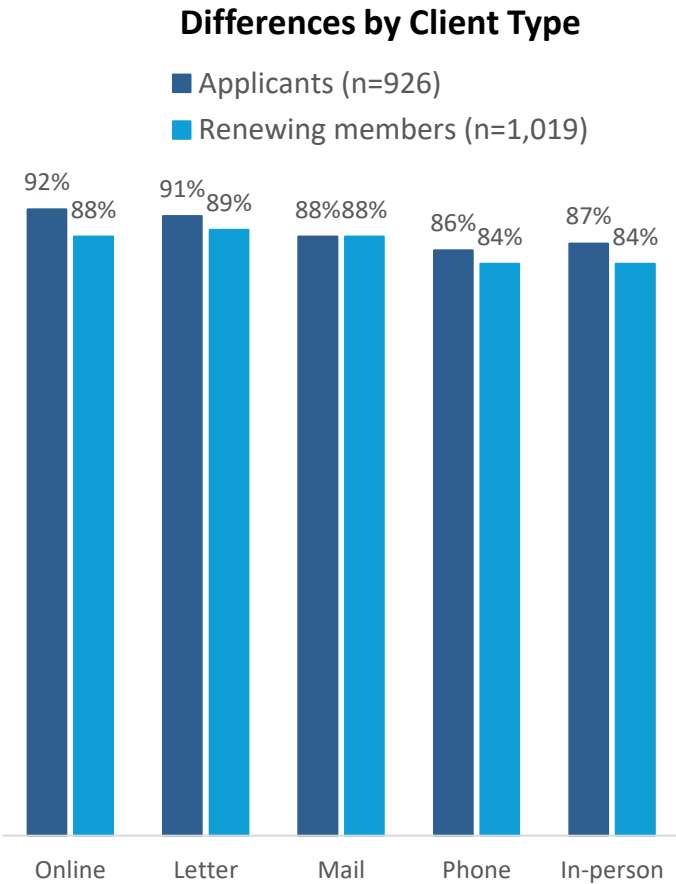
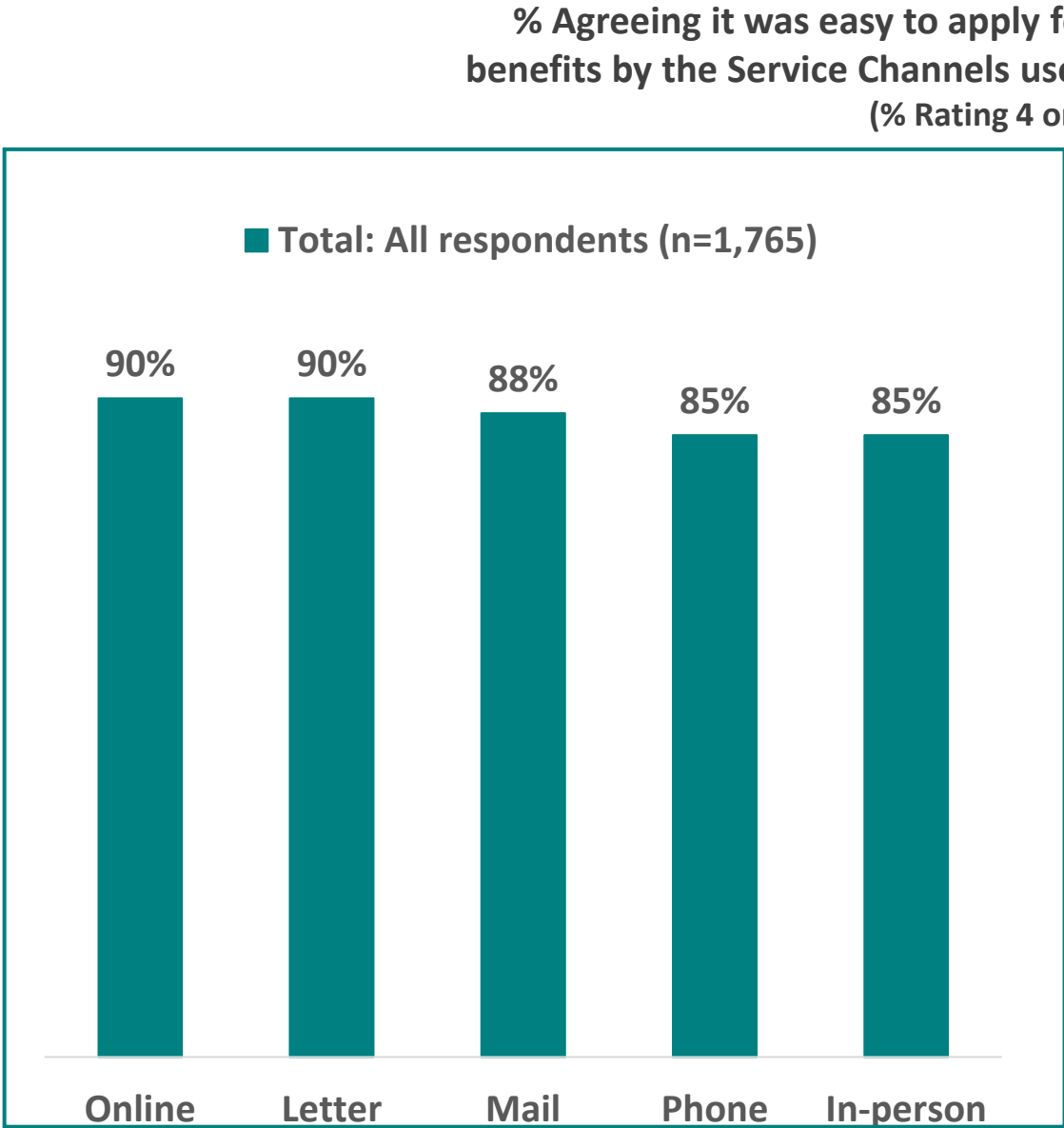
% Agreeing it was easy to apply for or renew their dental benefits by the No. of Channels used to learn about the CDCP
(% Rating 4 or 5)



▲ Significantly higher/lower than the comparison group.

AWARE --> Ease by Service Channels Used

Ease of applying for or renewing dental benefits is similar across service channels, with positive ratings ranging from 85% to 90%. No statistically significant differences are observed between applicants and renewing members.



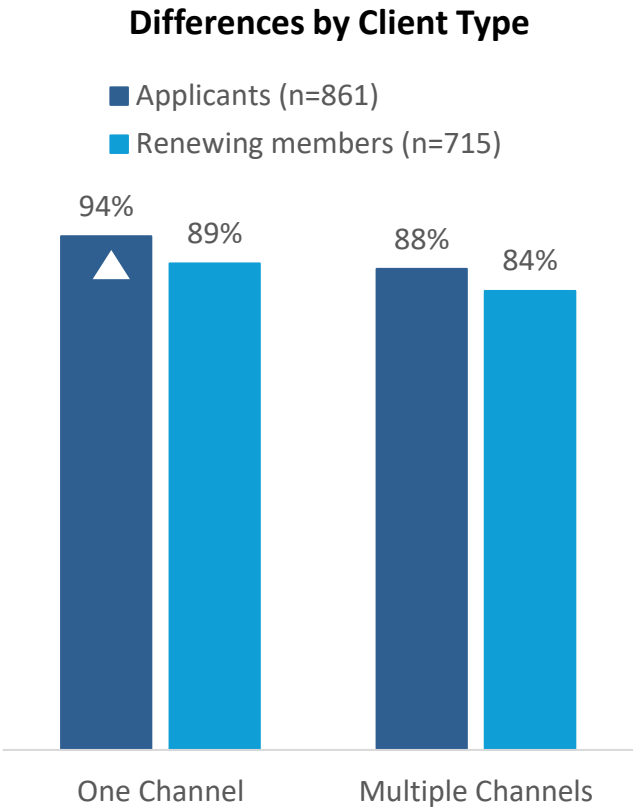
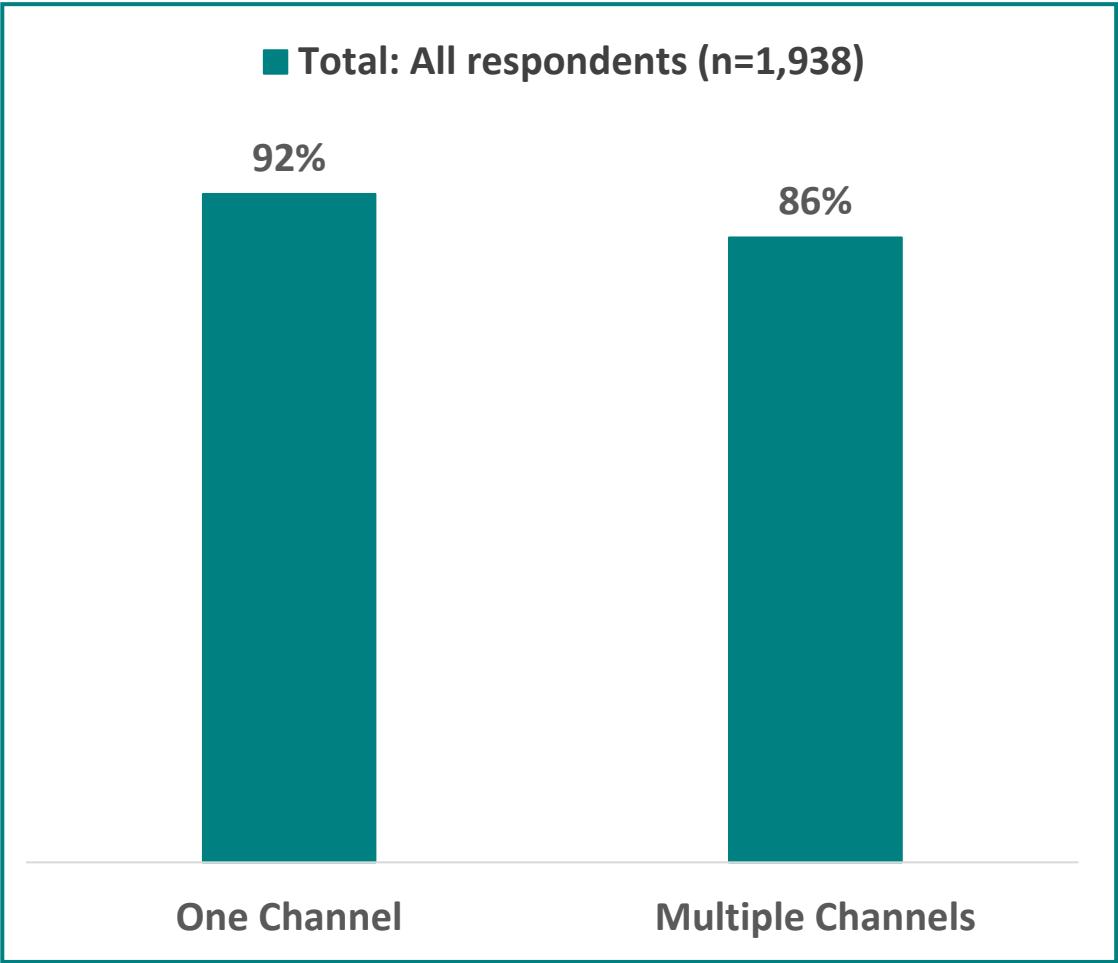
APPLY --> Ease by Number of Service Channels Used

Ease of applying for or renewing dental benefits remains high regardless of the number of channels used during the application stage, with 86% to 92% reporting the process was easy (ratings of 4 or 5).

Applicants who used a single channel are more likely than renewing members to report that applying was easy (94% vs. 89%).

No differences are observed between applicants and renewing members among clients who used multiple channels.

% Agreeing it was easy to apply for or renew their dental benefits by the No. of Channels used during the Application stage (% Rating 4 or 5)



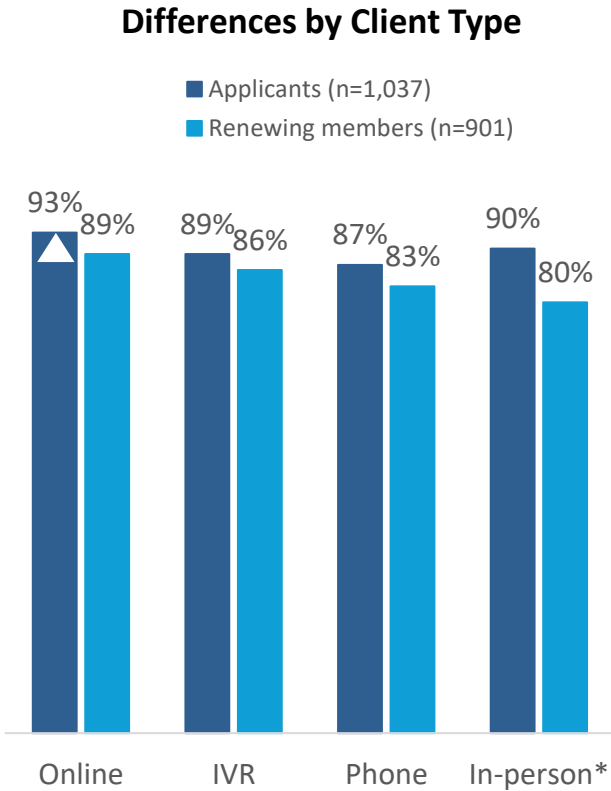
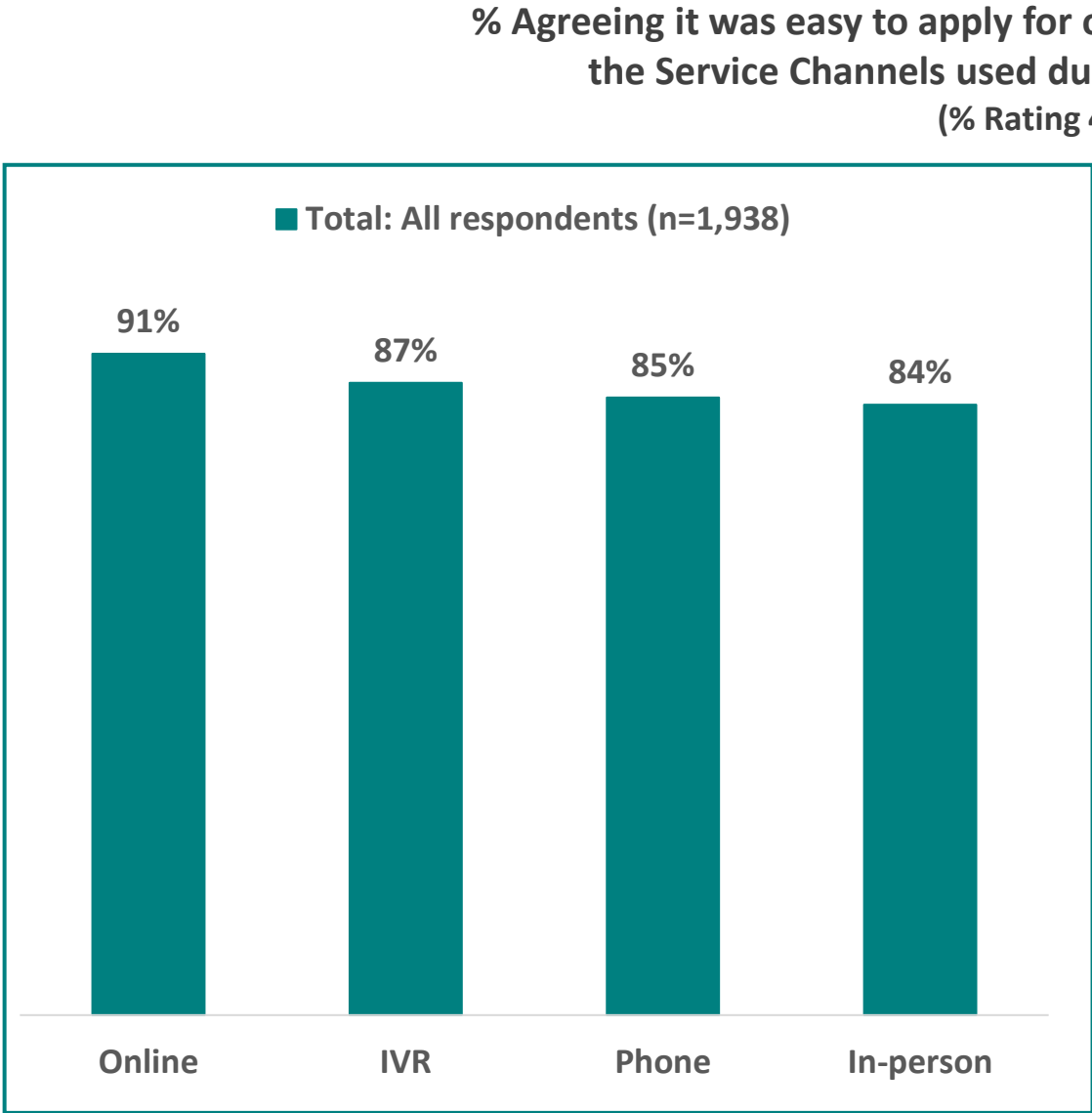
Significantly higher/lower than the comparison group.

APPLY --> Ease by Service Channels Used

Ease of applying for or renewing dental benefits is high across all application channels, with positive ratings ranging from 84% to 91%.

Applicants who used online channels are more likely than renewing members to report that applying was easy (93% vs. 89%).

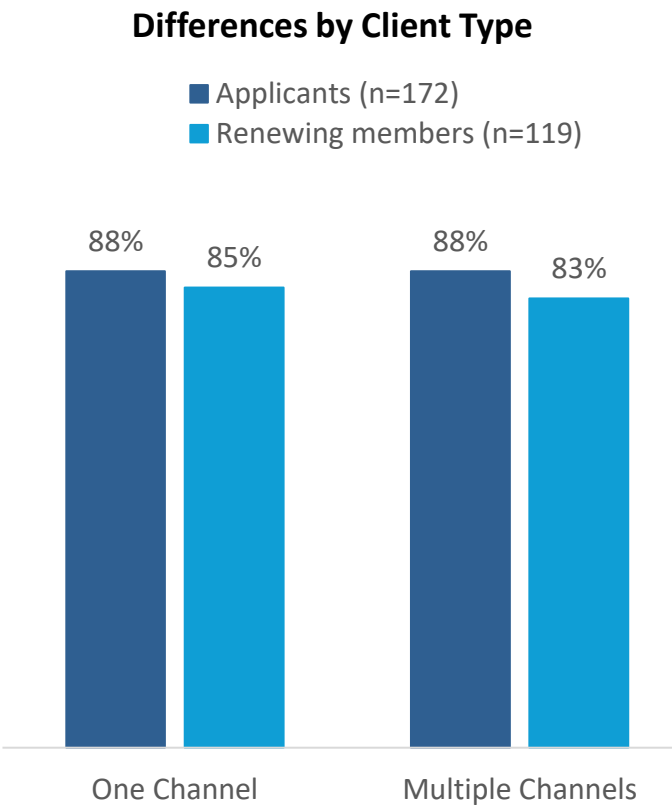
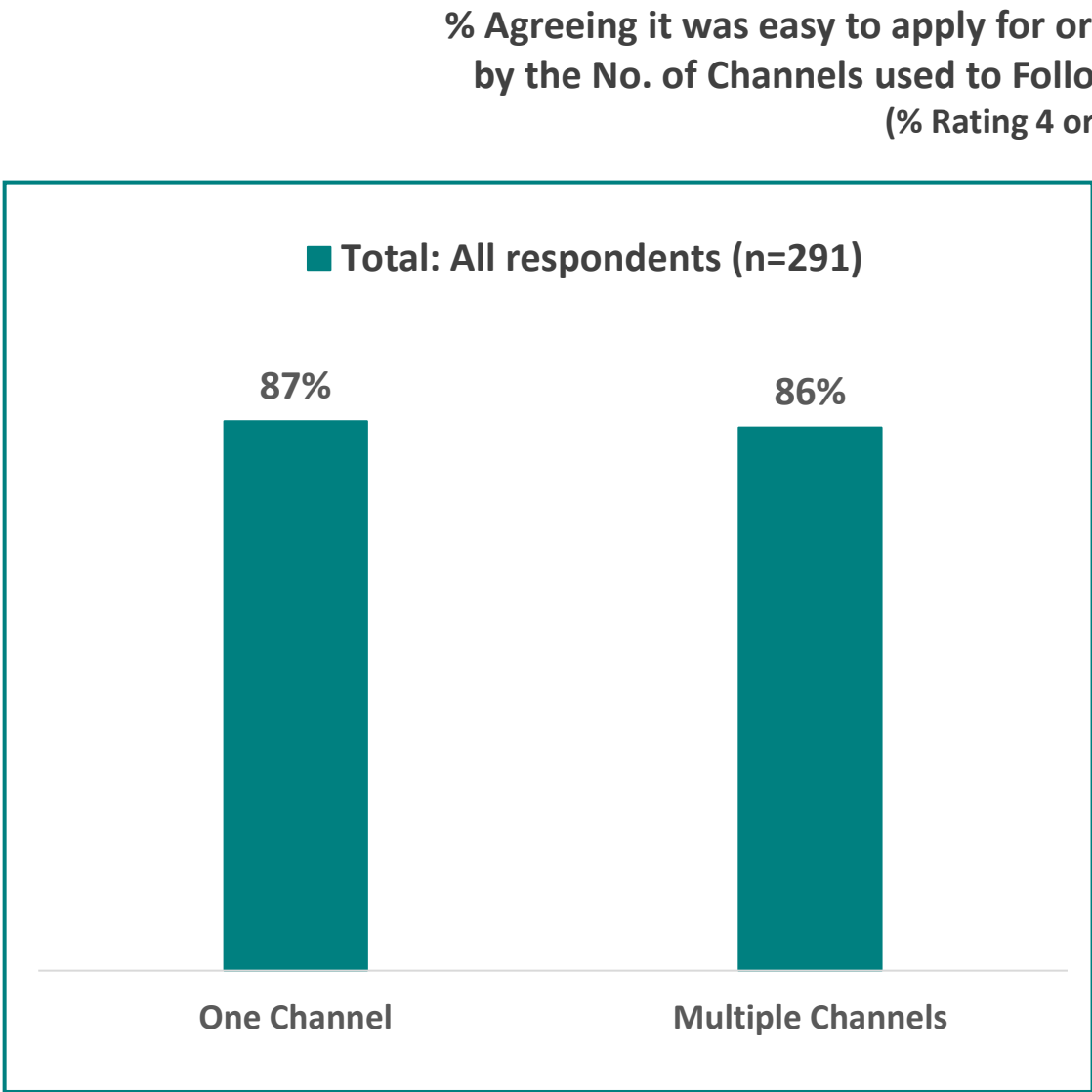
No other differences are observed across application channels or client groups.



FOLLOW-UP --> Ease by Number of Service Channels Used

Ease of applying for or renewing dental benefits is high among clients who followed up with Service Canada, regardless of whether they used one or multiple follow-up channels (87% vs. 86%).

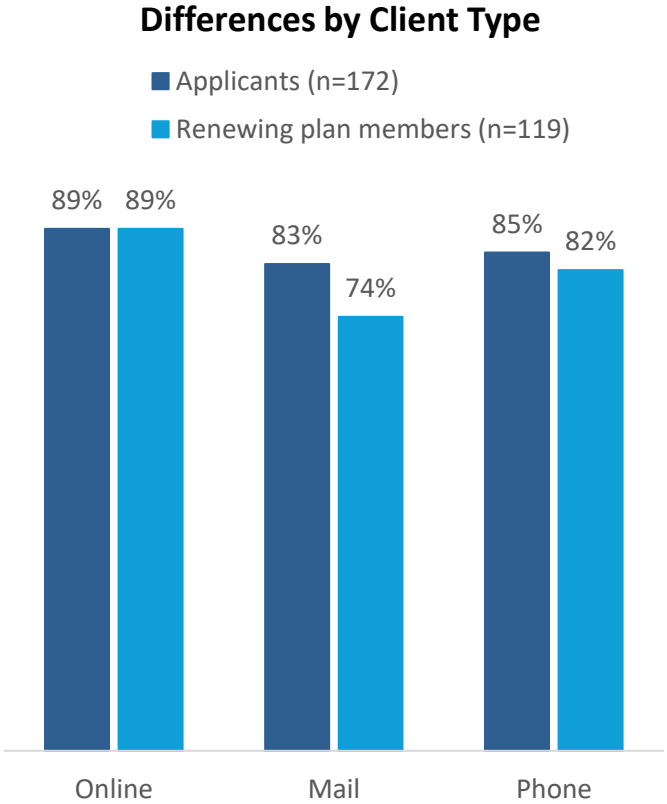
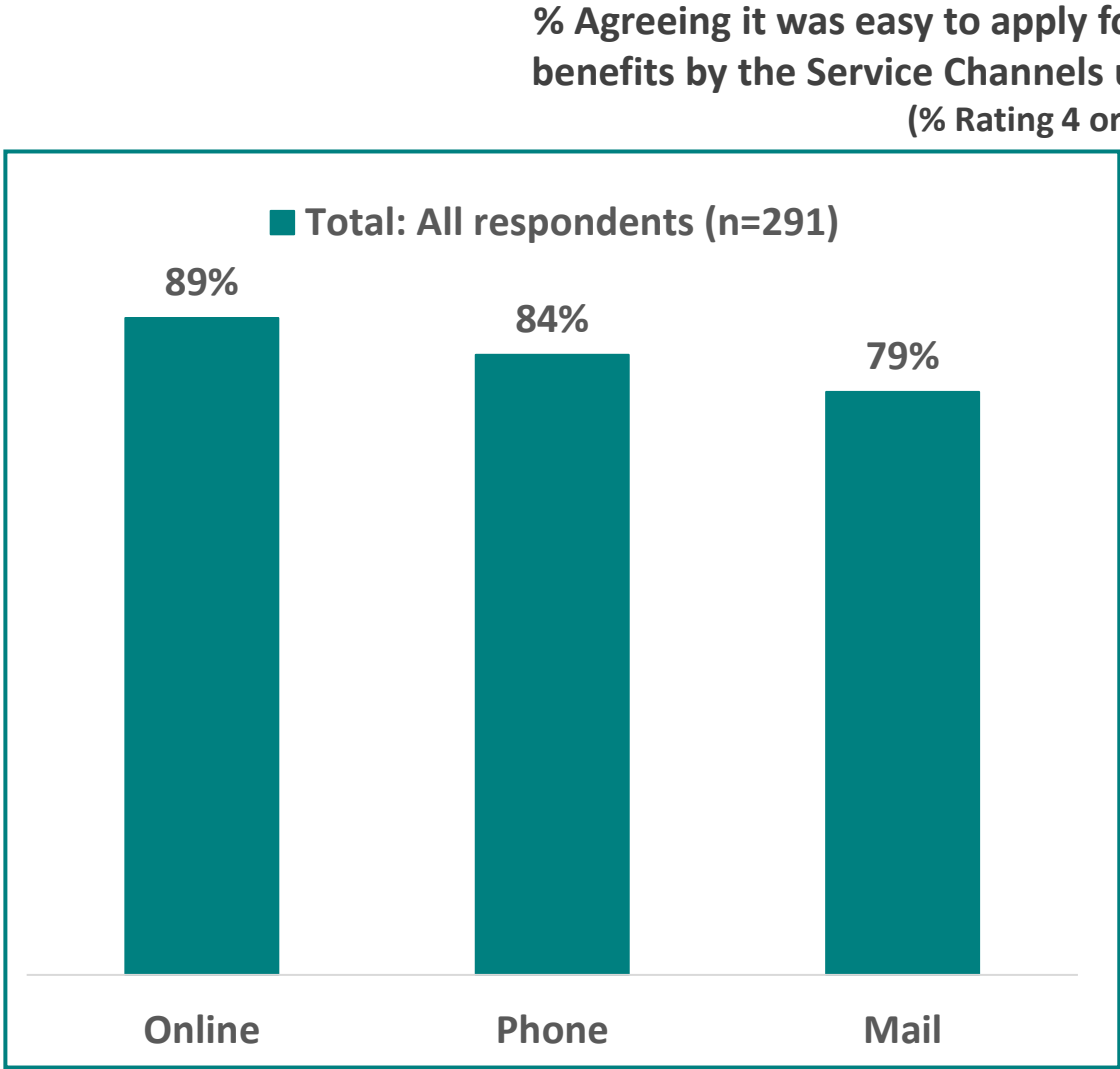
Ratings are similar for applicants and renewing members, with no statistically significant differences observed.



FOLLOW-UP --> Ease by Follow-up Channel¹ Used

Ease of applying for or renewing dental benefits is high across follow-up channels, with positive ratings ranging from 79% to 89% among clients using mail, phone, or online channels.

The overall pattern is consistent for applicants and renewing members, with no statistically significant differences between the two groups.



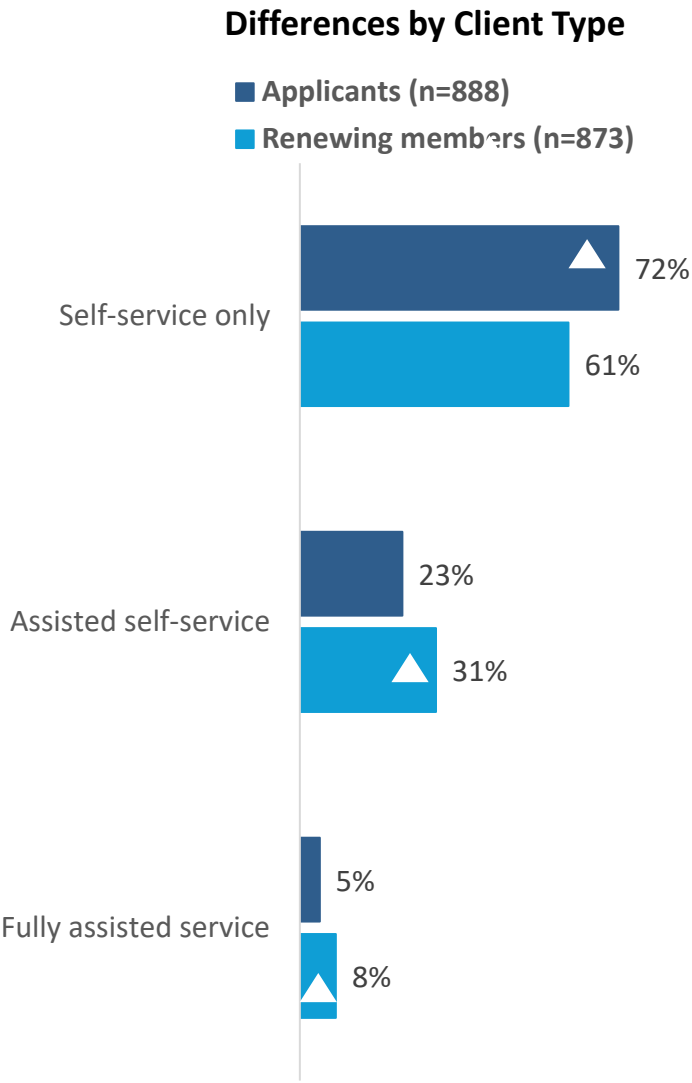
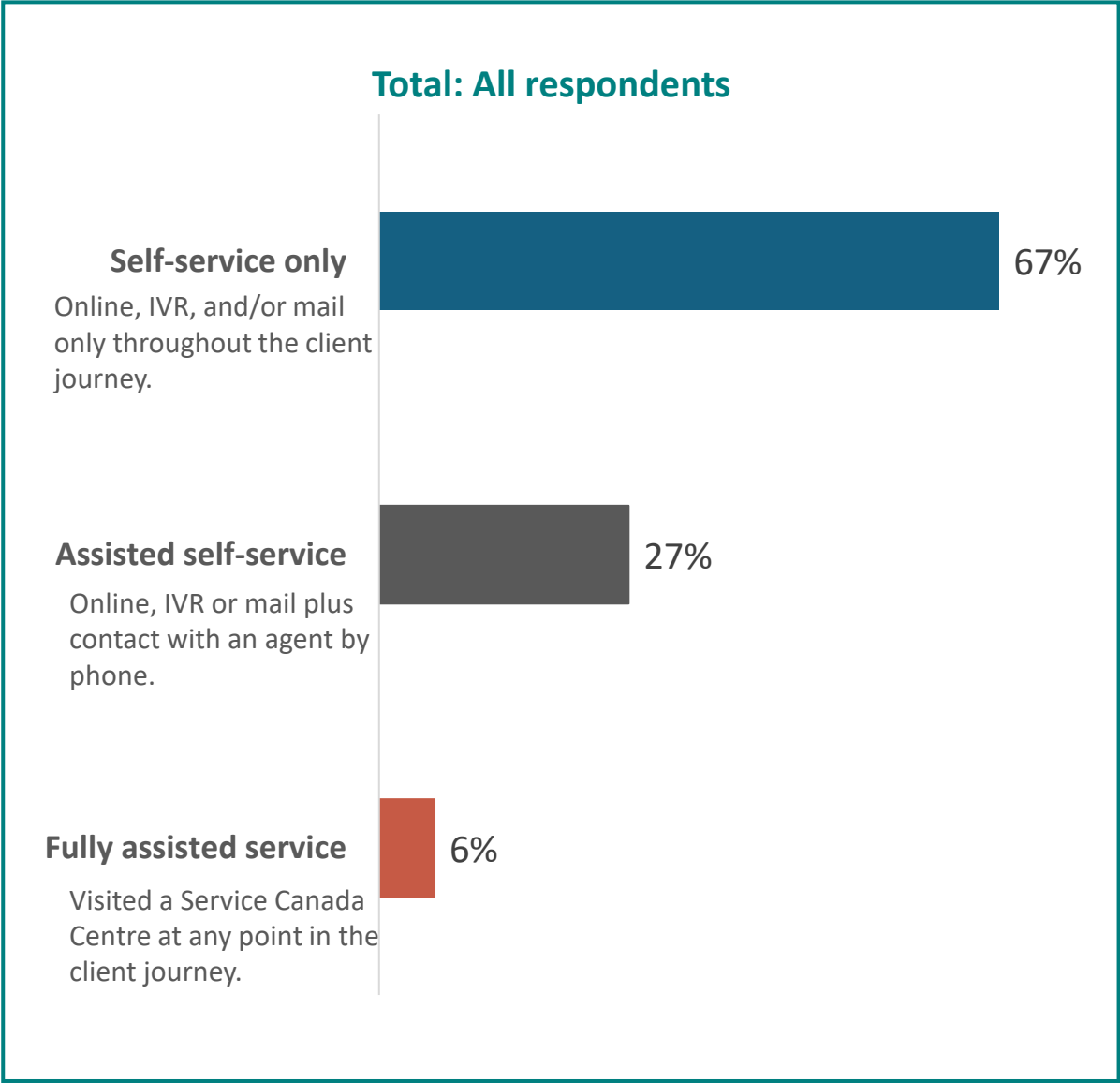
1. In-person excluded due to sample size.

5. Self-service and Assistance Levels

Self-service and Assisted Service Levels: % Using each Service Pathway

Most clients complete their journey only using self-service channels (67%), while assisted self-service (27%) and fully assisted service (6%) are used less frequently.

Applicants are more likely than renewing members to rely exclusively on self-service (72% vs. 61%), whereas renewing plan members are more likely to use assisted self-service (31% vs. 23%) and fully assisted service (8% vs. 5%).



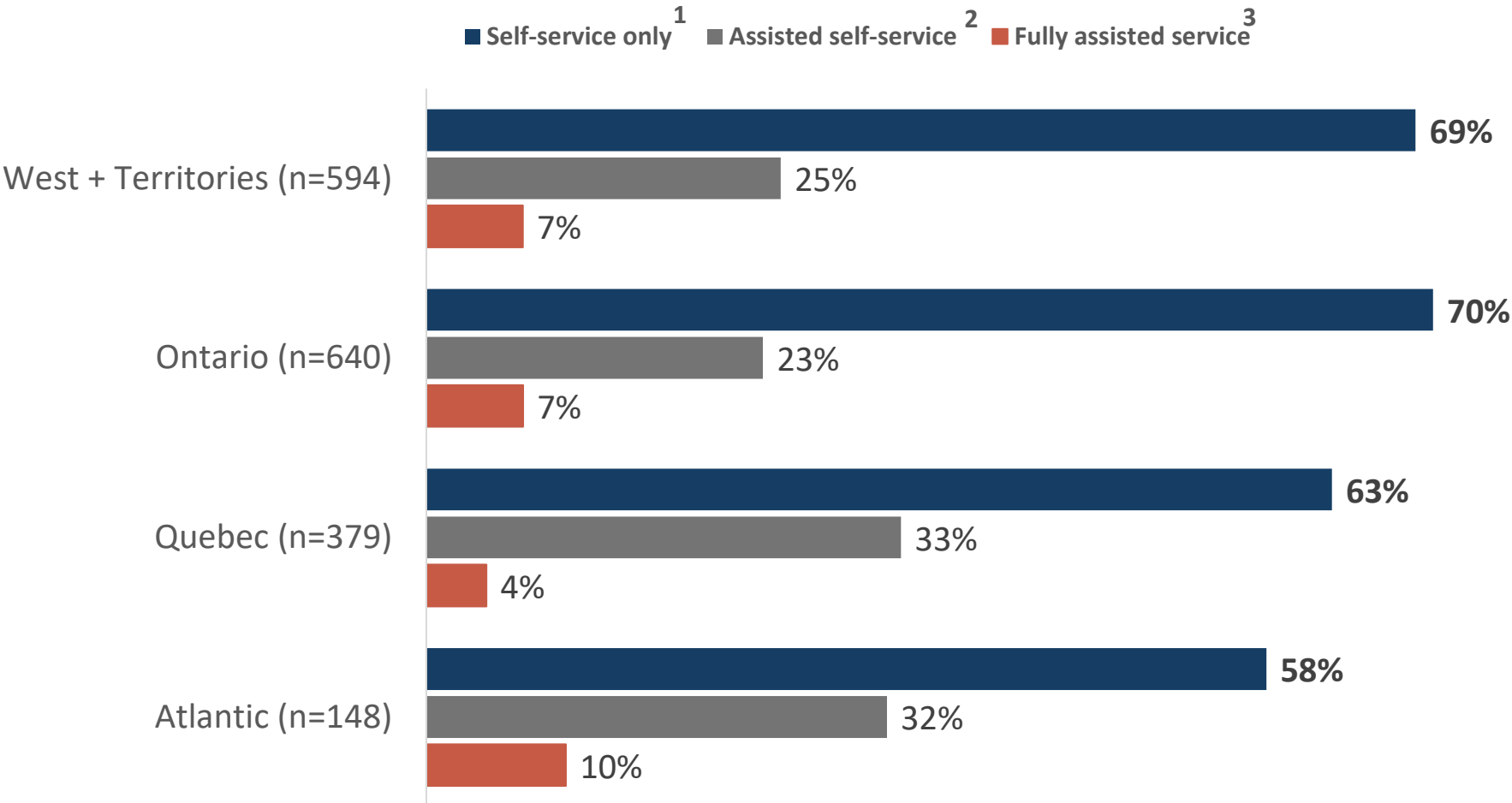
Base: Service Canada clients.
Computed variables based on Q1, Q4 and Q10.

▲▲ Significantly higher/lower than the comparison group.

Self-service and Assisted Service Levels: % Using each Service Pathway by Region

In every region a majority of clients is only using self-service channels. Use is highest in Ontario (70%) and the West and Territories (69%) and lower in Quebec (63%) and Atlantic Canada (58%).

Assisted self-service is more common in Quebec (33%) and Atlantic Canada (32%) than in Ontario (23%), while use of fully assisted service is limited across all regions (4% to 10%).



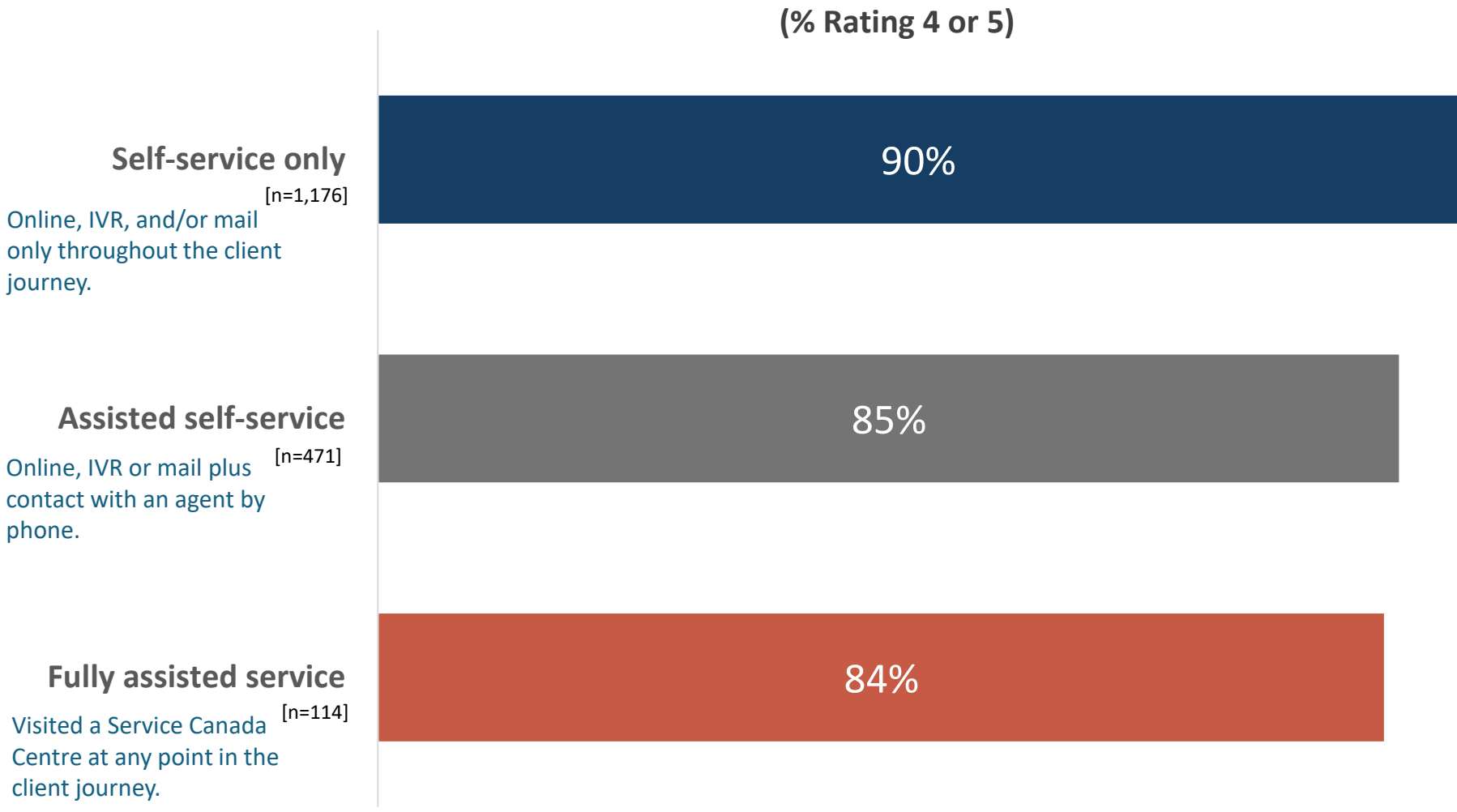
- 1. Online, IVR, and/or mail only throughout the client journey.
- 2. Online, IVR or mail plus contact with an agent by phone.
- 3. Visited a Service Canada Centre at any point in the client journey.

Base: Service Canada clients.
Computed variables based on Q1, Q4 and Q10.

Satisfaction with Overall Service by Service Pathway

Overall satisfaction is high across all service pathways, with positive ratings (4 or 5) ranging from 84% to 90%.

Self-service only users report the highest satisfaction (90%), significantly higher than assisted self-service users (85%). Satisfaction among fully assisted service users (84%) is similarly positive.



Q18: Again, thinking about the overall service from getting information about the CDCP to receiving a decision... How satisfied were you with the overall service you received from Service Canada? Base: Service Canada clients.



Detailed Findings: **SERVICE IMPROVEMENT**

1. Drivers of Satisfaction

Drivers of Satisfaction: Analytical Approach

A key driver analysis was conducted using multiple linear regression, with separate models for applicants and renewing members. Service attributes were grouped into six dimensions (shown below) and tested to identify which factors most strongly drive overall satisfaction. Variables with high levels of missing data due to survey routing were excluded, and correlated variables were assessed and retained where appropriate. Results are presented on the following slides.

UNDERSTANDING AND NAVIGATING THE PROCESS

AWARE: *Awareness and Understanding*

- Understand the information about the dental benefits
- Determine eligibility for dental benefits
- Find out the steps to apply
- Find out what information you needed to provide when applying for the dental benefits

APPLY: *Application Process*

- Understand the requirements of the application
- Complete the application
- Get help on your application from Service Canada when you needed it

FOLLOW-UP: *Ease of Following Up*

- Ease of following up with Service Canada about your application*
- Ease of registering for your My Service Canada Account*

SERVICE EXPERIENCE AND OUTCOMES

EASE

- Overall, it was easy for you to apply for/renew your dental benefits
- You needed to explain your situation only once
- Being able to complete steps online made the process easier for you*
- Being able to complete steps over the phone made the process easier for you*

EFFECTIVENESS

- The amount of time it took was reasonable
- It was easy to get help from Service Canada when you needed it
- It was clear what to do if you had a problem or question
- You were able to move smoothly through all of the steps related to your application/renewal

EMOTION

- Service Canada call centre phone representatives were helpful*
- Service Canada representatives that you dealt with in person were helpful*
- You were confident that any issues or problems would have been easily resolved
- You were confident that your personal information was protected in the process
- You were provided with service in your choice of English or French
- You felt respected throughout the process of applying for/renewing your dental benefits

Key Drivers of Satisfaction – Overview

Eight variables were identified as statistically significant independent predictors of overall satisfaction. The four strongest drivers (**Main Drivers**) were significant at $p < .001$ and demonstrated the greatest influence on overall satisfaction. Four additional variables were also statistically significant, but they exhibited weaker associations and are presented as **Secondary Drivers**, representing a second tier of importance.

Key Takeaway: Access to help, reasonable timeliness, issue resolution, and clarity are the strongest drivers of satisfaction across all client groups.

MAIN DRIVERS

SECONDARY DRIVERS

All Clients

- **Primary Drivers:** Access to help, reasonable timeliness, confidence in issue resolution, and clarity about what to do if a problem arises.
- **Key Opportunity:** Improving access to support while maintaining timely service and confidence that issues will be resolved.
- **Secondary Drivers:** Ease of applying or renewing, moving smoothly through the process, feeling respected, and ease of understanding information about dental benefits.
- **Key Insight:** Beyond the primary drivers, an easy application/renewal process and respectful treatment also contribute meaningfully to overall satisfaction.

Applicants

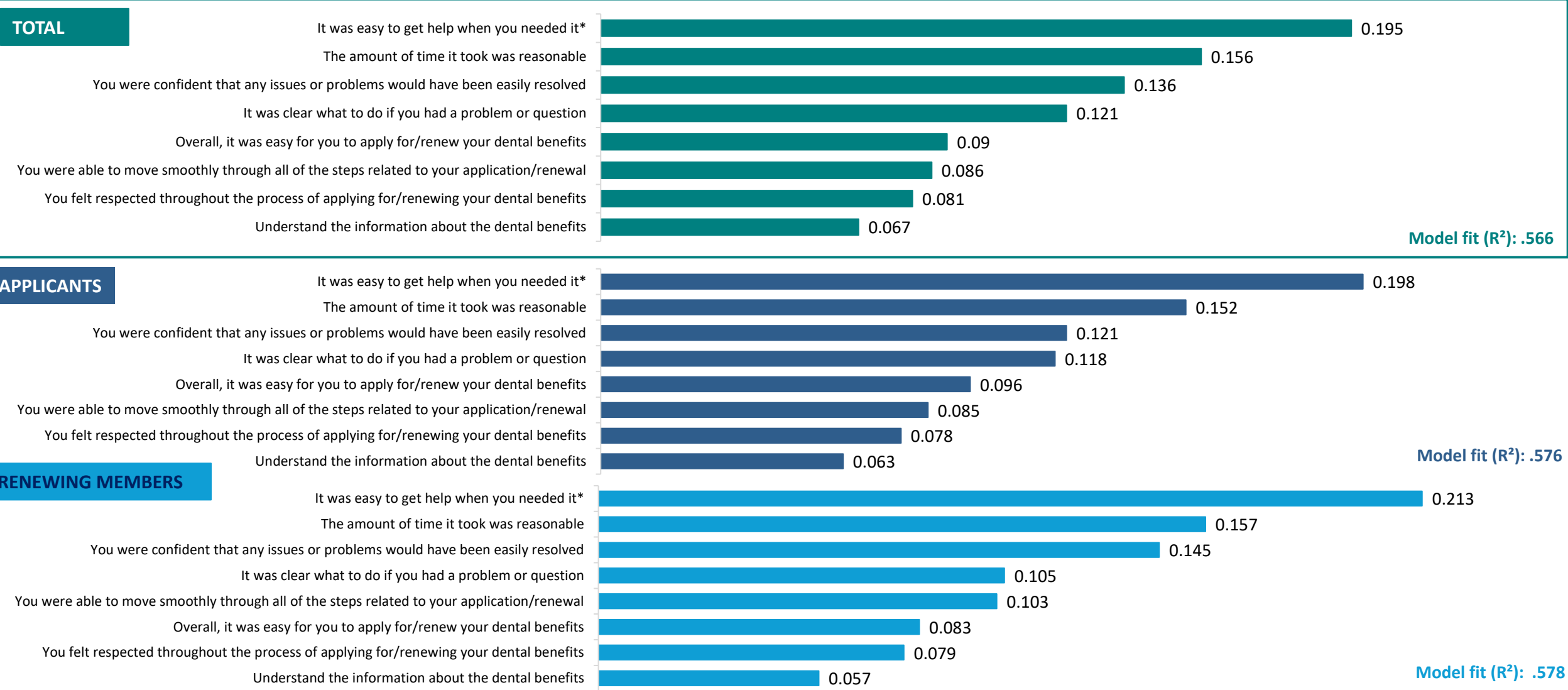
- **Primary Drivers:** Consistent with the overall model, access to help, reasonable timeliness, confidence in issue resolution, and clarity about what to do if a problem arises are the strongest drivers of satisfaction.
- **Secondary Drivers:** Ease of applying or renewing, moving smoothly through the process, feeling respected, and ease of understanding information about dental benefits.
- **Key Insight:** Understanding information about dental benefits is a relatively stronger driver among applicants, likely reflecting lower familiarity with the program.

Renewing Members

- **Primary Drivers:** The same four drivers remain most important. This includes access to help, reasonable timeliness, confidence in issue resolution, and clarity about what to do if a problem arises.
- **Key Insight:** Ease of getting help is a stronger driver of satisfaction among renewing members, suggesting greater sensitivity to support-related challenges.
- **Secondary Drivers:** Ease of applying or renewing, moving smoothly through the process, feeling respected, and ease of understanding information about dental benefits.
- **Key Insights:**
 - **Process efficiency matters more:** Moving smoothly through all steps is a stronger driver among renewing members, highlighting the importance of minimizing friction.
 - **Information plays a smaller role:** Understanding information about dental benefits is somewhat less influential, consistent with renewing members being more familiar with the program.

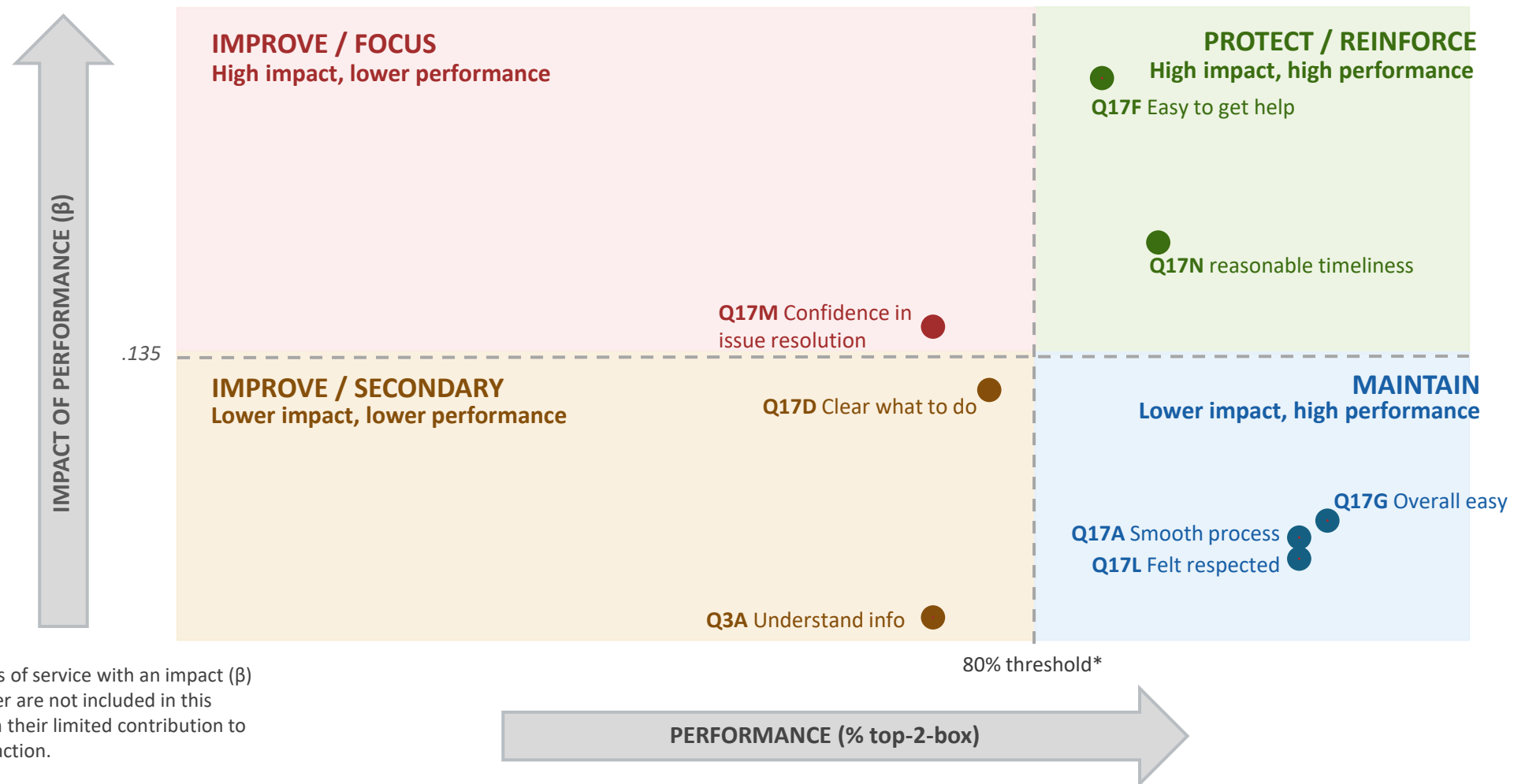
Key Drivers of Satisfaction – In Detail

Ease of getting help from Service Canada when needed is the primary driver of satisfaction. Reasonable timeliness, confidence that issues will be resolved, and clarity about what to do if a problem arises are key secondary drivers. Other factors, including ease of applying, smooth progression through the process, feeling respected, and understanding information, play a more moderate role. Values represent standardized importance scores from the driver analysis. Higher values indicate a stronger relationship with overall satisfaction. Results are consistent across both client groups. Model fit (Adjusted R²): Total = .566; Applicants = .576; Renewing Members = .578.



Priority Matrix: Impact vs. Performance

This priority matrix identifies areas for improvement by comparing each service attribute’s impact on overall satisfaction with its current performance. Attributes in the top-left quadrant represent the highest priorities because they have a strong influence on satisfaction but comparatively lower performance ratings. Most key drivers are performing well and fall within the “Protect/Reinforce” quadrant. Confidence that issues will be resolved represents the primary opportunity for improvement, as it is a high-impact driver performing below the 80% benchmark. Access to help and timeliness are also highly influential drivers and are performing strongly, indicating they should be maintained and reinforced.



Note: Aspects of service with an impact (β) of .06 or lower are not included in this analysis given their limited contribution to overall satisfaction.

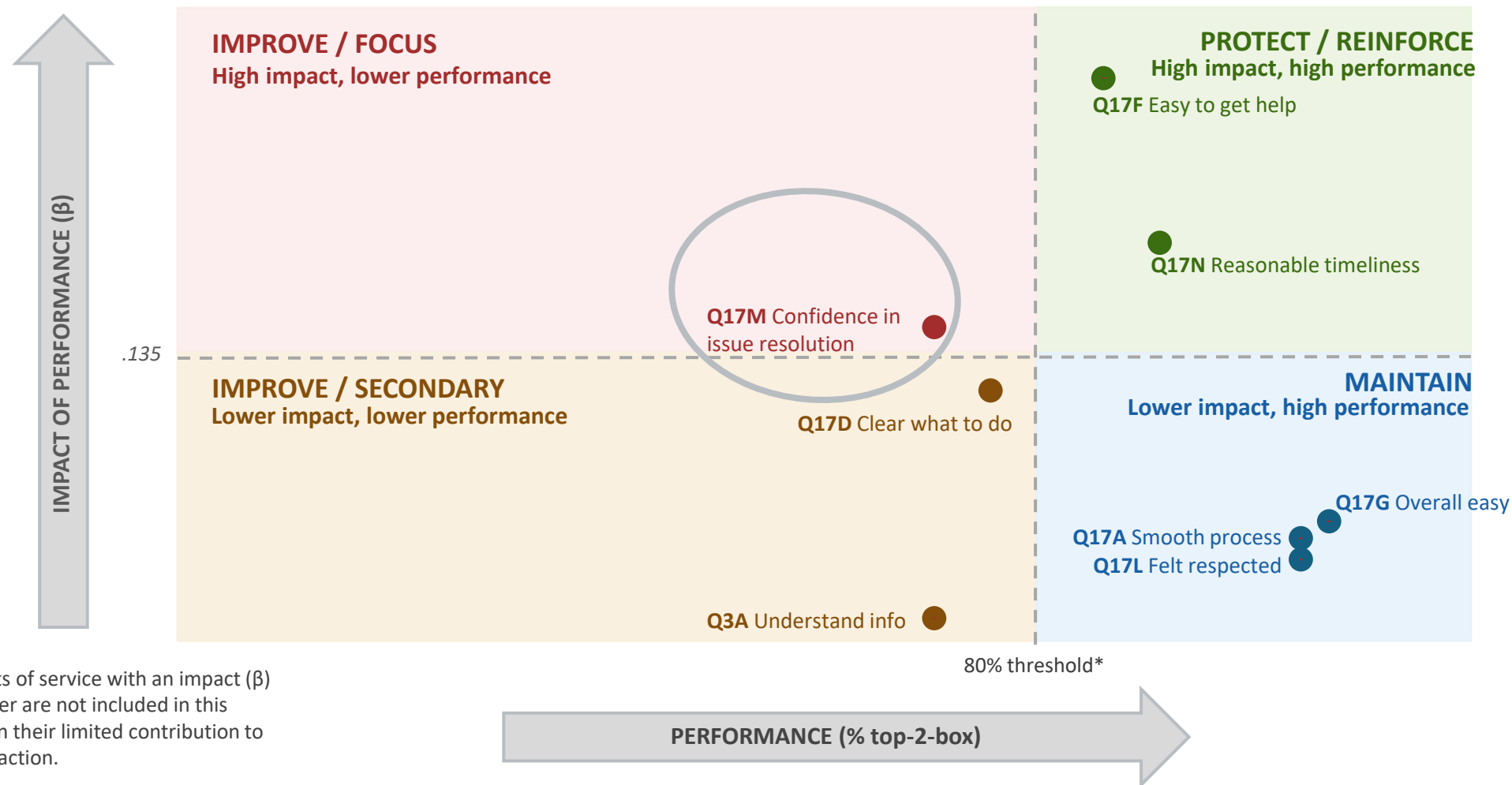
80% threshold*

*The performance cut-off point of 80% is based on Service Canada’s internal business reporting.

2. Areas for Improvement

Areas in Need of Performance Improvement

The greatest opportunity to improve overall satisfaction is increasing **confidence that issues or problems will be resolved** (top-left quadrant).



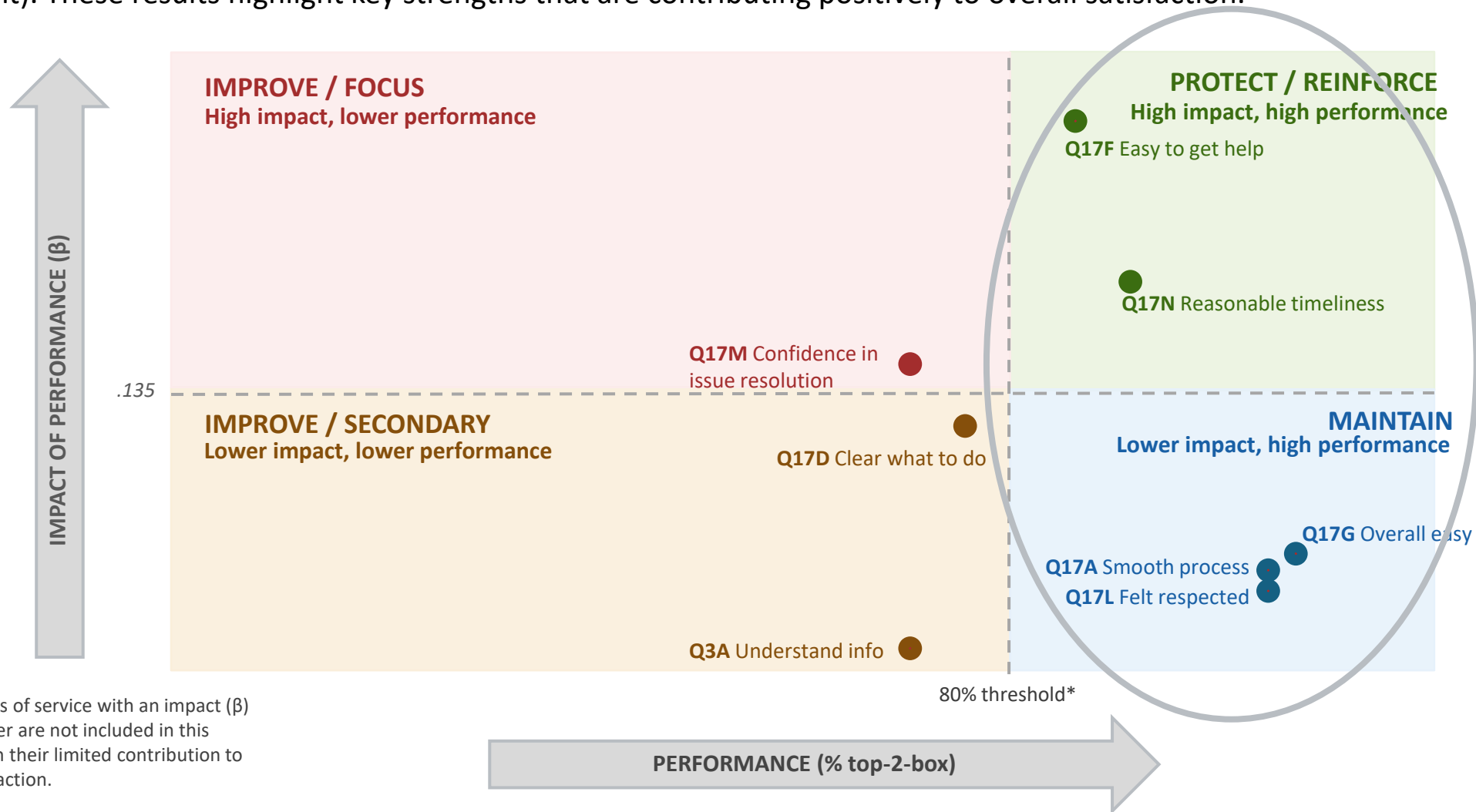
Note: Aspects of service with an impact (β) of .06 or lower are not included in this analysis given their limited contribution to overall satisfaction.

*The performance cut-off point of 80% is based on Service Canada's internal business reporting.

3. Areas to Maintain

Areas of Strong Performance to Maintain

The greatest strength in service delivery is **ease of getting help** (top-right quadrant), which performs well and is a strong driver of overall satisfaction, followed by reasonable timeliness. Other aspects of service experience, such as clarity on what to do, ease of the process, smooth process, and feeling respected, also perform well and should be maintained (lower-right quadrant). These results highlight key strengths that are contributing positively to overall satisfaction.

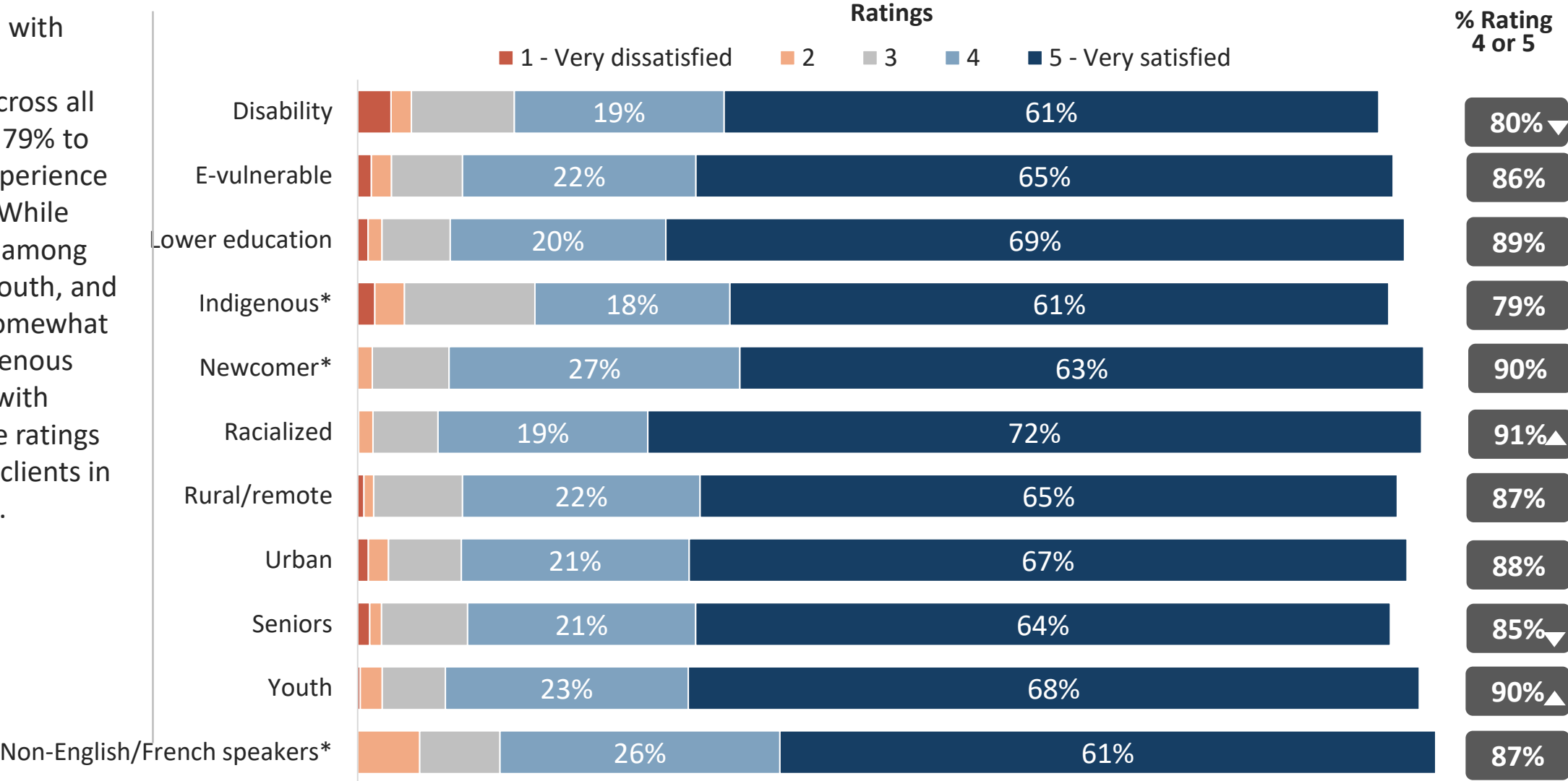




Detailed Findings: CLIENT GROUPS

Overall Satisfaction by Service Canada Client Groups

Overall satisfaction with Service Canada is consistently high across all client groups, with 79% to 91% rating their experience positively (4 or 5). While ratings are highest among racialized clients, youth, and newcomers, and somewhat lower among Indigenous clients and clients with disabilities, positive ratings exceed four in five clients in nearly every group.



Q18. How satisfied were you with the overall service you received from Service Canada? / Base: Service Canada clients; n=2,201.

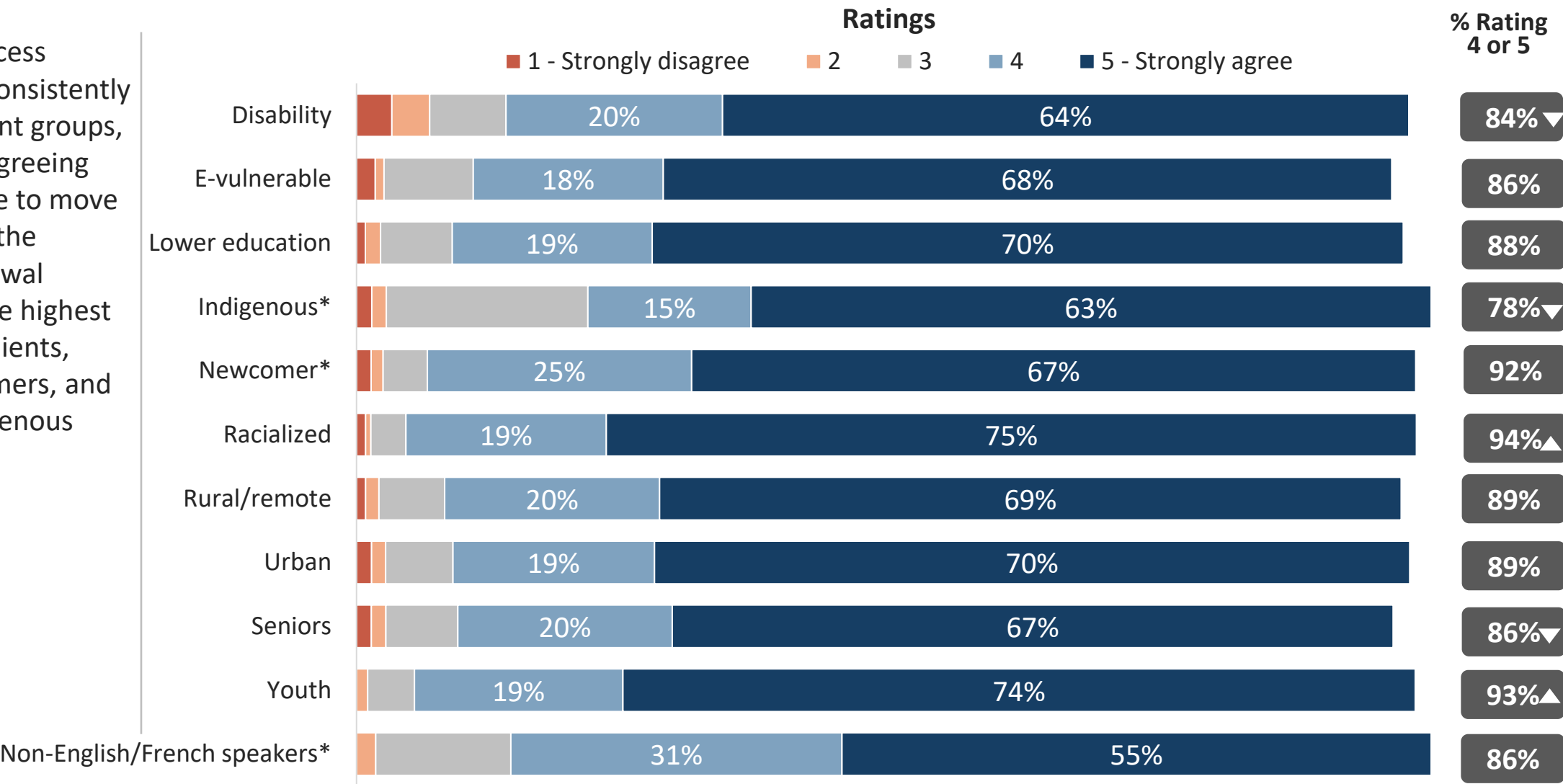
Client group base sizes vary. *Results are based on a small sample (n<100).

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don’t know” and “Not Applicable” responses are excluded in the chart.

▲ Significantly higher/lower than the comparison group.

Effectiveness by Service Canada Client Groups

Perceptions of process effectiveness are consistently positive across client groups, with 78% to 94% agreeing that they were able to move smoothly through the application or renewal process. Ratings are highest among racialized clients, youth, and newcomers, and lower among Indigenous clients.



Q17a: Agree/disagree: You were able to move smoothly through all of the steps related to your application/renewal. / Base: Service Canada clients; n=2,201.
Client group base sizes vary. **Results are based on a small sample (n<100).*

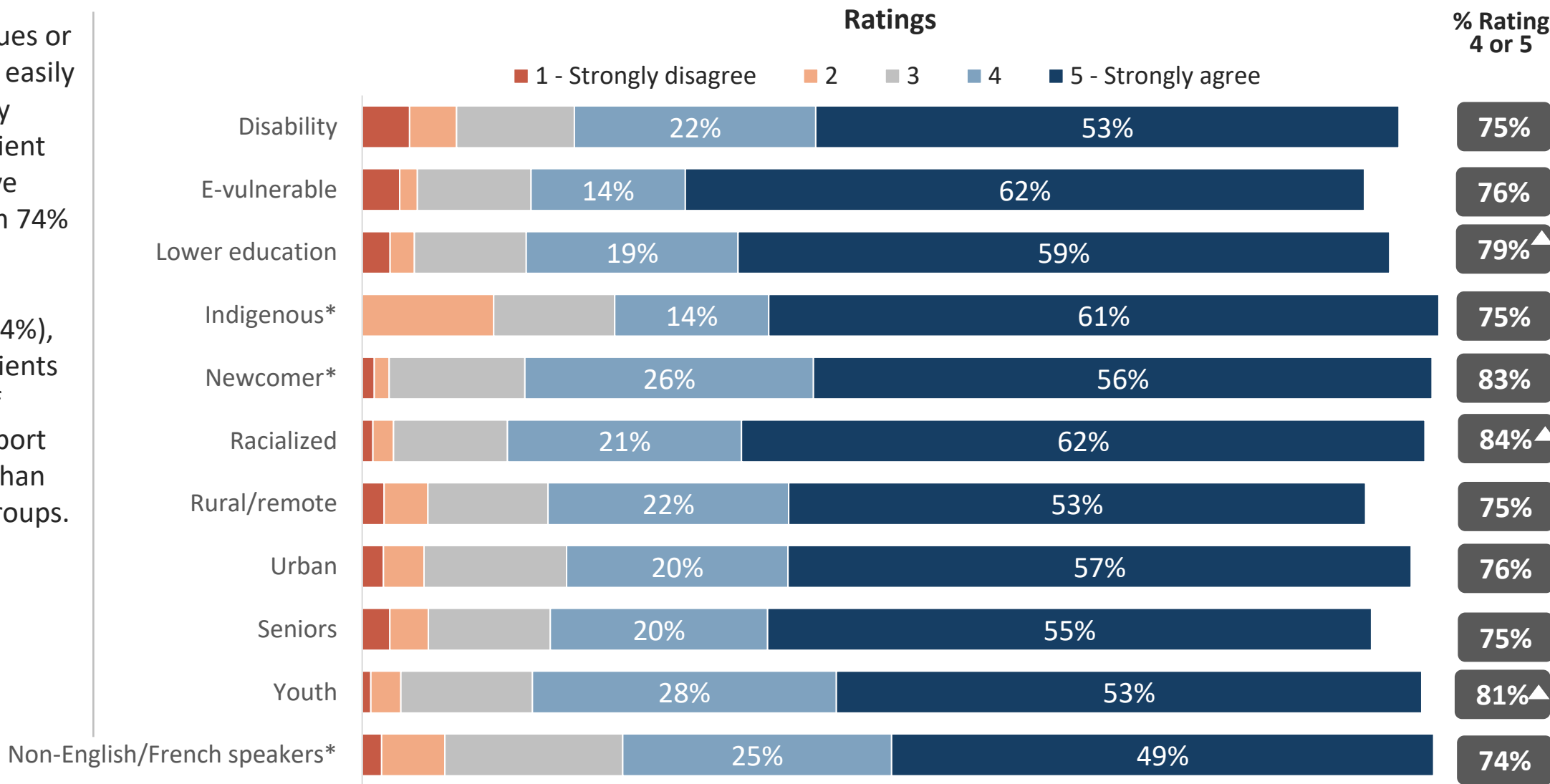
Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don’t know” and “Not Applicable” responses are excluded in the chart.

▲ Significantly higher than the comparison group.
▼ Significantly lower than the comparison group.

Emotion by Service Canada Client Groups

Confidence that issues or problems would be easily resolved is generally consistent across client groups, with positive ratings ranging from 74% to 84%.

Racialized clients (84%), youth (81%), and clients with lower levels of education (79%) report higher confidence than their comparison groups.



Q17m: Agree/disagree: You were confident that any issues or problems would have been easily resolved. / Base: Service Canada clients; n=2,201.

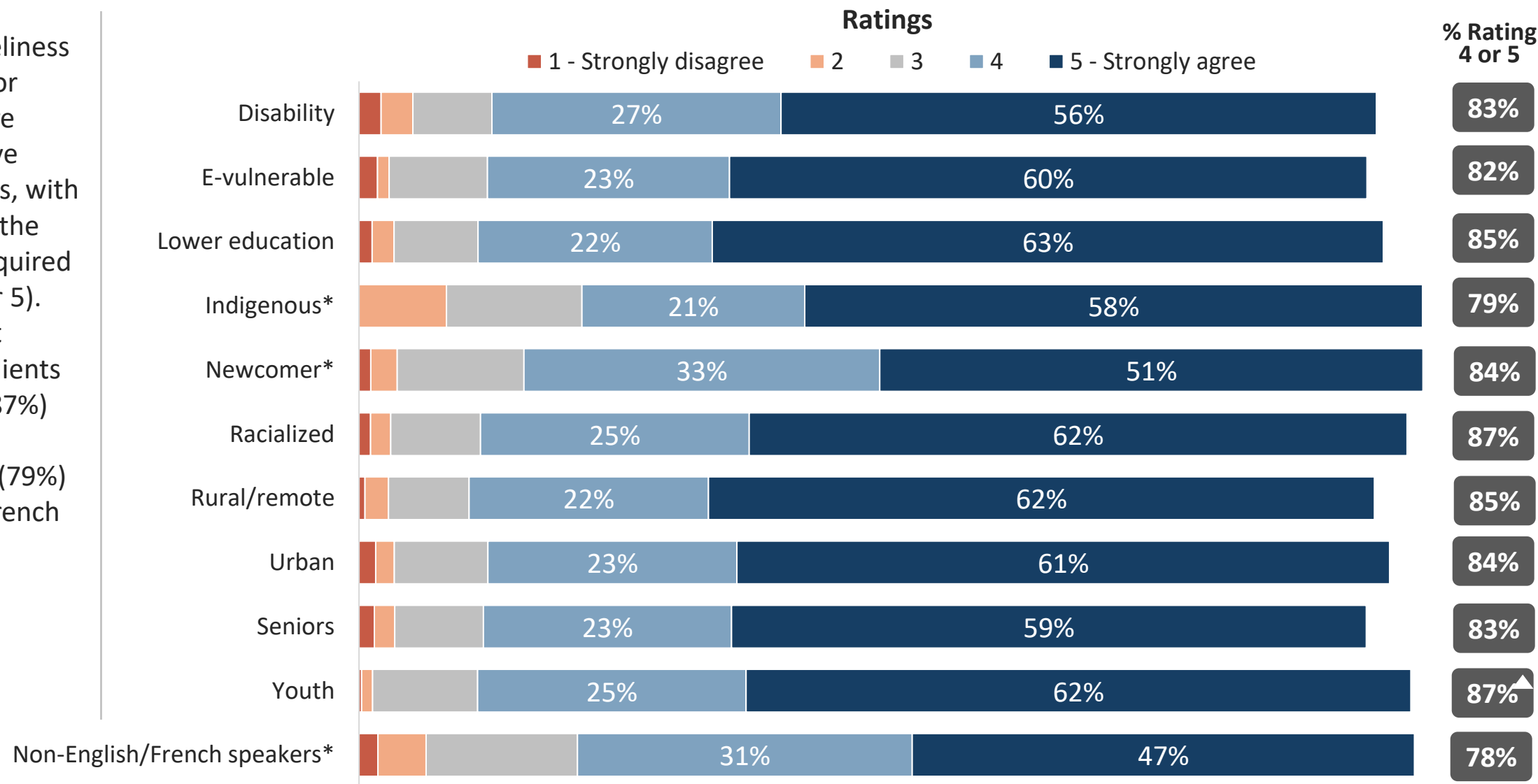
Client group base sizes vary. *Results are based on a small sample (n<100).

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don't know” and “Not Applicable” responses are excluded in the chart.

▲ Significantly higher/lower than the comparison group.

Timeliness by Service Canada Client Groups

Ratings of the timeliness of the application or renewal process are consistently positive across client groups, with 79% to 87% rating the amount of time required as reasonable (4 or 5). Ratings are highest among racialized clients (87%) and youth (87%) and lowest among Indigenous clients (79%) and non-English/French speakers (78%).



Q17n: Agree/disagree: The amount of time applying/renewal took was reasonable. / Base: Service Canada clients; n=2,201.

Client group base sizes vary. *Results are based on a small sample (n<100).

Note: NET scores may not equal the sum of ratings 4 and 5 due to rounding. Totals may not equal 100% because “Don’t know” and “Not Applicable” responses are excluded in the chart.

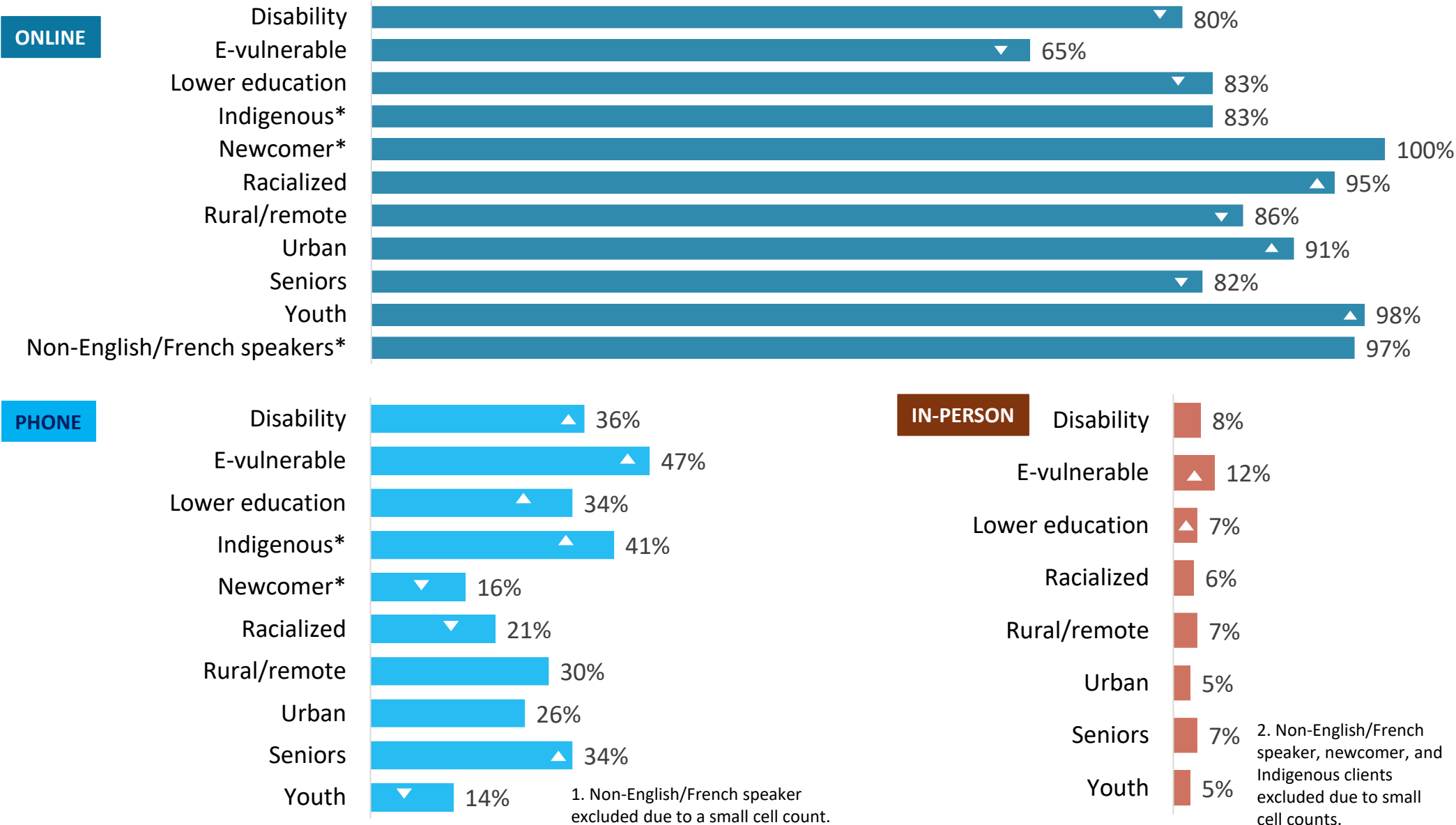
▲ Significantly higher/lower than the comparison group.

Channel Use by Service Canada Client Groups: Online, Phone, In-person

Online channels are the primary method of interaction across all client groups.

Use is particularly high among newcomers (100%), non-English/French speakers (97%), youth (98%), and racialized clients (95%), while somewhat lower among e-vulnerable clients (65%) and clients with disabilities (80%).

Phone and in-person channels are used less frequently overall. Phone use is more common among e-vulnerable (47%) and Indigenous (41%) clients, whereas in-person use remains low across all groups (5% to 12%).



Channel Satisfaction by Service Canada Client Groups

Satisfaction is generally high across service channels and client groups, with ratings of 70% or higher in most cases.

In-person service receives the highest satisfaction ratings where results can be reported (79% to 91%), while IVR generally received the lowest ratings (58% to 81%).

Few meaningful differences are observed across client groups. Website satisfaction is higher among racialized clients (85%) and youth (84%) and lower among seniors (74%). Call centre satisfaction is higher among e-vulnerable clients (83%) and clients with lower levels of education (83%), while clients with disabilities report lower satisfaction with MSCA (73%).

Client Group	Service Channels				
	In-person (n=114)	Website (n=1,731)	IVR (n=291)	Call Centre (n=545)	MSCA (n=1,097)
	% satisfied (scores of 4 or 5)				
Disability	79%†	75%	69%	77%	73% ▼
E-vulnerable	88%	79%	69%	83% ▲	84%
Lower education	86%	78%	70%	83% ▲	83%
Indigenous*	‡	70%	‡	88%†	75%
Newcomer*	‡	87%	‡	80%†	91%
Racialized	86%	85% ▲	75%	80%*	85%
Rural/remote	91%	76%	72%	77%	78%
Urban	85%	80%	69%	78%	84%
Seniors	88%	74% ▼	71%	76%	79%
Youth	‡	84% ▲	58%	66%*	84%
Non-English/French speakers*	‡	82%	81%	64%	80%†

Client Groups with Lower Satisfaction: Key Gaps

Overall satisfaction is lower among clients with disabilities (80%) and seniors (86%) compared to all clients (87%), with distinct patterns in challenges each group faces.

Overall Satisfaction (% Rated 4 or 5)



Clients with disabilities



Seniors



All clients

Key Gaps vs. All Clients

Clients with disabilities experience broader gaps across the service experience, particularly related to navigating the application and interacting with Service Canada.

- Ability to move smoothly through all steps
- Ability to complete steps online made the process easier for you.
- Clarity on what to do when issues arise.
- Explain situation only once to Service Canada representatives.
- Overall, it was easy to apply/renew.
- Service Canada representatives (phone + in-person) were helpful.

For **seniors**, gaps are more concentrated. Lower satisfaction is primarily associated with challenges related to completing steps online and ease of getting help when needed.

- Ability to complete steps online made the process easier for you.
- It was easy to get help from Service Canada when you needed it.



Conclusion



Final Observations

- The CDCP delivers a strong baseline client experience overall, but gaps in access to support and the renewal process are associated with lower satisfaction scores.
- The renewal experience is a key area for improvement.
 - Renewing members rely more on assisted service channels and report lower satisfaction.
 - As the program matures and the age profile of renewing clients becomes more balanced, continued monitoring will help determine whether the differences observed among renewing members persist over time.
- While prioritizing digital channels is effective, access to assisted service channels remains important, especially for clients that still rely on multiple channels to complete their application or renewal.
- Results, based on clients' self-reported experiences and outcomes, suggest progress toward the CDCP's core policy objectives of improving access to oral health care, reducing avoidance of oral health care due to cost, and improving oral health outcomes.
- Equity gaps remain, with lower satisfaction among some vulnerable groups, including clients with disabilities and seniors. Addressing barriers to support will be important to ensuring the program is accessible and equitable for all clients.

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