

The Importance of Client Satisfaction Research

- An essential tool for public sector decision-making
- Spotlight on Citizens First 2020
- Other research conducted across Canada
- COVID-19 results in Citizens First 2020 (wave 2)



Image source: [Human Resources Director](#)

JOINT COUNCIL'S EXECUTIVE MONTHLY REPORT

Developed by the Research Committee

January 2021

1. Introduction

Client satisfaction research is an important decision-making tool for the public sector. It is a reliable method to capture a snapshot of satisfaction levels and opinions around a wide range of programs and services. It allows the public sector to monitor and review trends over time to understand how client needs and perceptions are changing and how they impact their overall satisfaction. This information can be used to make the changes needed to improve the quality of public sector services and ensure they are reflective of client needs.

In Canada, client satisfaction research is conducted across various jurisdictions. However, this Executive Report will focus on the latest [Citizens First](#) edition (Citizens First 2020) to be published in April 2021. Citizens First 2020 has been selected to be featured in this Executive Report because the series is well known amongst members of the Joint Councils.



Why is Client Satisfaction Research Important?

- Helps service providers gain a deeper understanding of how clients experience government programs and services.
- Enables service providers to improve services based on the perspective of clients and empirical evidence.
- Due to the COVID-19 pandemic, governments across the country have introduced new service delivery options to meet the needs of clients. It is important to understand the effectiveness of these pandemic related response efforts.

What Is Covered In This Executive Report?

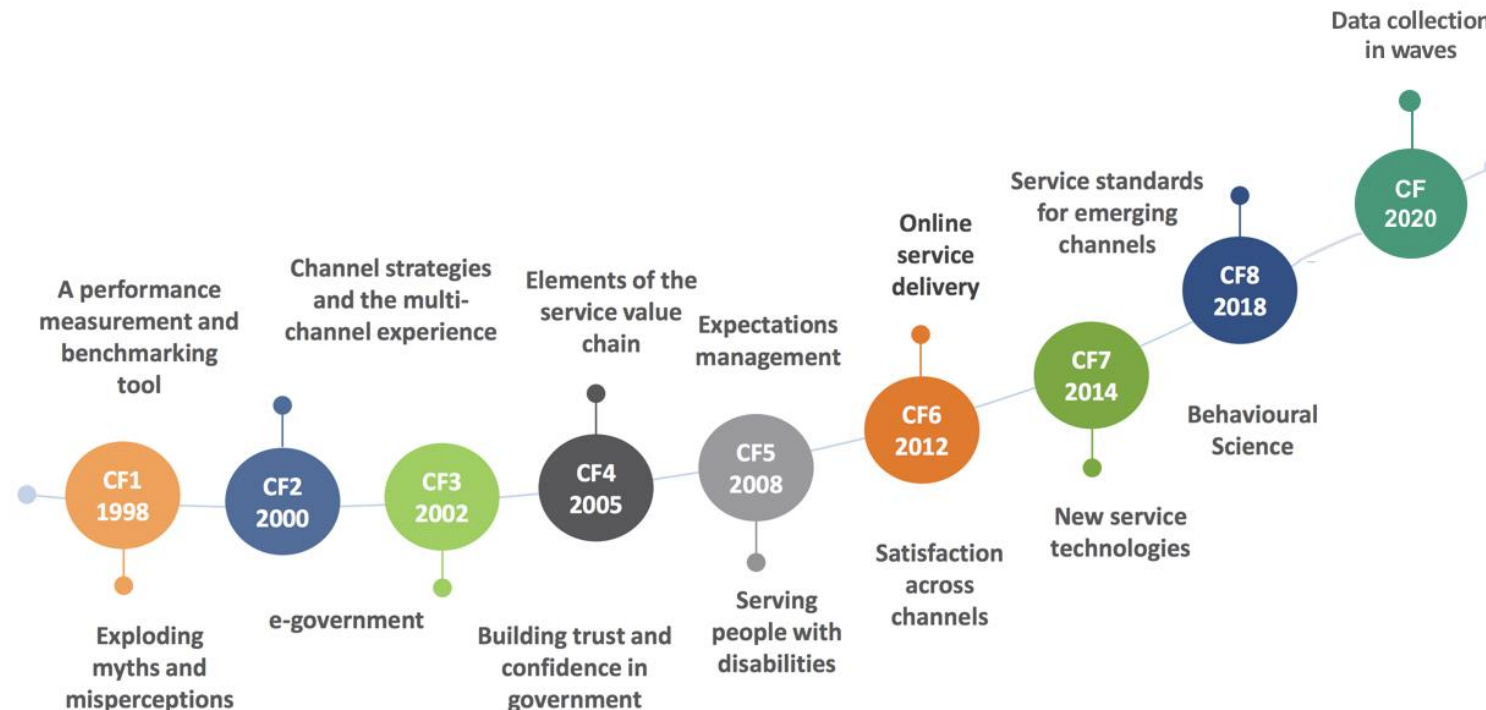
This report includes the following:

- Introduction
- Citizen First: background and evolution
- The new research methodology for the Citizen First series
- Examples of client satisfaction research conducted across Canada
- Overview of preliminary results found in wave 2 of Citizen First 2020
- Citizen First 2020: COVID-19 results (wave 2)

2. Citizens First: Background & Evolution

The [Citizens First \(CF\)](#) series takes an in depth look at how citizens experience government services. For over 20 years, the study asked Canadians what they think about the delivery of public services, their expectations, and what they would like to see government (at all levels) prioritize. The study is conducted through the collaboration between the Institute for Citizen-Centred Service (ICCS), Ipsos Public Affairs, and sponsor jurisdictions representing all levels of government across Canada. In April 2021, the ICCS will be publishing the results of Citizens First 2020, the latest iteration of the Citizens First research.

The initial Citizens First survey was undertaken in 1998. The study established the baseline measures of citizens satisfaction rates and expectations of services offered by federal, provincial/territorial, regional and municipal governments. When published, Citizens First 2020 will be the ninth edition in this series of studies which have been conducted every 2 to 3 years.

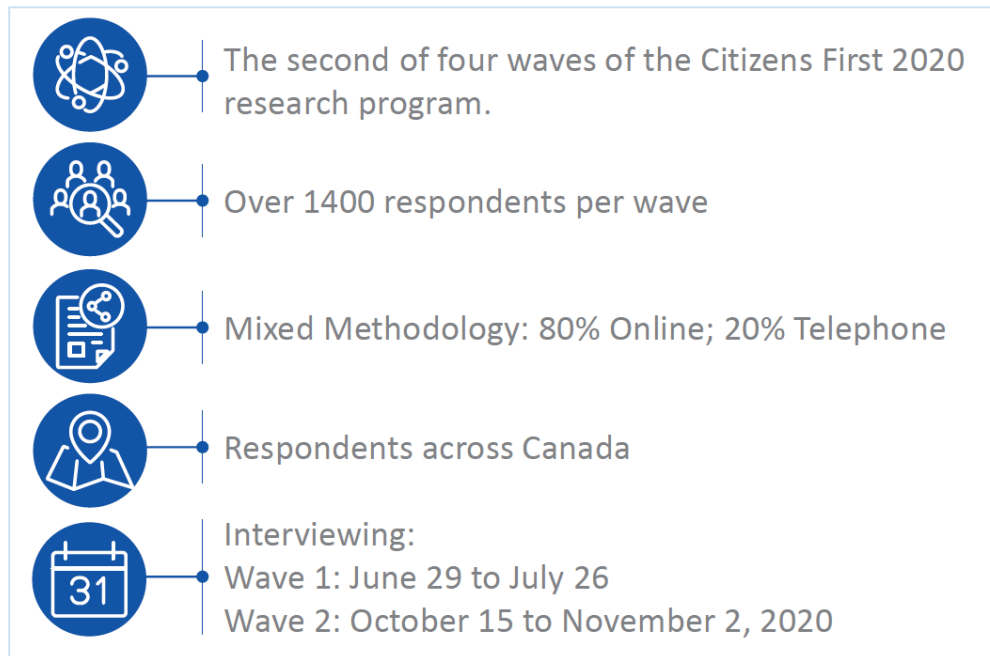


3. Citizen First 2020: New Research Methodology

The research methodology used to conduct Citizens First 2020 has changed since the last iteration of the series. The following changes have been made:

Prior Years	Citizen First 2020
Data collection completed in one wave	Data collection completed in four waves
Mixed mode data collection (online, mail, mail-to-online)	Data collection completed almost exclusively through online panelists in most participating jurisdictions, with telephone used in smaller jurisdictions. In the first wave, there were a limited number of surveys completed through mail-to-online.

Research Approach for Citizen First 2020 (wave 2)



Other Examples of Client Satisfaction Research Conducted Across Canada:

Note: The following is not an exclusive list of research conducted across Canada. The following list is just a sample.



[City of Calgary](#)



[Peel Region](#)



[Government of Canada](#)



[Government of Manitoba: Manitoba Infrastructure](#)



[Government of British Columbia: Ministry of Transportation](#)



[Government of Saskatchewan: Ministry of Central Services](#)

4. National Results: Preliminary Findings of Citizen First 2020

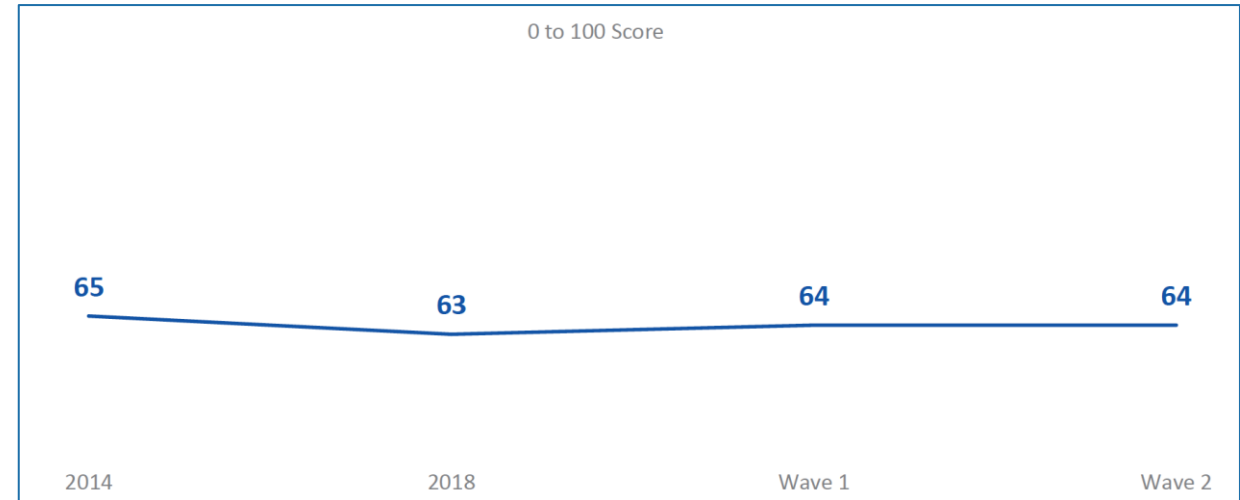
Citizen First 2020 is scheduled to be published in April 2021. The results highlighted indicate some of the research findings gathered thus far.

Note: The following results have been found in wave 2 (out of 4 waves) for the CF2020 study.



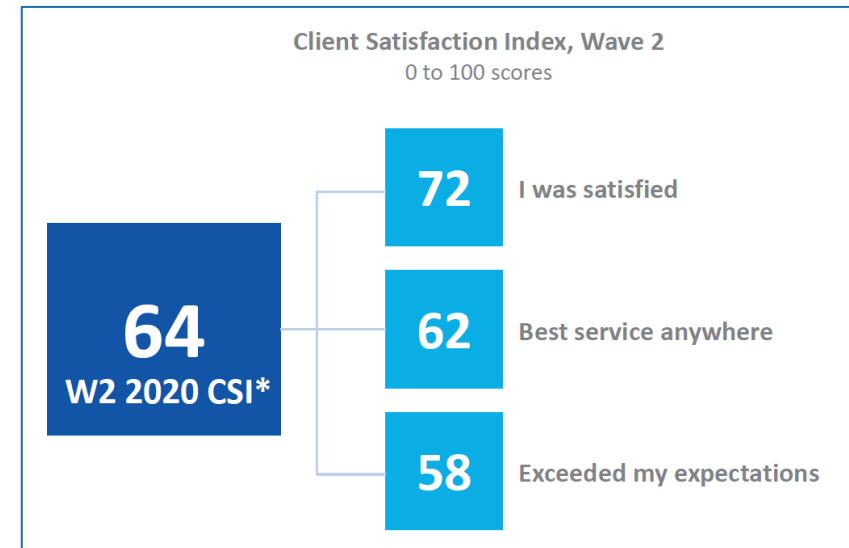
1

The Client Satisfaction Index (CSI) has held steady over the past six years



Clients are more likely to agree that they were satisfied than that it was the best service anywhere or exceeded expectations

2



4. National Results: Preliminary Findings of Citizen First 2020 (Continued)

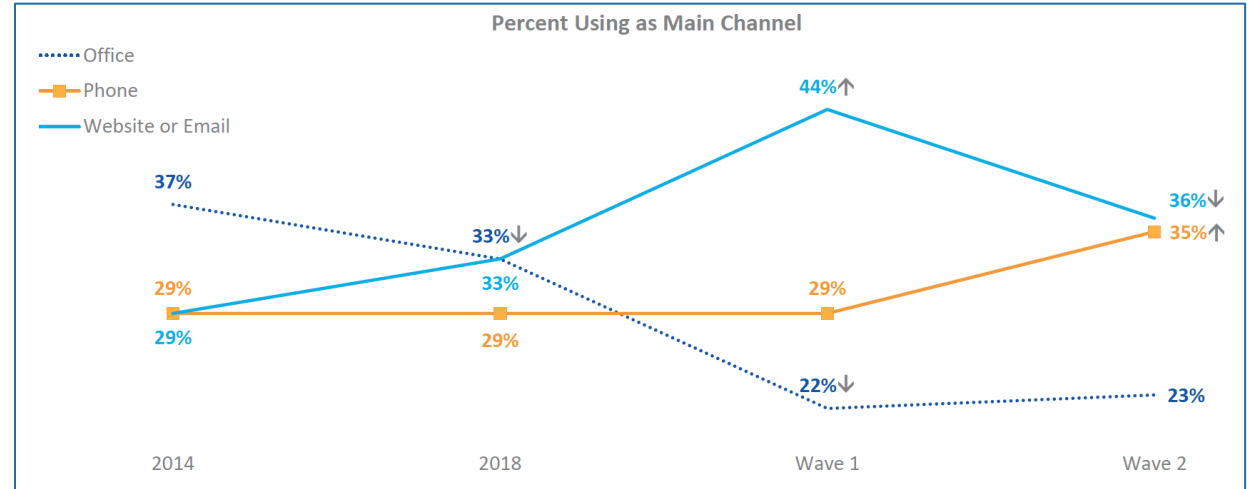
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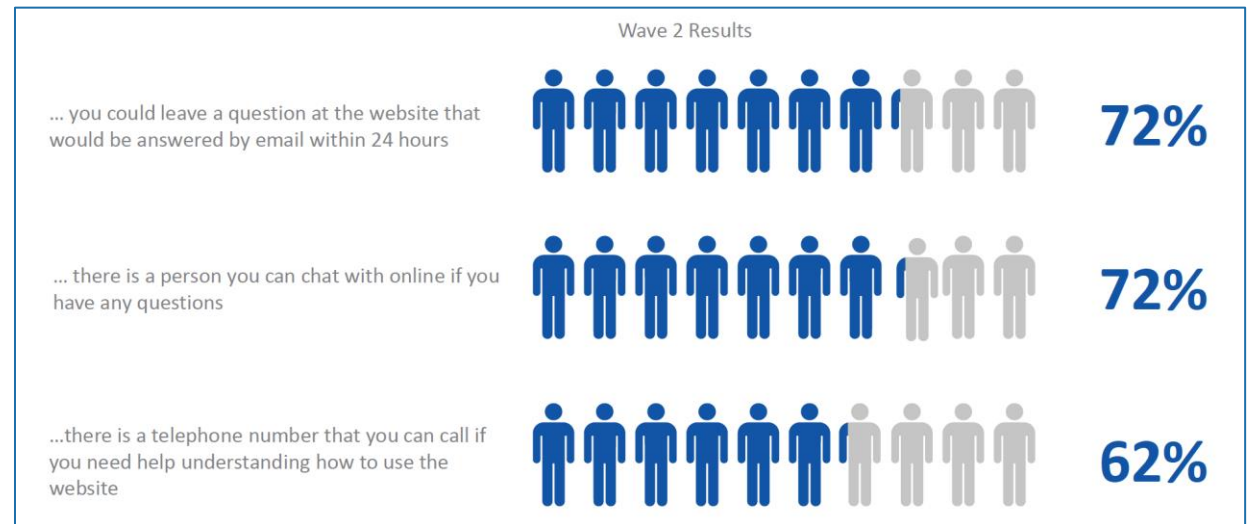
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Use of a website as the main channel declined since July, telephone transactions increased, while use of office visits remains low



4

Service users would be more likely to access government services online if...



5. Citizen First 2020: COVID-19 Results

The COVID-19 pandemic has accelerated the digital transformation of public sector service delivery. Many essential services can now be accessed by clients online. Social distancing restrictions has reduced the capacity for in-person communication between clients and the public sector. As a result of this, it is important to hear the voices of clients and drivers of satisfaction, especially during the pandemic.

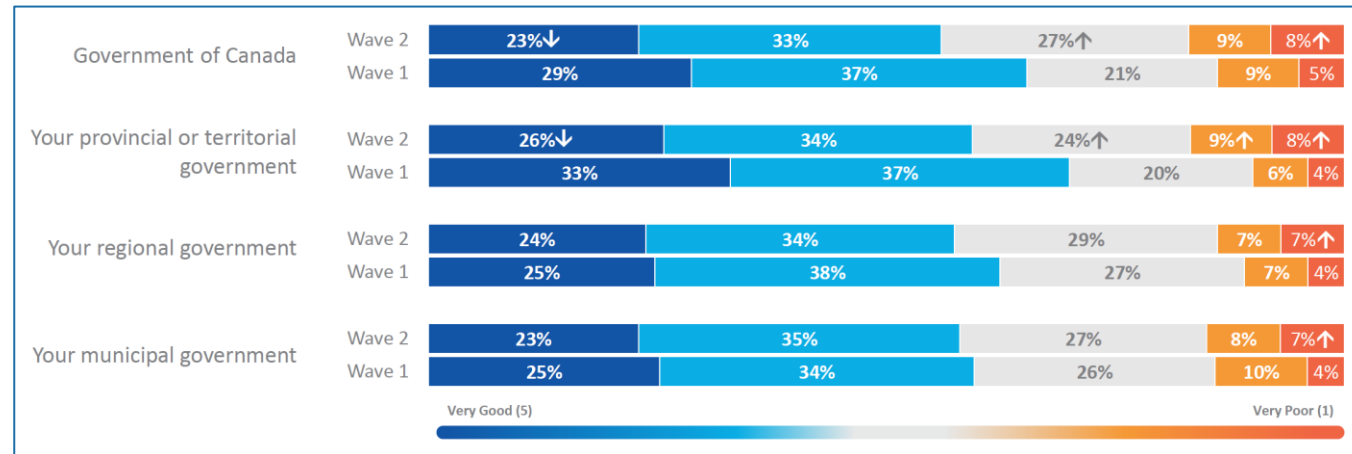
The following results have been found in wave 2 of the Citizen First 2020 study in relation to the COVID-19 pandemic.

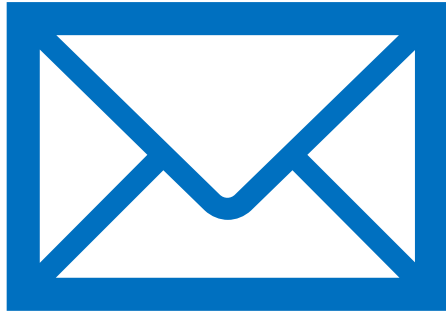


Service reputation holds steady in Wave 2 in the face of continuing COVID challenges



Citizens are not quite as positive about the job that some levels of government are doing in managing the COVID-19 situation as they were in July





For Further Reading

- [Government services in a digital age. Where policy meets delivery](#)
- [Citizens have a right to better services](#)
- [4 Ways Customer Experience Will Change in 2021](#)
- [What's Ahead for Customer Experience in 2021?](#)
- [How chatbots are making us rethink customer experience in a COVID world](#)
- [The US Government Needs to Invest in Digital Design](#)
- [4 Ways Customer Experience Will Change in 2021](#)

Other Noteworthy Articles:

[The importance of trust in building a data-centric organization](#)

[Privacy and security concerns from digital identity growth addressed by civil society, governments](#)

[Data management platforms play vital role in future of government work](#)

[The Digital Identity Standards To Bet On In 2021](#)

[The government can, and must, stand for privacy](#)

Research Repository

Access the Citizen First [Research Repository](#).

Recent entries on the research repository:

[Eyes in the Sky: The Age of the Drones \(UAVs\) - Joint Council's Executive Report December 2020](#)

This report explores drone (UAVs) use in the public sector. It also highlights the opportunities and key considerations related to drone use.



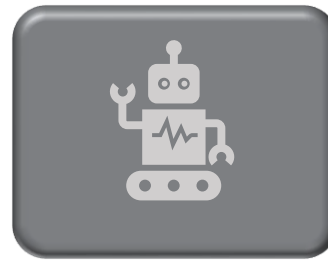
Trends in the Daily Newsletter



According to [Gov Tech](#), the lack of easy access to information and technology among some seniors has compounded the experience of isolation. To improve access, the Council on Aging subcommittee recommends digital solutions to enhance and streamline services more effectively to support seniors during the pandemic and in the future.



A recent report by [Investment Executive](#) stated that COVID-19 has placed sudden pressure on regulators to respond quickly to pandemic related priorities. This revealed that the pandemic is shaping the expectation that the future of regulation be just as nimble and effective once conditions return to normal.



According to [Nextgov](#), governments accelerated digital transformation efforts to implement artificial intelligence (AI) for cybersecurity needs. By implementing AI within government operations, agencies can enhance data protection and compliance efforts and free up time while providing an additional layer of risk management.



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