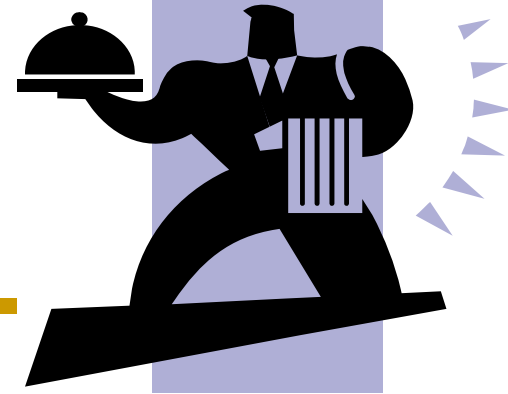


Institute for Citizen-Centred Service

**Canadian Public Sector
Quality Association
June 19, 2002**

ICCS Mission

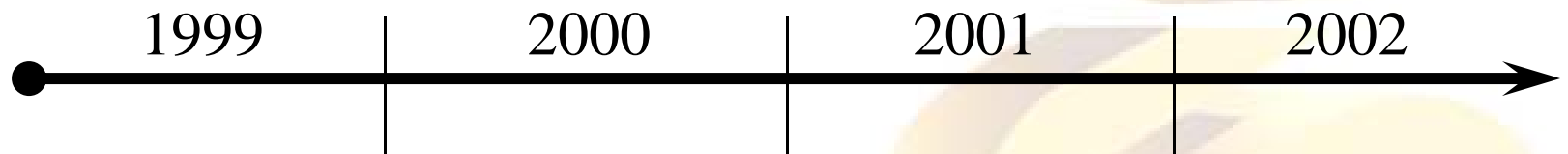


- The mission of the ICCS is to promote high levels of citizen satisfaction with public-sector service delivery.
- The ICCS achieves its mission by:
 - undertaking research to identify citizens' service needs and expectations;
 - assisting the public sector in identifying and applying innovative, best practice service solutions that respond to citizens' needs; and
 - nurturing a community of interest.

Origins of the ICCS

1998 - Citizen-Centred Service Network recommends a national centre of expertise

1998 & 2000 - *Citizens First* reports recommend an Institute for Citizen-Centred Service



2001 - IPAC agrees to “incubate” the ICCS

Summer 2001 - First two ICCS staff seconded from TBS and Ontario

ICCS Mandate



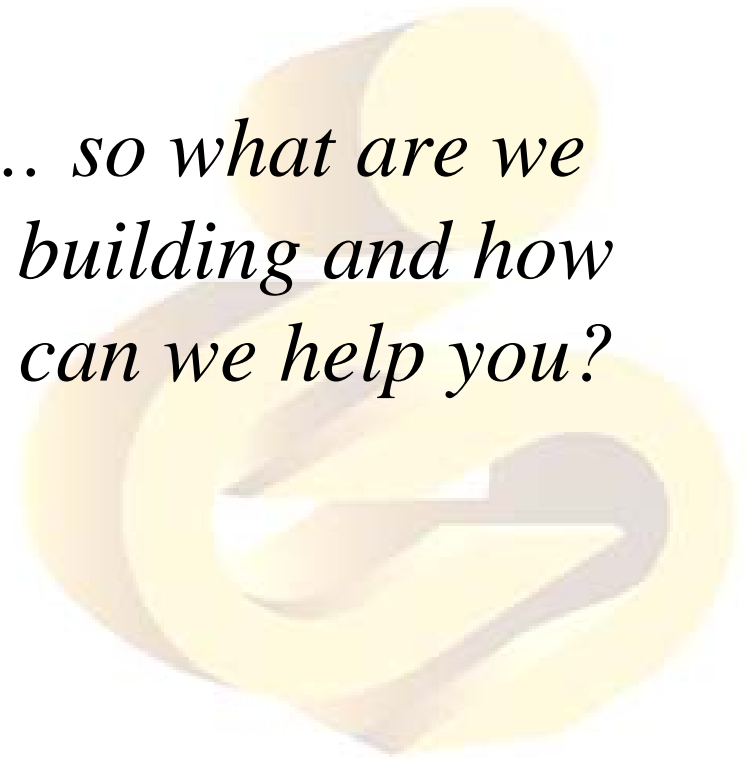
Champion citizen-centred service

- » Serve as custodian of the Common Measurements Tool, **CMT** data repository, and benchmarking service;
- » **Undertake research** to measure and monitor citizens' service expectations, satisfaction, and priorities;
- » Develop a centre of expertise around **e-government**;
- » **Monitor progress** in improving citizen satisfaction;
- » **Recognize excellence** in citizen-centred service;
- » Provide publications, training, and other tools.

How can we help you?

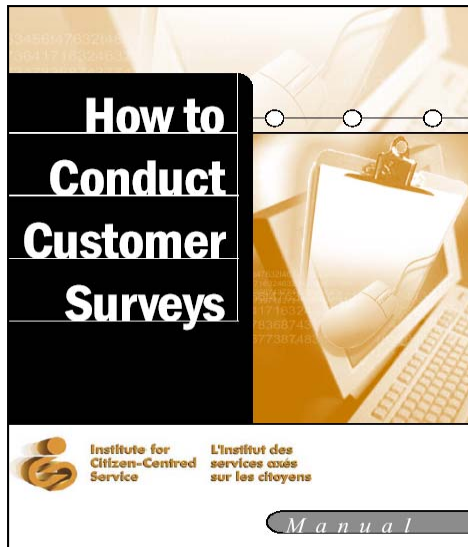


*... so what are we
building and how
can we help you?*



Common Measurements Tool

- User-friendly survey design tool.
- Supported with tools and publications.



- Used by the federal government, P.E.I., Ontario, Manitoba, B.C., Toronto, Florida.

Why a Common Tool?

Citizens First 2000

"If you used (service) in the past year, how good was the quality of service?"

Very Poor (1) (2) (3) (4) (5) **Very Good**

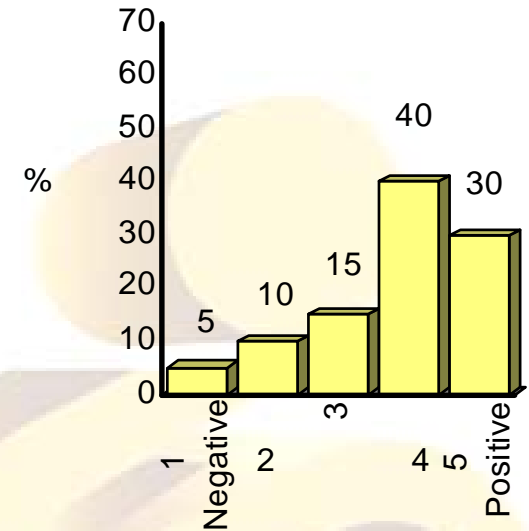
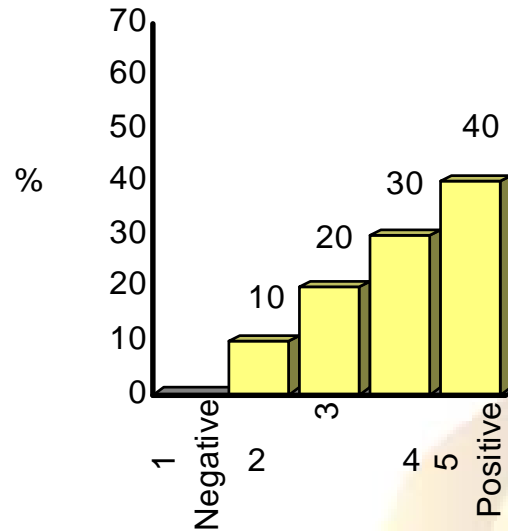
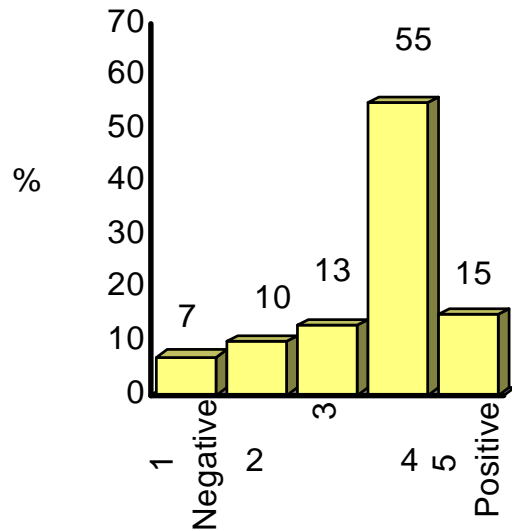
UK People's Panel

"I would like you to tell me how satisfied or dissatisfied you are with the quality of (service)"

Very Satisfied | **Fairly Satisfied** | **Neither** | **Fairly Dissatisfied** | **Very Dissatisfied** | **[No Opinion]**

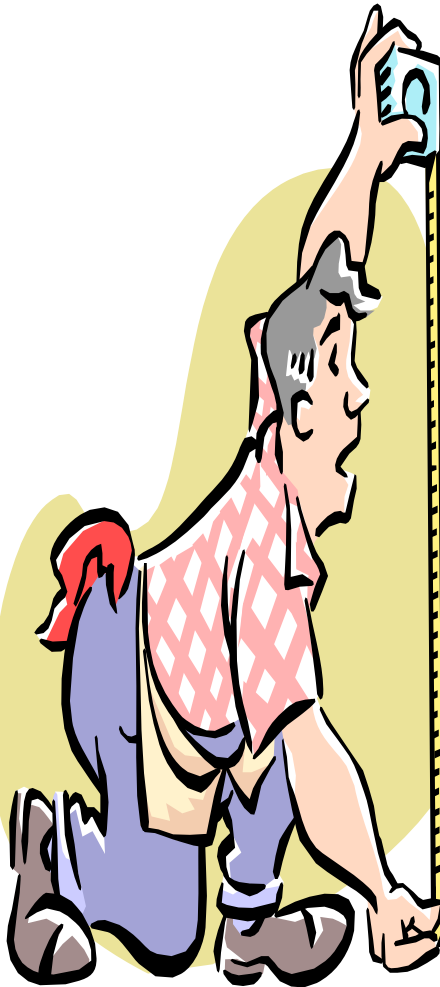
We cannot benchmark accurately using different questions, scales, and reporting standards.

Why a Common Reporting Format?



*Reporting a result of “70% satisfied”
hides important information*

CMT Benchmarking Database



- Central database for storing CMT data has been built and is being tested.
- Ability to anonymously compare results against peer organizations.
- ICCS will use the database to search for trends, identify good practices, and contribute knowledge.

Comparing Apples with Apples

Service	Citizens First 2000	Citizens First 1998	UK People's Panel (2000)	American Customer Satisfaction Index (2000)	Miller and Miller (1991)
Fire Services	80	86	77		81
Libraries	77	77	83		79
Garbage Disposal	72	74	79	74	78
Social Insurance (Benefits)	71	69	69	84	
Parks	71	73	75	73	72
Passport	65	66	72	73	
Police	64	68	67	62	71
Tax Administration	55	57	64	51	
Child Support Services	55	56	47		56
Road Maintenance	47	45	46		58

Different services are predisposed to different score ranges

Early CMT Results

	Mean	Top Two Boxes
Human Resource and Development Canada		
Employment Insurance	77.5*	77 %
Income Security	79.5*	79 %
Western Economic Diversification		
	73.5*	77 %
Manitoba CareerStart		
	78.5*	86 %
Clients Speak Single-Window Study		
Businesses	81.7*	82%
Individuals	79.1*	79%
A Provincial Ministry of Labour		
		79.5%

* Mean Scores were calculated based on published reports from each organization.

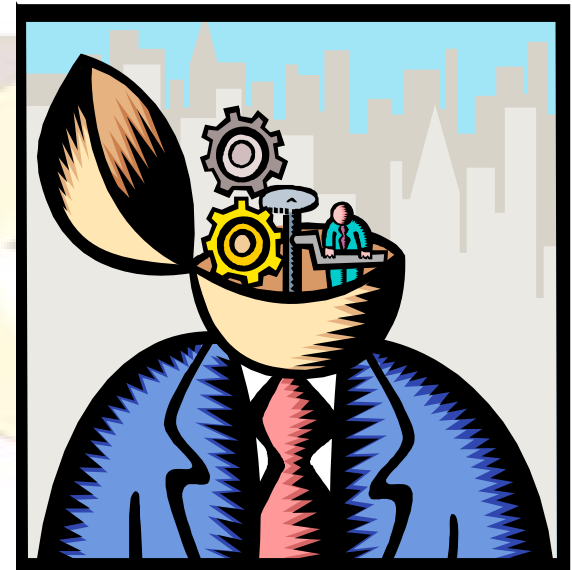
CMT Curriculum



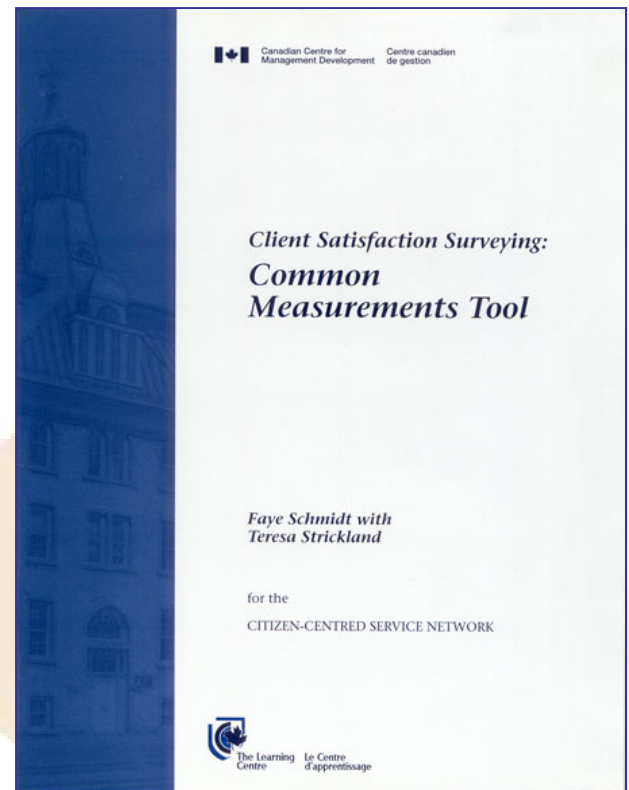
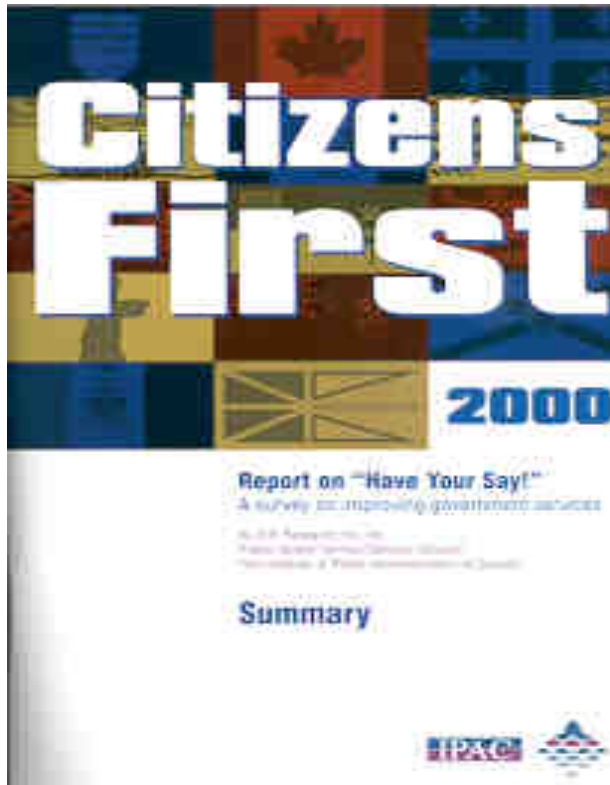
- Curriculum to help manage the design and implementation of a client satisfaction survey.
- Two-day Ontario pilot in February
- Next Steps:
 - Train additional instructors;
 - Deliver in Ottawa, Toronto, and Northern ON.

Enhanced CMT

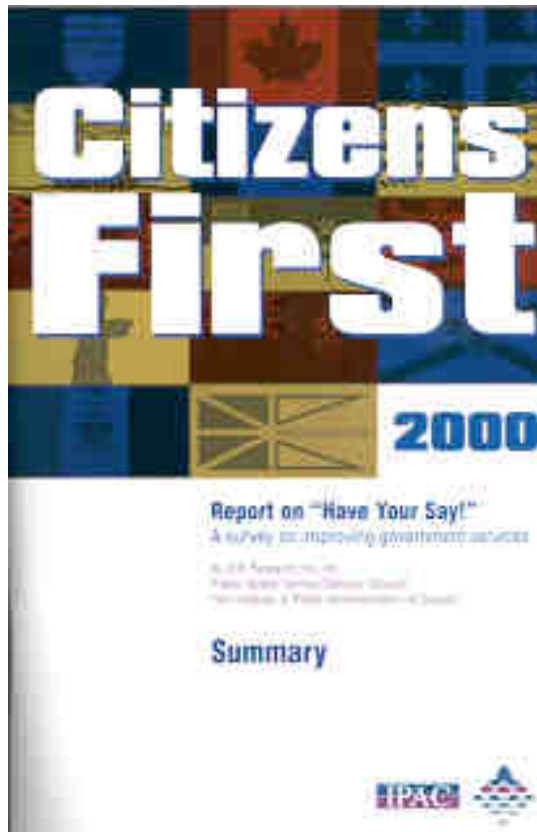
- Adding questions specific to electronic service delivery, telephone, kiosk, and mail.
- Adapting the CMT for administration through different channels.
- Publishing a user guide to help project managers implement CMT-based surveys.



Action-Oriented Research



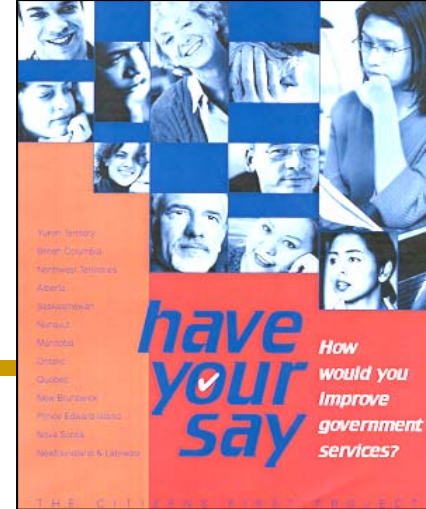
Citizens First



Instrumental in advancing service delivery in Canada.

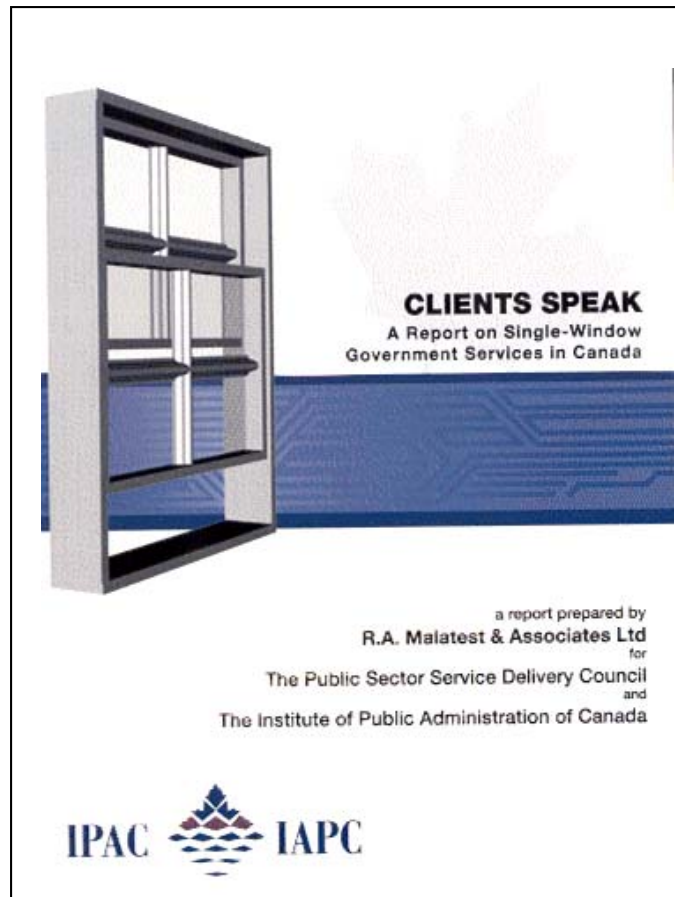
- Drivers of satisfaction
- Service standards
- Blue Pages redesign
- Single-window service
- Service clusters
- Service benchmarks

Citizens First 2002



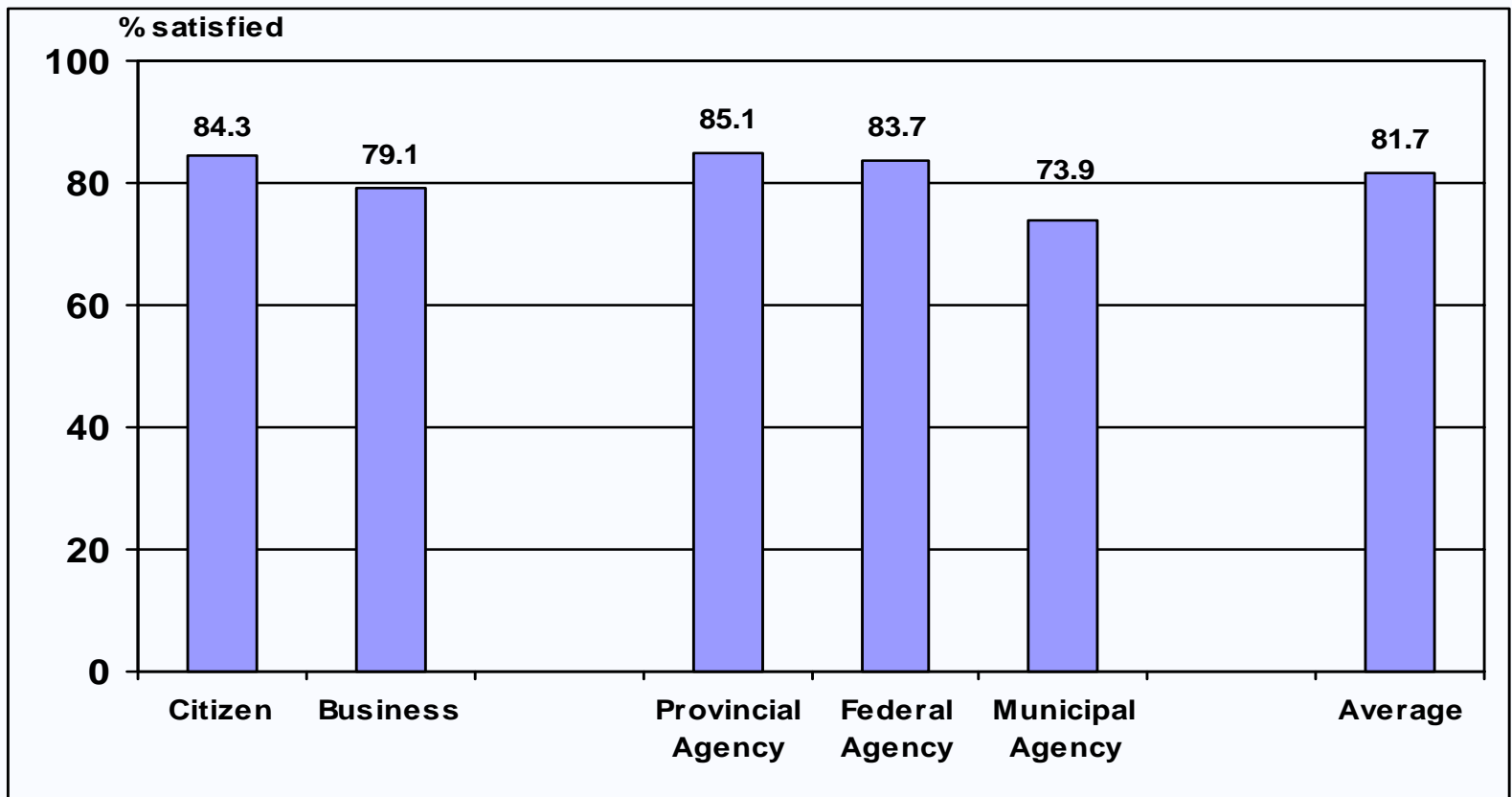
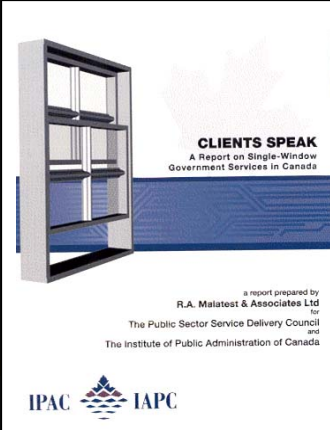
- Confidence in Government:
 - relationship to service quality
- Multi-channel service experience:
 - channel use trends, interaction between channels.
- Electronic service delivery:
 - drivers of satisfaction, expectations, relationship with other channels

The Learning Continues



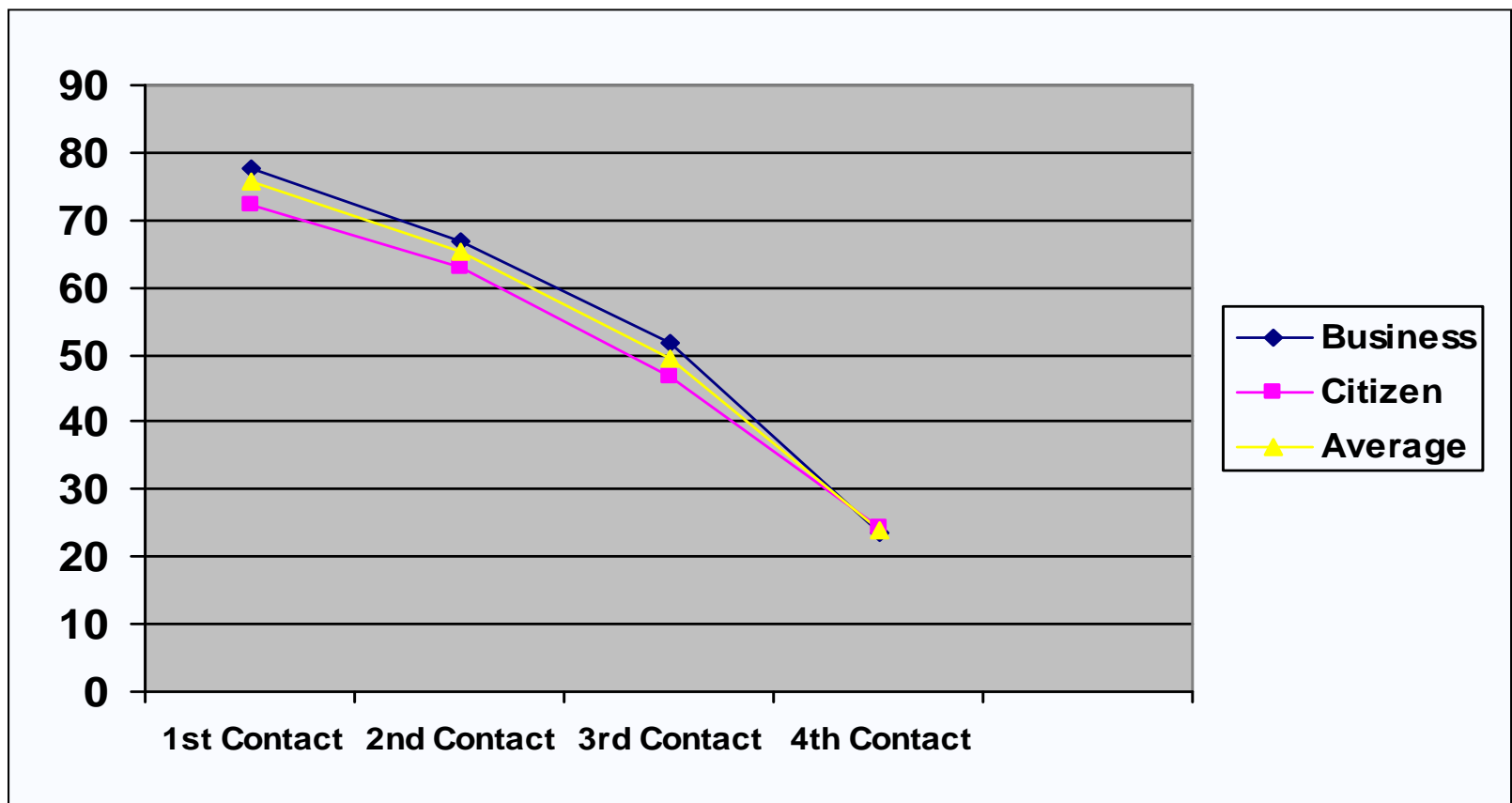
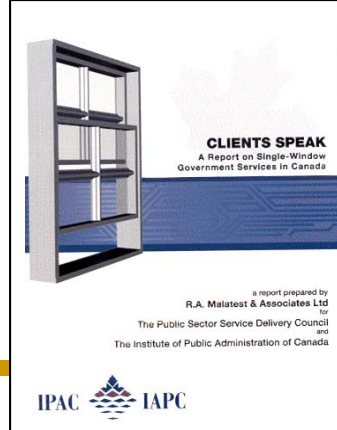
- Assess and understand satisfaction with single-window service delivery in Canada;
- Determine which service channels citizens and businesses use / prefer;
- Explore how clients move between service channels.

Overall Satisfaction Single-Window Services



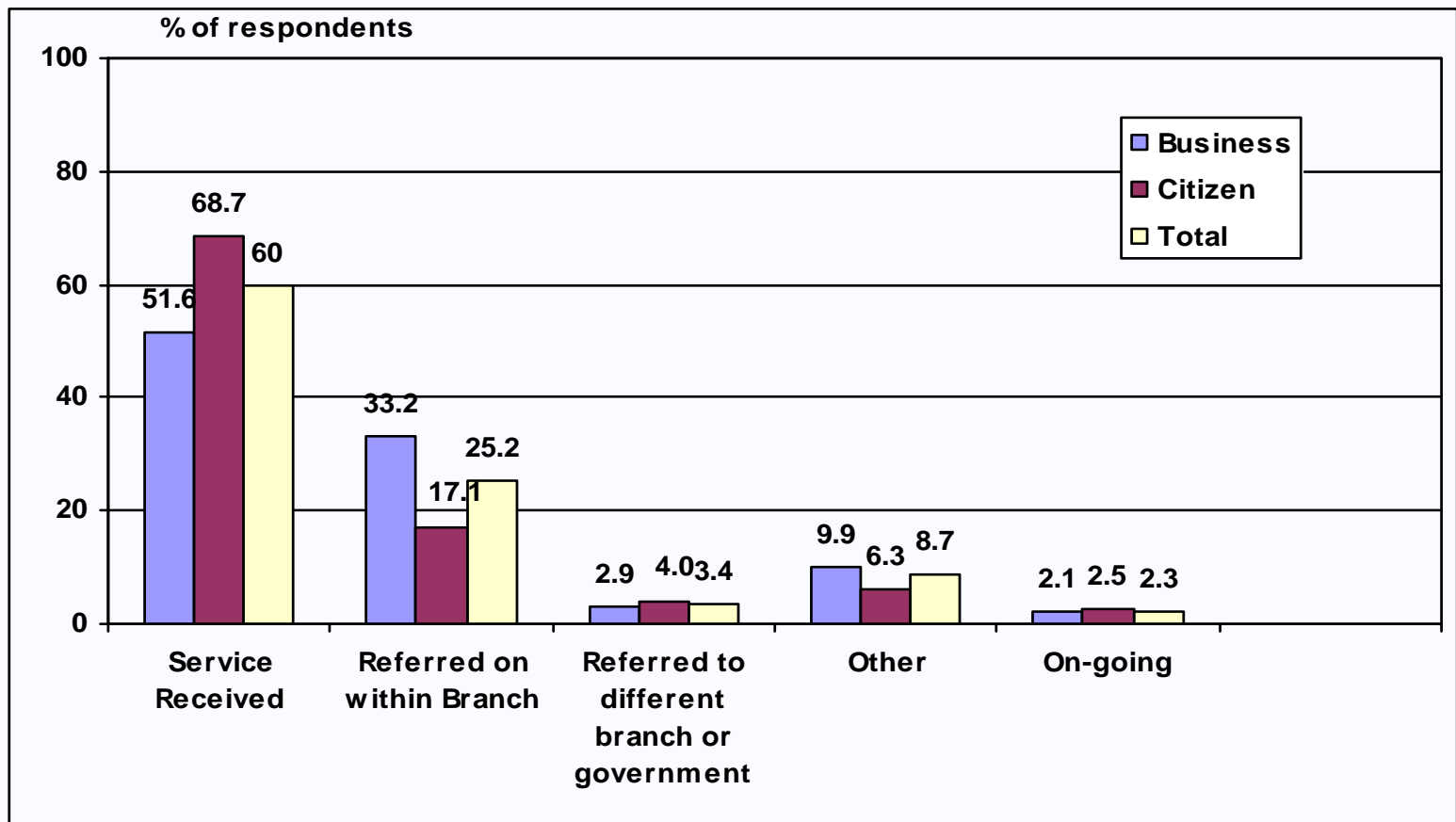
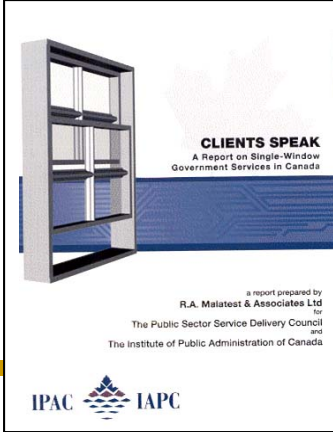
Data from "Clients Speak: A Report on Single-Window Government Services in Canada" (2002).

Importance of First Contact



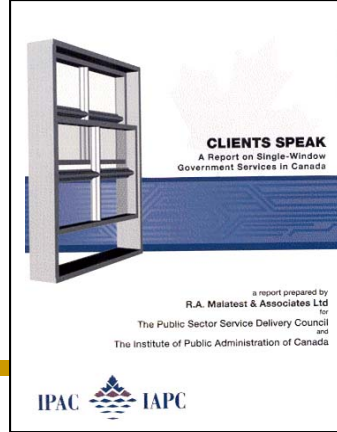
Data from “Clients Speak: A Report on Single-Window Government Services in Canada” (2002).

Service Outcome - First Contact

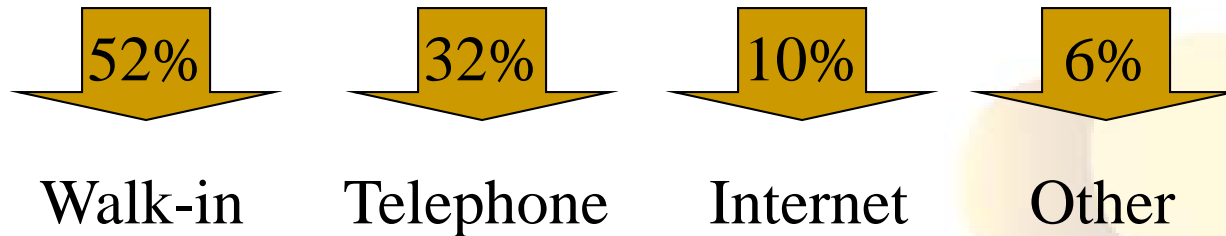


Data from "Clients Speak: A Report on Single-Window Government Services in Canada" (2002).

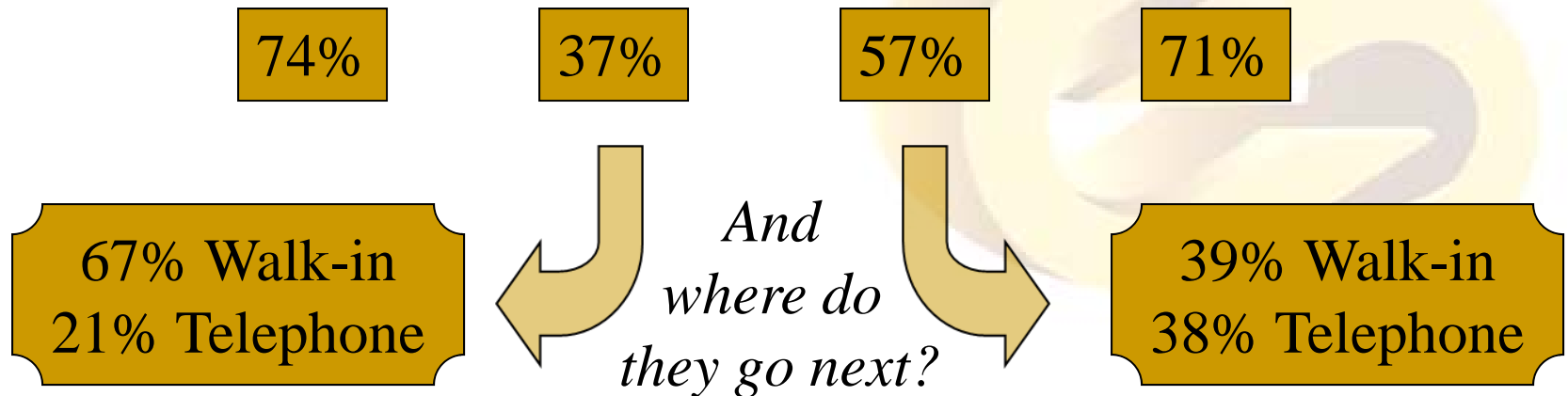
Service Delivery Paths



Clients (Citizens and Businesses)



Of those, how many receive service on first contact?



www.iccs-isac.org

The screenshot shows a web browser window displaying the homepage of the Institute for Citizen-Centred Service (ICCS). The browser's address bar is empty, and the page features a navigation menu with links to PSSDC, PSCIOC, About the Institute, Contact Us, and Français. The main content area is titled "Publications and Research" and includes a list of featured publications, such as "How to Conduct Customer Surveys (2002) (3,749 K)" and "Citizens First 2000 (2001)". A sidebar on the left contains sections for "hot Topics" and "about the Site", each with several sub-links. The page is designed with a clean, professional layout using a color palette of gold, black, and white.

Institute for Citizen-Centred Service / **L'Institut des services axés sur les citoyens**

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Français

ICCS Services and Resources

Citizens First | Common Measurement Tool | Benchmarking | Publications & Research | ESD Clearinghouse | Events | Related Sites

hot Topics

- Single Window Service Delivery
- Service Clusters
- Blue Pages
- Alternative Service Delivery

about the Site

- A - Z Index
- Site Map
- Search

Publications and Research

The following is a listing of publications and research produced by ICCS and its partner organizations.

Featured Publications:

[How to Conduct Customer Surveys \(2002\) \(3,749 K\)](#) 
Institute for Citizen-Centred Service

The manual provides information about collecting and receiving feedback from clients. Using it will improve your organizations' ability to effectively collect, receive, and use feedback from clients, both whether the service is directly delivered by your organization or through a partnership. This manual is about getting the client-generated information you need quickly and at a relatively modest cost. It will also enable you to conduct client feedback with less labour intensity, trouble, and personal concern.

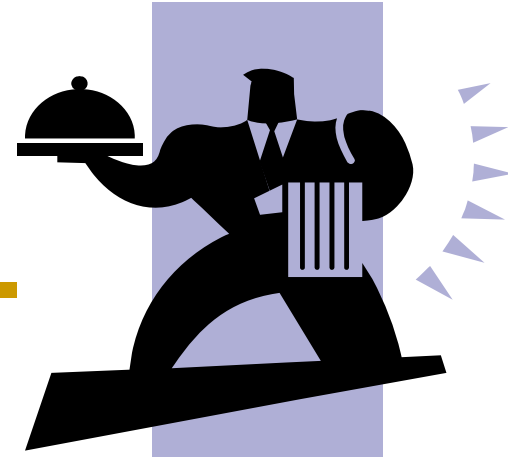
[Citizens First 2000 \(2001\)](#)
Institute of Public Administration of Canada

Citizens First 2000 represents world-leading survey research on government service delivery and is a key tool for service improvement in the public sector. Informing governments on what citizens think about the services they receive, Citizens First 2000 has helped governments across Canada to shape more effective service improvement strategies and establish common benchmarks.

See also [Citizens First](#)

Client Satisfaction Surveying: Common Measurements Tool
Eva Schmidt with Teresa Strickland

How Can We Help You?



Charles Vincent

Charles.Vincent@iccs-isac.org

416-325-5062

