



2016 Customer Values Research Survey Results

Purpose – For Information

This purpose of this report is to provide a summary of the Technical Standards and Safety Authority's (TSSA's) 2015/2016 customer values research results.

Background

While the [Memorandum of Understanding](#) with the Ministry of Government and Consumer Services (MGCS) requires TSSA to conduct a customer survey on a biennial basis, annual surveys have been conducted since 2006. TSSA has retained an independent research firm to conduct quantitative research, using methodologies and metrics developed with TSSA, among its customer base with an aim to providing the organization with research to help in the development of initiatives to build customer value. This has also ensured third-party independence, as required by MGCS, as well as confidentiality for respondents.

The research has three main objectives:

- to track key metrics and related attributes around customer perceptions of value;
- to explore drivers of value with a particular focus on developing actionable research; and
- to understand and quantify differences in perceived attributes of value across various customer groups, where applicable.

Ultimately, the goal of the research is to strengthen customer relationships through establishing a deeper understanding of the value TSSA provides as an organization – from both a customer and TSSA perspective.

The survey evaluates customer perceptions of value of TSSA as an organization and of individual staff based on interactions. Two high level metrics have evolved that reflect these two perspectives: Performance Index and Quality of Service, which measure the organization and staff interactions respectively, based on identified attributes that have been determined by the third-party vendor to be drivers of value using quantitative and qualitative research.

Performance Index – Organizational Performance

In past strategic plans and balanced scorecards, TSSA used overall value as a key performance indicator with a target to increase the percentage of customers with the perception that TSSA provides high value. While enhanced value continues to be the desired outcome, perceptions of value change slowly and, as a result, the overarching value metric was determined to be limited in terms of setting targets. Consequently, the current strategic plan adopts a revised customer value metric based on an index of tracking questions within the customer value survey:

- TSSA is effective in maintaining public safety in Ontario.
- TSSA helps my organization manage risk more effectively.
- TSSA is very consistent in how it deals with me.
- Overall, how satisfied are you with the services you receive from TSSA?
- Thinking about all the different things that TSSA may do for you and others in Ontario, how would you rate the overall value of the organization?

The Performance Index Score is determined by taking the combined average ratings of these dimensions and applying a formula. This includes weighting the averages to emphasize the negative and positive scores – see the following.



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Mean	Adjusted mean
1	-3 (Bad)
2	-2
3	-1
4	0 (Neutral)
5	+1
6	+2
7	+3 (Good)



Quality of Service – Staff Performance

In 2013, a Quality of Service metric was developed to provide annual performance measurement of TSSA staff. To provide actionable information, the metric was designed to be more sensitive to year-over-year changes in the quality of services delivered by TSSA. It focuses on the interaction customers have with TSSA staff – from Inspectors and Engineering staff to Licensing, Registration and Certification personnel and Training and Certification personnel.

Each survey, customers are asked to rate the staff they deal with on six service-related dimensions:

1. Understanding your needs.
2. Effectiveness at finding solutions.
3. Helping you to improve safety.
4. Being reasonable in their dealings with you.
5. Responsiveness.
6. Courteousness and professionalism.

The Quality of Service net score is determined by using a formula that subtracts the aggregate of scores 1 to 4 from the aggregate of scores 6 to 7, resulting in a net score – as shown below. More weight is given to the lowest and highest ratings to magnify their effect and identify areas of improvement as well as progress.



These aggregates can be summarized into the following groups:

- the ‘negative’ customer (provides a rating of 1-4 (4 being the “neutral” rating on the survey));
- the ‘non-positive’ customer (provides a rating of 5); and
- the ‘positive’ customer (provides a rating of 6-7).

The net score is the difference between positive and negative ratings. The Quality of Service metric is based on the combined average of the six net scores. The net score can be read as a percentage. For example, there are 33% more customers who rate TSSA staff on the positive end of the scale than the negative end.



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Summary of Findings

Aligned with strategic plan objectives, TSSA has continued to explore initiatives and options to further improve the strong foundation of customer perceptions of value. The results of the 2016 survey demonstrate that the corporate attributes remain consistent on a year-over-year basis. For example:

- nearly 90% of customers' perception of the value of TSSA's services was rated as moderate to high (consistent with previous years' findings);
- customers perception of value for fees remain stable; and
- over three quarters of TSSA customers agree that TSSA is effective at maintaining public safety in Ontario.

Appendix A provides the survey results for the series of standard corporate tracking attributes that are assessed on an annual basis. As in the past, and as required by MGCS, a summary of the results will be posted on tssa.org.

Analysis

Over the last few years (2013, 2014 and 2015), the Performance Index has been fairly static (172, 173 and 172). While the 2016 results of 165 show a decline from the previous years' ratings, there is no specific attribute that has significantly decreased. Rather, it is a result of marginal decreases in three of the five questions: consistency; satisfaction; and value.

The 2016 results for the Quality of Service metric showed a 12% decline from last year's ratings. The four years of data collected for this metric is noted below.

Quality of Service	2013	2014	2015	2016
Total Net Score	39	41	45	33

Since the inception of the Quality of Service Metric, over 30% of customers consistently rate TSSA staff on the positive end of the scale rather than the negative. Examining the results from 2013 onward, it appears that the 2016 results are an anomaly and may be more of a reflection of the sensitivity of the metric as opposed to a substantive change in the quality of services being delivered. This is likely the case as there were no substantive changes to customer safety service processes.

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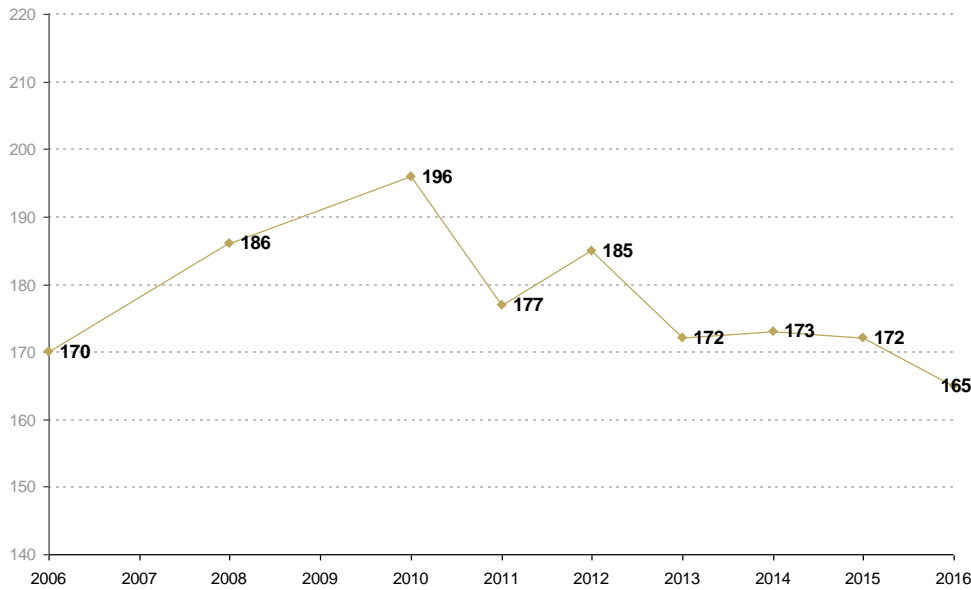
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Appendix A

Summary Survey Results

The methodology for the 2016 customer values research was quantitative in nature through a hybrid (telephone and online) based survey sampling 1,252 customers (500 by telephone and 752 online) across all program areas between the last week of March to the second week of April, 2016.

Performance Index



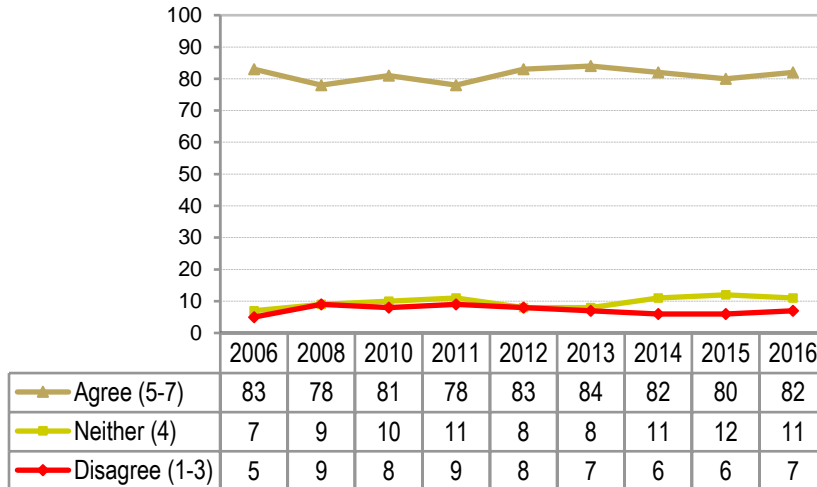


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Performance Index Questions/Results

Effectiveness in Maintaining Public Safety

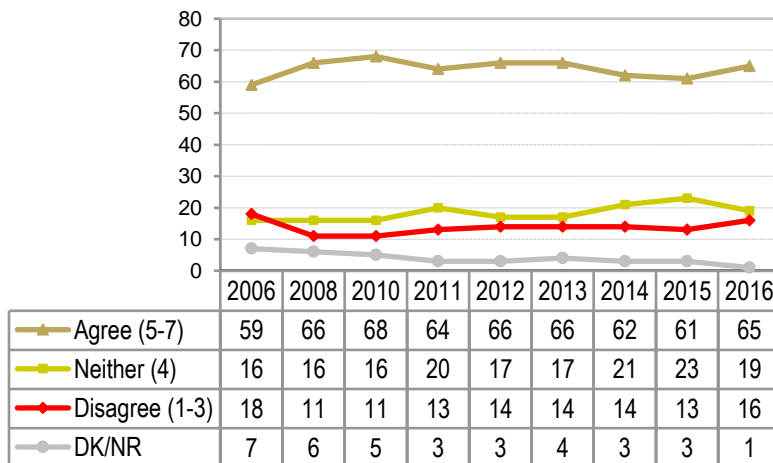
Agree/disagree: TSSA is effective in maintaining public safety in Ontario



	2015 (%)	2016 (%)	Change (2016-2015)	Increase/decrease
Public Safety				
Top box rating (5-7)	80	82	2	
Bottom box rating (1-3)	6	7	1	
Total change			1	Increase

Managing Risk

Agree/disagree: TSSA helps my organization manage risk more effectively



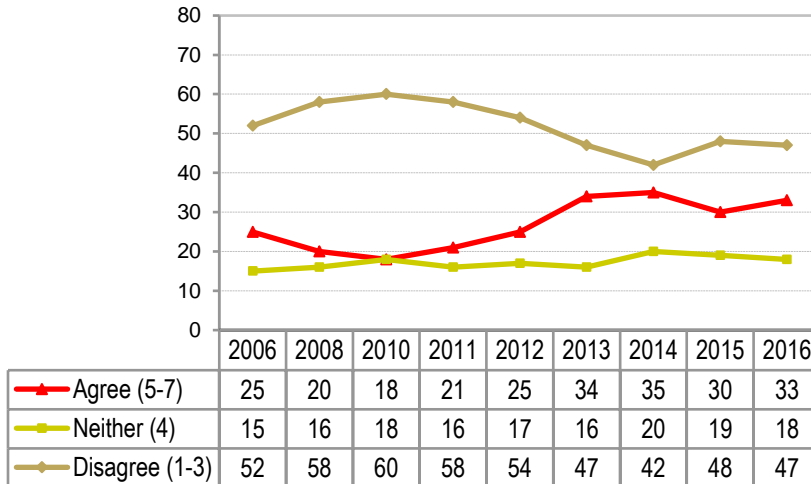
	2015 (%)	2016 (%)	Change (2016-2015)	Increase/decrease
Managing risk				
Top box rating (5-7)	61	65	4	
Bottom box rating (1-3)	13	16	3	
Total change			1	Increase



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Consistency

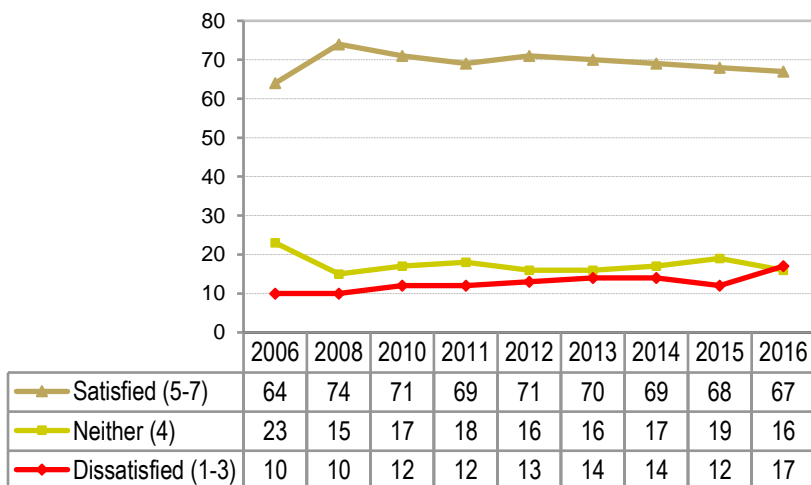
Agree/disagree: TSSA is not very consistent in how it deals with me



	2015 (%)	2016 (%)	Change (2016-2015)	Increase/decrease
Consistency				
Top box rating (5-7) [negative]	30	33	3	
Bottom box rating (1-3) [positive]	48	47	-1	
Total change			2	Decrease

Overall Satisfaction with Services from TSSA

Overall, how satisfied are you with the services you receive from TSSA?



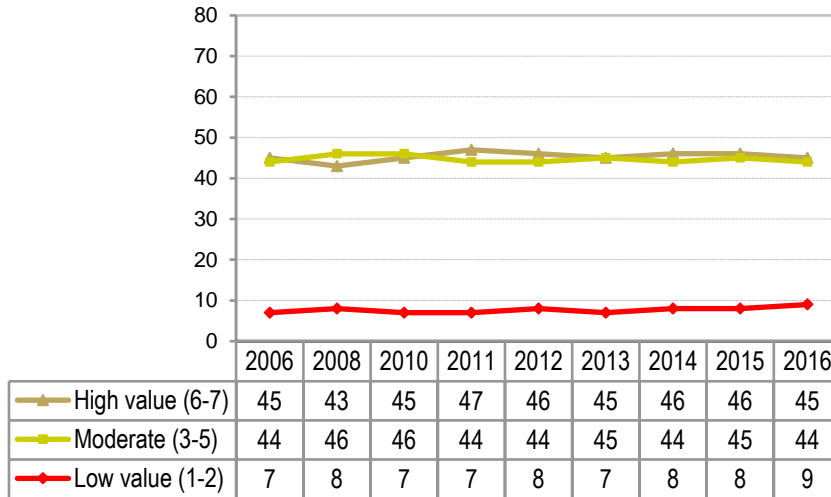
	2015 (%)	2016 (%)	Change (2016-2015)	Increase/decrease
Satisfaction				
Top box rating (5-7)	68	67	-1	
Bottom box rating (1-3)	12	17	5	
Total change			6	Decrease



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Overall Value of TSSA

Thinking about all the different things that TSSA may do for you and others in the province of Ontario, how would you rate the overall value of the organization?

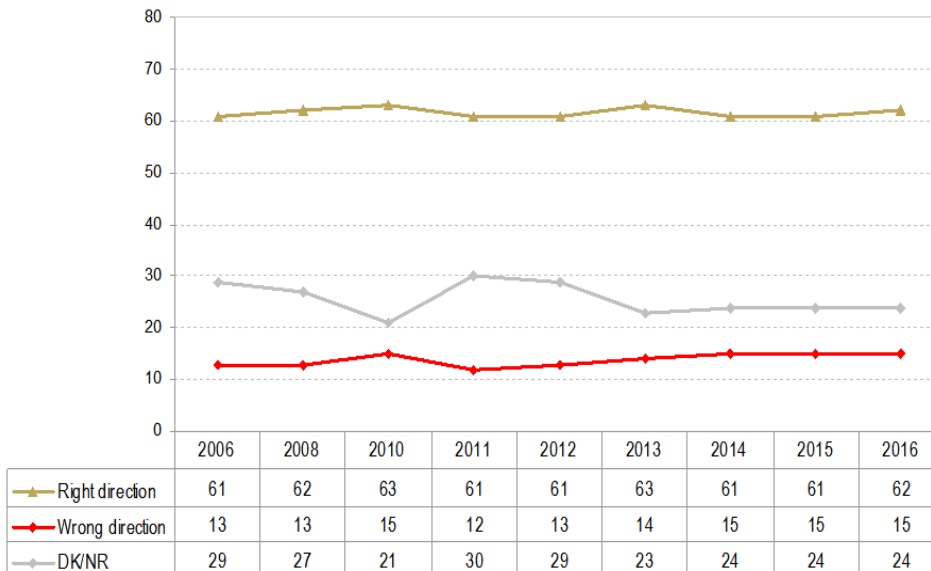


	2015 (%)	2016 (%)	Change (2016-2015)	Increase/decrease
Value				
Top box rating (6-7)	46	45	-1	
Bottom box rating (1-2)	8	9	1	
Total change			2	Decrease

Other Corporate Attribute Questions/Results

Overall Direction of TSSA

Overall, would you say that TSSA is moving in the right or wrong direction?

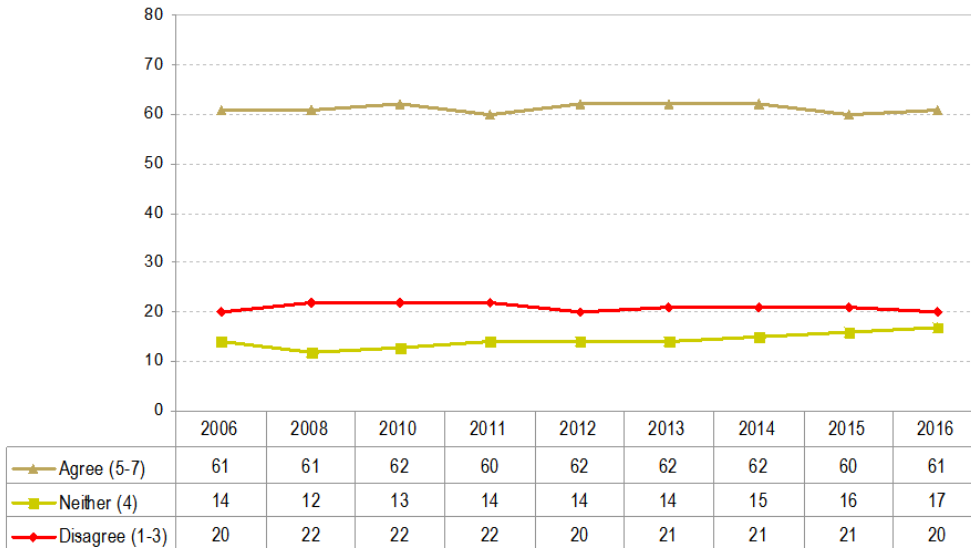




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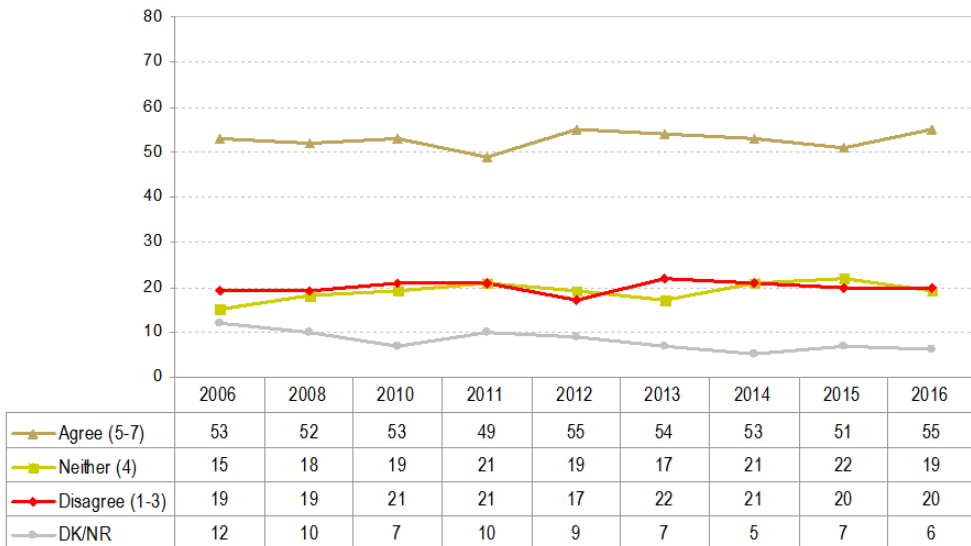
Respect of People in Industry

Agree/disagree: TSSA has the respect of people in my industry



Level Playing Field

Agree/disagree: TSSA is effective at creating a level playing field

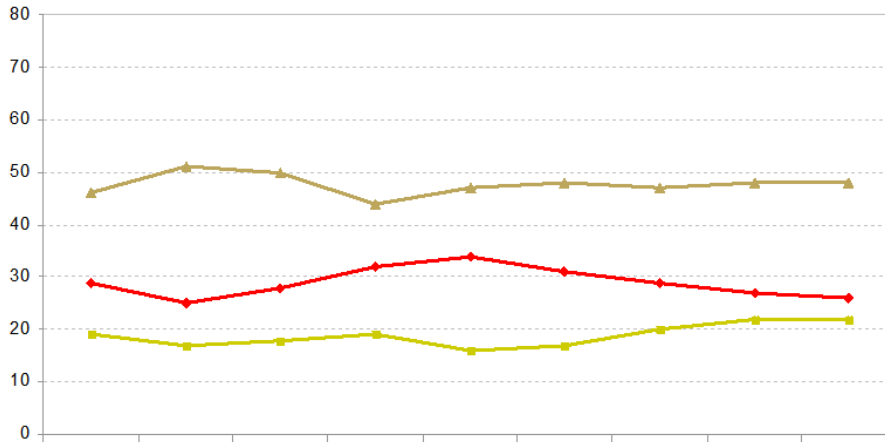




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Value for Fees Paid

Agree/disagree: TSSA provides good value for the fees we pay



	2006	2008	2010	2011	2012	2013	2014	2015	2016
Agree (5-7)	46	51	50	44	47	48	47	48	48
Neither (4)	19	17	18	19	16	17	20	22	22
Disagree (1-3)	29	25	28	32	34	31	29	27	26