



## Purpose – For Information

This purpose of this report is to provide a summary of the Technical Standards and Safety Authority's (TSSA's) 2013/2014 customer values research results.

## Background

Since 2006, TSSA has retained an independent professional research firm to conduct quantitative research, using accepted statistical methodologies, among its customer base with an aim to providing the organization with research intelligence to help in the development of customer relationship excellence strategies. This has also ensured third-party independence as well as confidentiality for respondents.

The methodology for the 2014 customer values research was quantitative in nature through a telephone-based survey sampling 1,214 customers across all program areas between March 17 and April 1, 2014. Along with tracking customer perceptions of value and updating key benchmarks and performance indicators, this year's survey tracked issues around compliance introduced in 2011 and staff performance measures introduced in 2013 (recently included as a metric in the incentive pay scorecard).

## Executive Summary

From a high level point of view, there are a number of key findings to highlight:

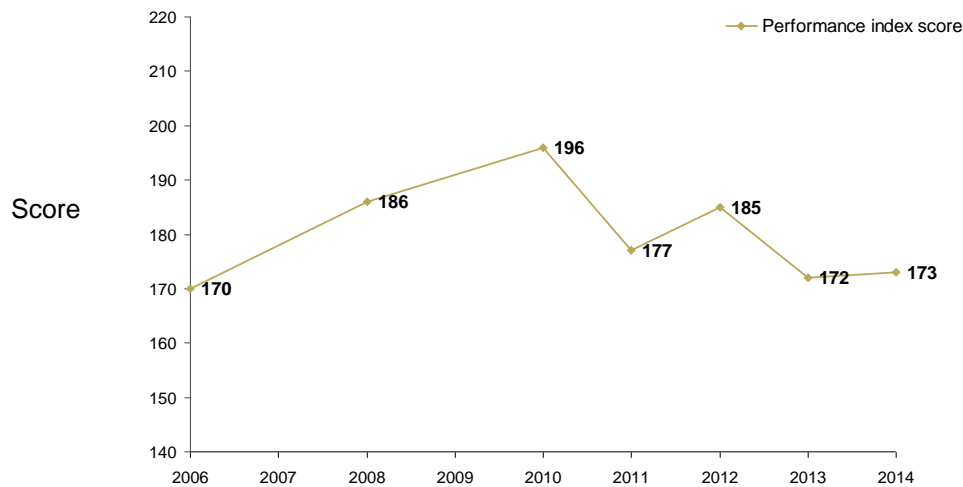
- The three core tracking benchmarks (value of TSSA, overall direction of TSSA, and satisfaction with services from TSSA) are unchanged.
- Fuels Safety contractors' perceptions and attitudes have shown a broad improvement, with improved results across a range of indicators. Conversely, the results for Fuels Safety licensees remain off-side relative to other customers and in some areas worse than in previous tracking.
- Overall performance indicator trends are generally consistent with past tracking. While most long-term tracking indicators have been steady and generally (though not universally) favourable, it is important to take note of the steady decline that continues with perceptions of TSSA's consistency.
- Corporate reputation indicators (perceptions of management, accountability and impartiality) are generally consistent with past tracking and in need of improvement.
- The Quality of Service Metric-Net Score improved from 43 in 2013 to 45 in 2014. On this second sounding of customers' perceptions of staff service, the results continue to be strong and have generally improved. Staff performance ratings in servicing customers' needs have improved over already solid scores obtained last year across a range of service attributes. The only exception to this is a decline in one important area: helping customers improve safety.
- There are also a few emerging concerns on the compliance front. An increasing number of customers agree that TSSA is so focused on compliance that it sometimes loses sight of safety.



# 2014 Customer Values Research: Survey Results

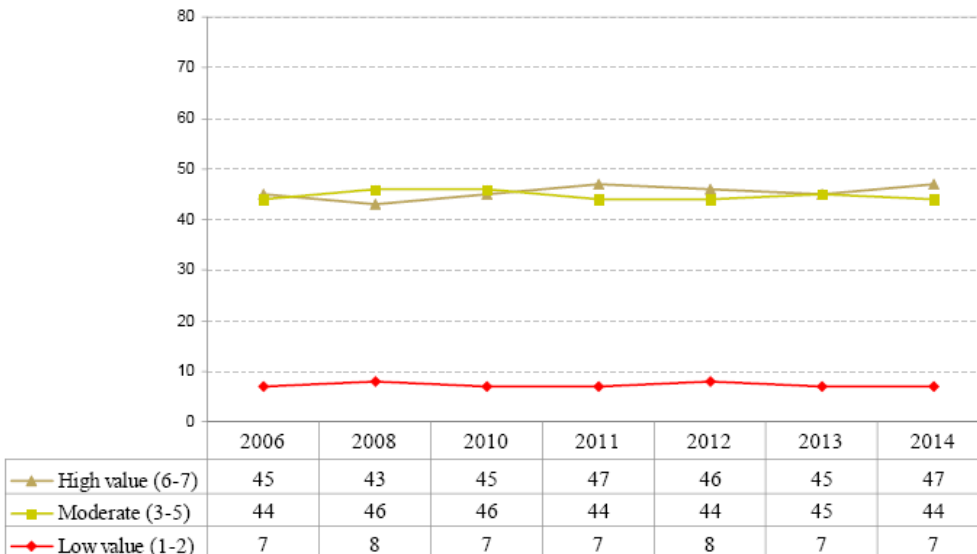
## Survey Results

### Performance Index



### 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? Rate your answer on a 7 point scale where 7 is a very high degree of value, 1 is little or no value and the midpoint 4 is a moderate value.



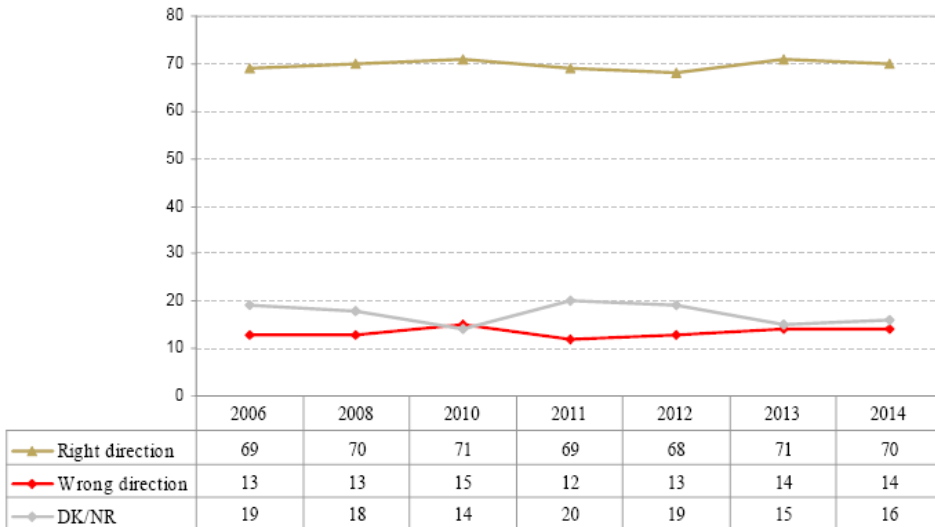
BASE: All customers, n=1,214; percentages; Mar/Apr 2014



# 2014 Customer Values Research: Survey Results

## Overall Direction of TSSA

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



BASE: All customers, n=1,214; percentages; Mar/Apr 2014

## Satisfaction with Services from TSSA

Overall, how satisfied are you with the services you receive from TSSA? Rate your answer on a 7 point scale where 7 is extremely satisfied, 1 is extremely dissatisfied and the midpoint 4 is neither satisfied nor dissatisfied.



BASE: All customers, n=1,214; percentages; Mar/Apr 2014

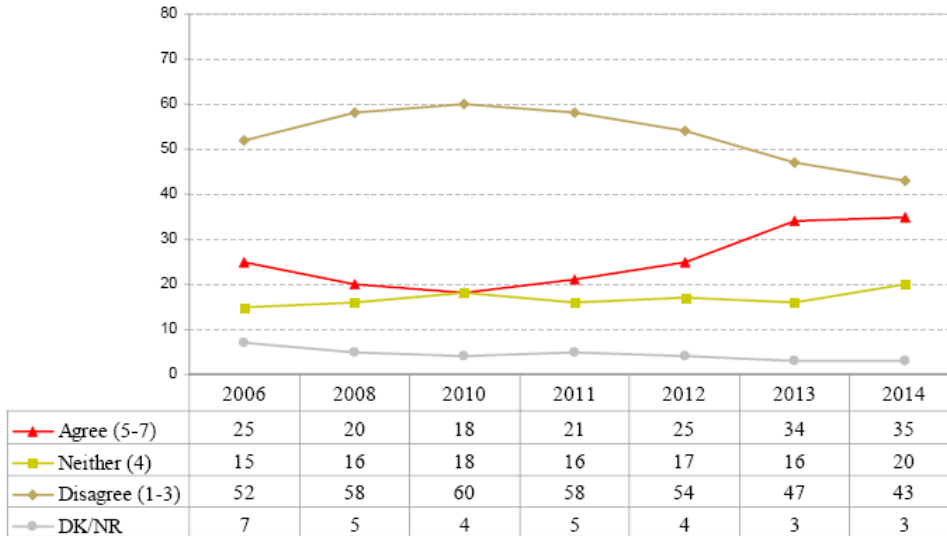


# 2014 Customer Values Research: Survey Results

## Consistency

Please rate the extent to which you agree or disagree with the following statements:

- › TSSA is not very consistent in how it deals with me

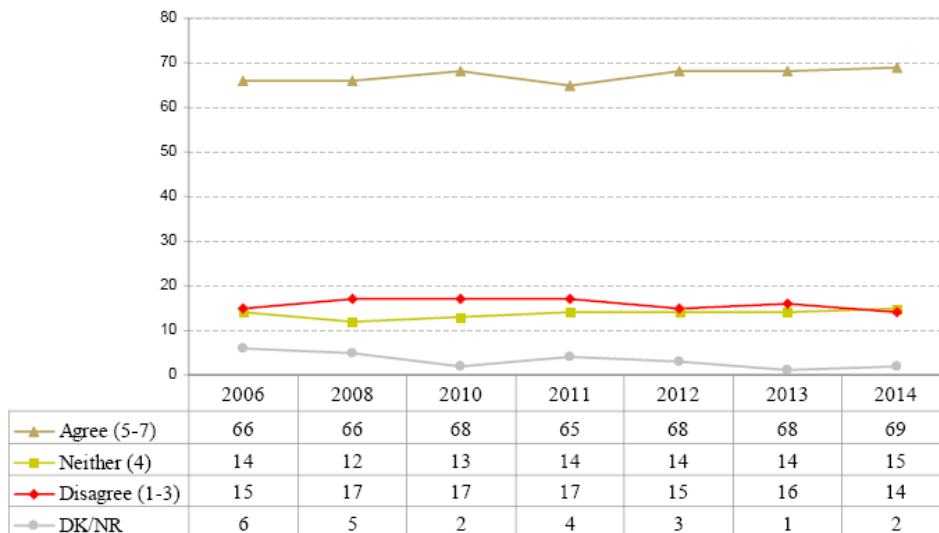


BASE: All customers, n=1,121; percentages; Mar/Apr 2014

## Respect of People in Industry

Please rate the extent to which you agree or disagree with the following statements:

- › TSSA has the respect of people in my industry



BASE: All customers, n=1,214; percentages; Mar/Apr 2014

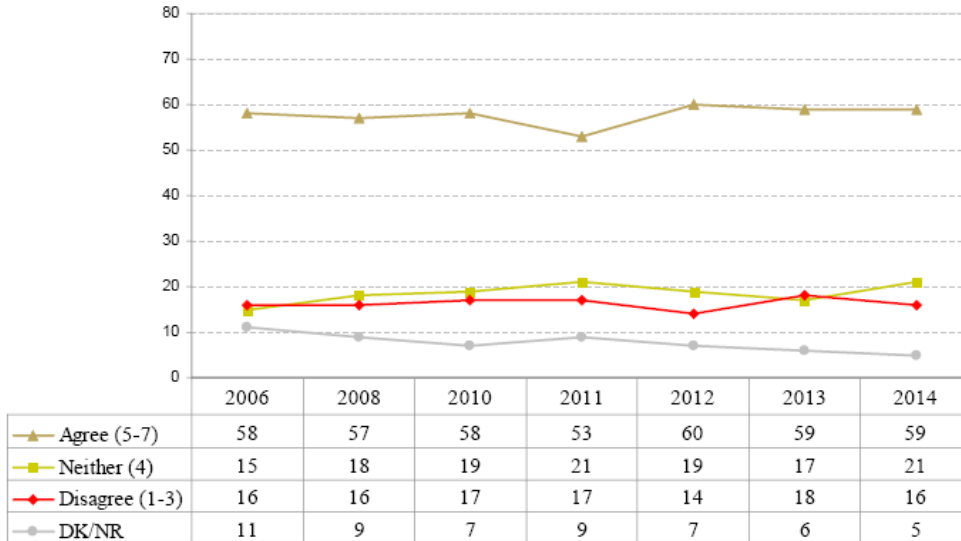


# 2014 Customer Values Research: Survey Results

## Level Playing Field

Please rate the extent to which you agree or disagree with the following statements:

- TSSA is effective at creating a level playing field

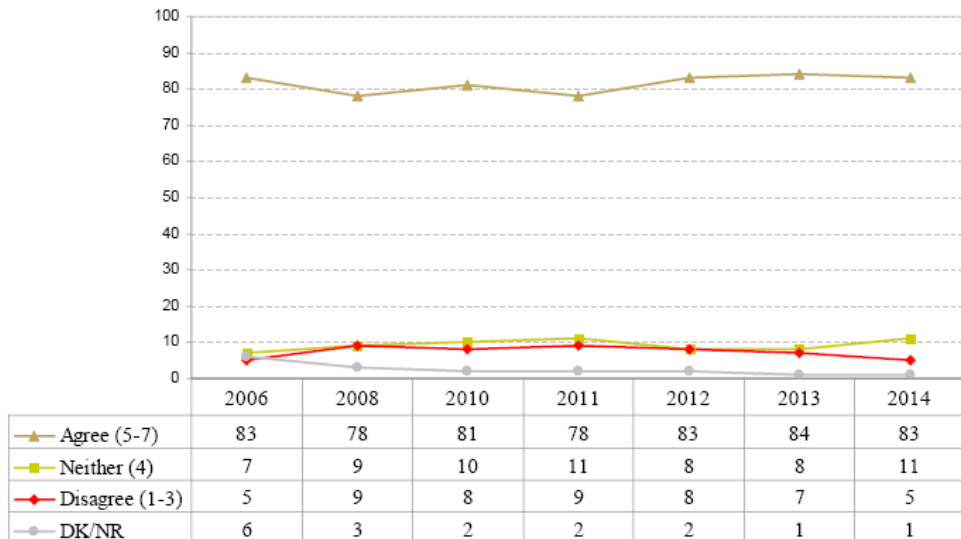


BASE: All customers, n=1,214; percentages; Mar/Apr 2014

## Effectiveness in Maintaining Public Safety

Please rate the extent to which you agree or disagree with the following statements:

- TSSA is effective in maintaining public safety in Ontario



BASE: All customers, n=1,214; percentages; Mar/Apr 2014

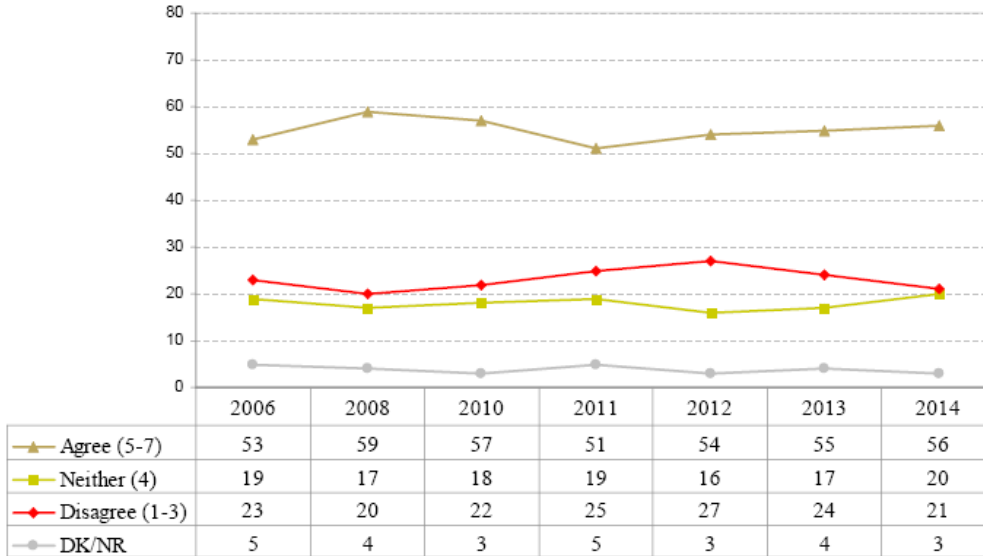


# 2014 Customer Values Research: Survey Results

## Value for Fees Paid

Please rate the extent to which you agree or disagree with the following statements:

- › TSSA provides good value for the fees we pay

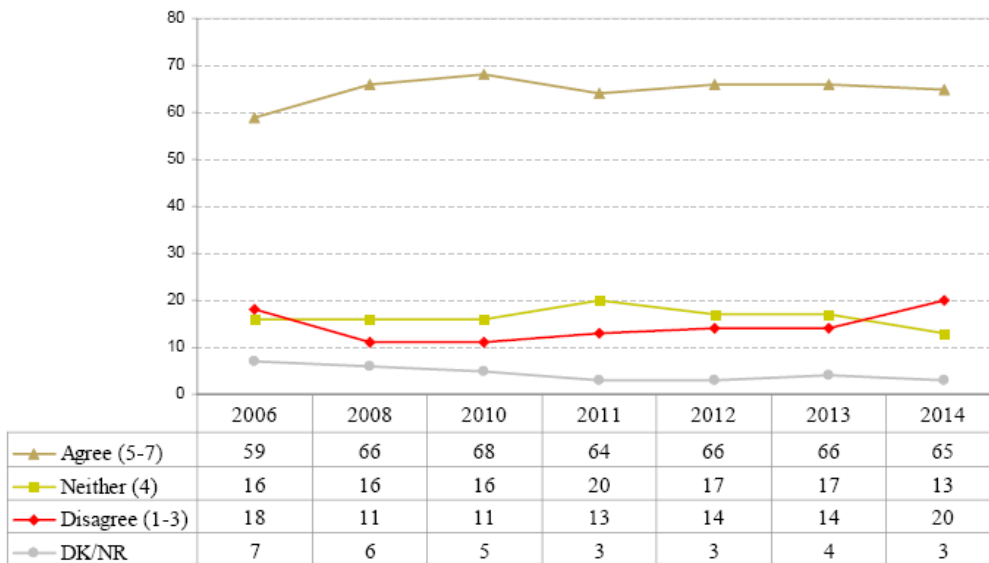


BASE: All customers, n=1,121; percentages; Mar/Apr 2014

## Managing Risk

Please rate the extent to which you agree or disagree with the following statements:

- › TSSA helps my organization manage risk more effectively

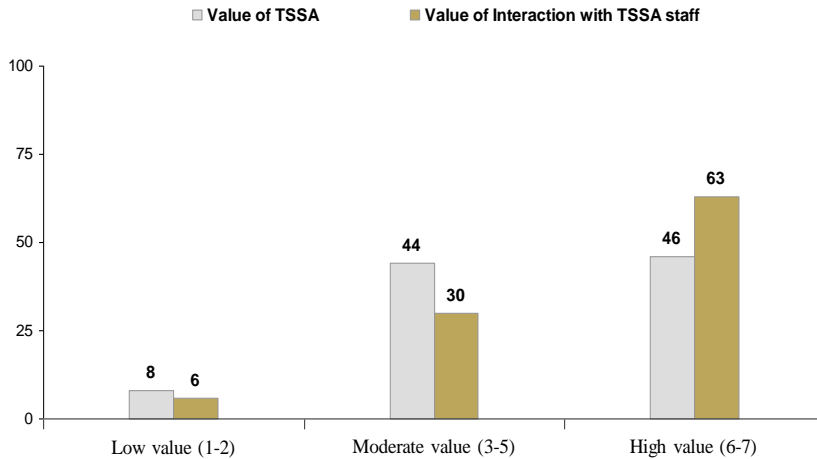


BASE: All customers, n=1,121; percentages; Mar/Apr 2014



# 2014 Customer Values Research: Survey Results

## Value of TSSA vs. Value of Interaction with TSSA Staff



BASE: All customers, n=1,214; percentages; Mar/Apr 2014

## Quality of Service Metric – Results 2014

Net Scores for Drivers															
	Total			Inspectors			Licensing, Registration & Certification (LRC)			Training and Certification (T&C)			Engineers		
	2013	2014	Change	2013 (n=827)	2014 (n=797)	Change	2013 (n=419)	2014 (n=435)	Change	2013 (n=277)	2014 (n=316)	Change	2013 (n=268)	2014 (n=319)	Change
Courteousness and professionalism	62	66	↑ 4	64	67	↑ 3	63	61	↓ 2	61	73	↑ 12	59	60	↑ 1
Being reasonable in their dealings with you	46	49	↑ 3	46	47	↑ 1	48	46	↓ 2	48	59	↑ 11	41	39	↓ 2
Helping you to improve safety	44	41	↓ 3	48	44	↓ 4	37	34	↓ 3	49	43	↓ 6	36	35	↓ 1
Responsiveness	42	42	--	45	42	↓ 3	41	41	--	44	47	↑ 3	32	35	↑ 3
Understanding your needs	36	39	↑ 3	37	37	--	37	38	↑ 1	39	43	↑ 4	28	31	↑ 3
Effectiveness at finding solutions	30	32	↑ 2	32	32	--	29	27	↓ 2	30	42	↑ 12	23	24	↑ 1
<b>Average net score</b>	43	45	↑ 2	45	45	--	43	41	↓ 2	45	51	↑ 6	37	37	--

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