



Purpose – For Information

The purpose of this report is to provide a summary of the Technical Standards and Safety Authority's (TSSA's) 2014/2015 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 initiatives to build customer value. This has also ensured third-party independence, 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 intelligence; and
- to understand and quantify differences in perceived attributes of value across various customer groups, where applicable.

The survey evaluates customer perceptions of value of TSSA as an organization and of individual staff based on recent 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 to be drivers of value.

Performance Index – Organizational Performance

In the 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 high value continues to be the desired outcome, perceptions of value change slowly and as result the overarching value metric was determined to be limited in terms of setting targets. As a result, the current strategic plan adopts a revised customer value metric based on an index of tracking questions within the customer value survey that represent a number of factors, including overall value, that have proven to be the customer's key drivers of value. (The specific tracking questions are included in the Appendix to this note).

Quality of Service – Staff Performance

TSSA's Quality of Service Metric measures the quality of services TSSA personnel provides. In contrast to the Performance Index, 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.





2015 Customer Values Research: Survey Results

These aggregates can be summarized into the following groups:

- the 'negative' customer (provides a rating of 1-4);
- the 'neutral' customer (provides a rating of 5); and
- the 'positive' customer (provides a rating of 6-7)

So essentially, this 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, we can say there are 45% more customers who rate TSSA staff on the positive end of the scale than the negative end.

Analysis

In the last few years (2013, 2014) the Performance Index has been fairly static (172, 173). At the same time, TSSA's strategic focus has been on Compliance First with a focus on eliminating inspection backlogs and Organizational Effectiveness with a focus on "fixing the foundation". As such, management's expectations for movement on this Index has been tempered and not surprisingly, the 2015 Performance Index score was 172.

On the other hand, the 2015 results for the Quality of Service metric showed a 4% improvement, beyond the maximum target set in the Incentive Pay Scorecard. The three years of data that has been collected for this metric, is noted in the table below.

Quality of Service	2013	2014	2015
Total Net Score	43	45	49

Appendix A outlines the attributes that comprise the Performance Index, with trends including 2015 results.

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Appendix A

The following questions comprise the Performance Index:

Performance Index

Public Safety

Please rate the extent to which you agree or disagree with the following statement using a 7-point scale where 7 means you strongly agree, 1 means you strongly disagree, and the midpoint 4 means you neither agree nor disagree.

Q: TSSA is effective in maintaining public safety in Ontario (agree/disagree)

Managing Risk

Please indicate whether you agree or disagree with the following statement.

Please use a 7-point scale where 7 means you strongly agree, 1 means you strongly disagree, and the midpoint 4 means you neither agree nor disagree.

Q: TSSA helps my organization manage risk more effectively (agree/disagree)

Consistency

Please indicate whether you agree or disagree with the following statement.

Please use a 7-point scale where 7 means you strongly agree, 1 means you strongly disagree, and the midpoint 4 means you neither agree nor disagree.

Q: TSSA is not very consistent in how it deals with me (agree/disagree)

Satisfaction

Please 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.

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

Value

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.

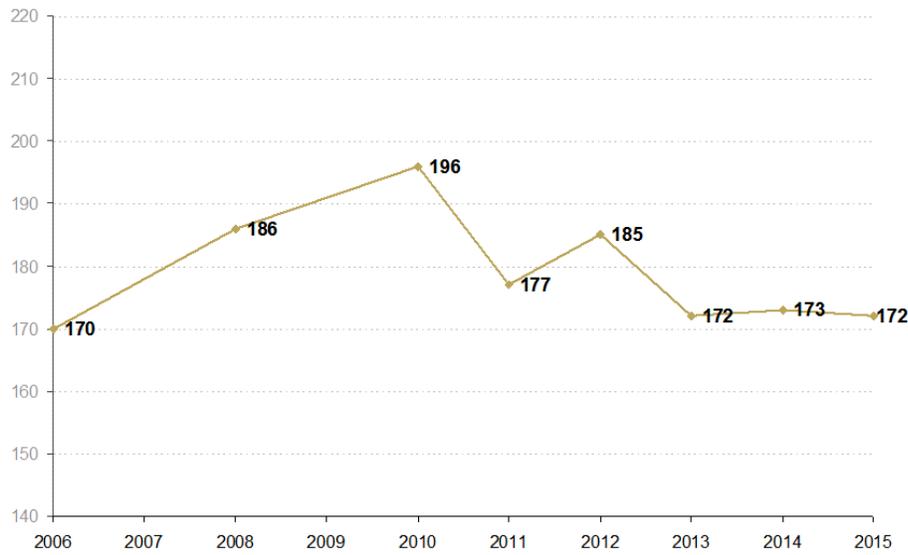
Q: Thinking about all the different things that TSSA may do for you and others in the province of Ontario, how would you rate the overall value of the organization?



Summary Survey Results

The methodology for the 2015 customer values research was quantitative in nature through a telephone-based survey sampling 1,200 customers across all program areas between March 24 and April 13, 2015.

Performance Index

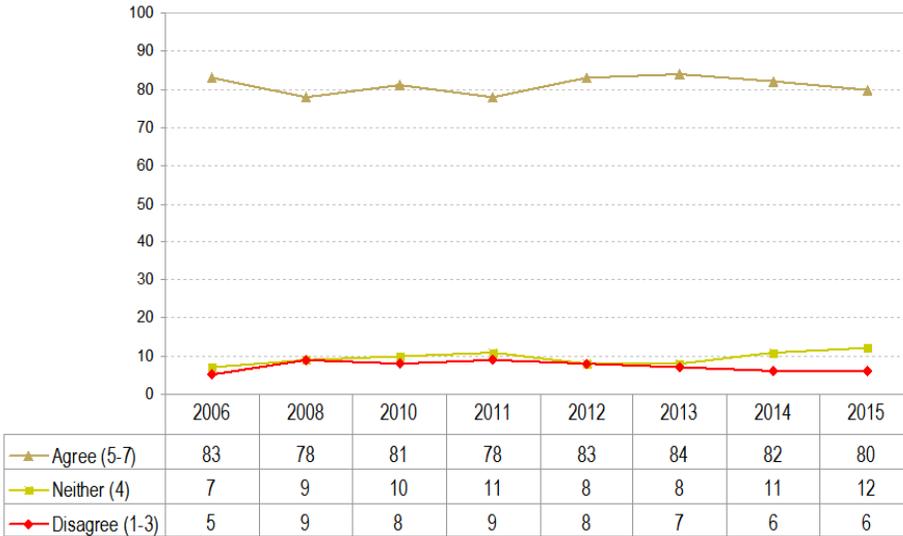


TSSA 2015 Customer Value Survey



Effectiveness in Maintaining Public Safety

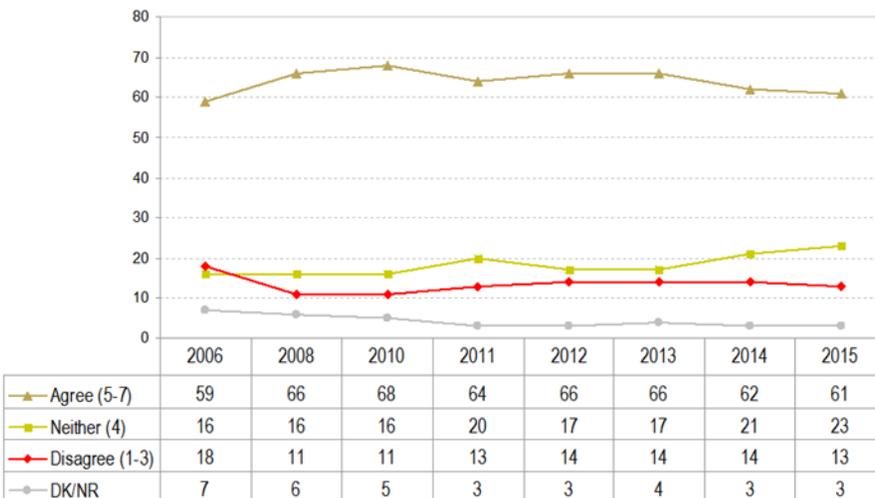
Agree/disagree: TSSA is effective in maintaining public safety in Ontario



BASE: All customers, n=1,200; percentages; Mar/Apr 2015

Managing Risk

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



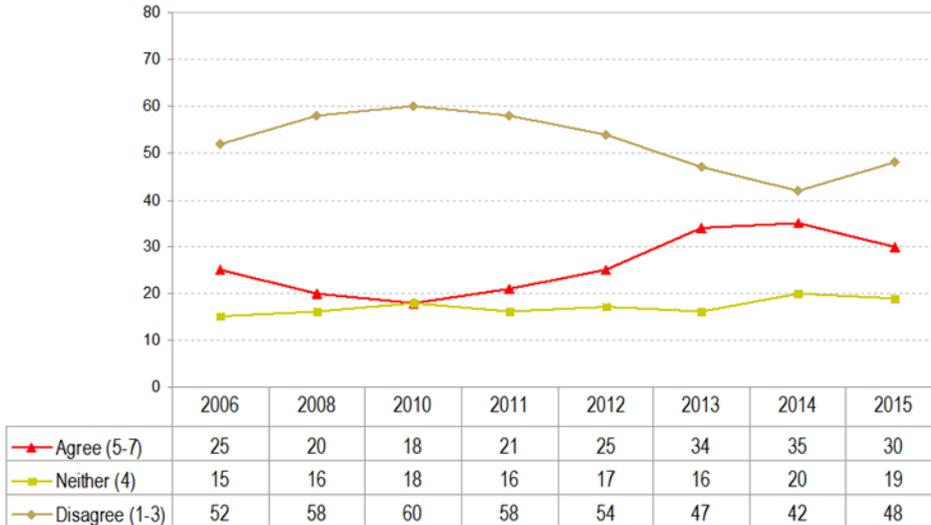
BASE: All customers, n=1,200; percentages; Mar/Apr 2015



2015 Customer Values Research: Survey Results

Consistency

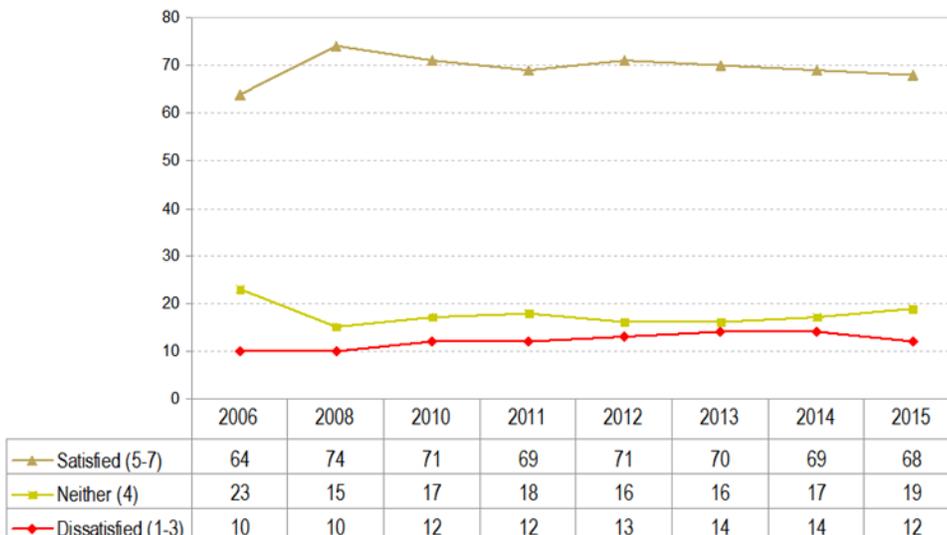
Agree/disagree: TSSA is not very consistent in how it deals with me



BASE: All customers, n=1,200; percentages; Mar/Apr 2015

Overall Satisfaction with Services from TSSA

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



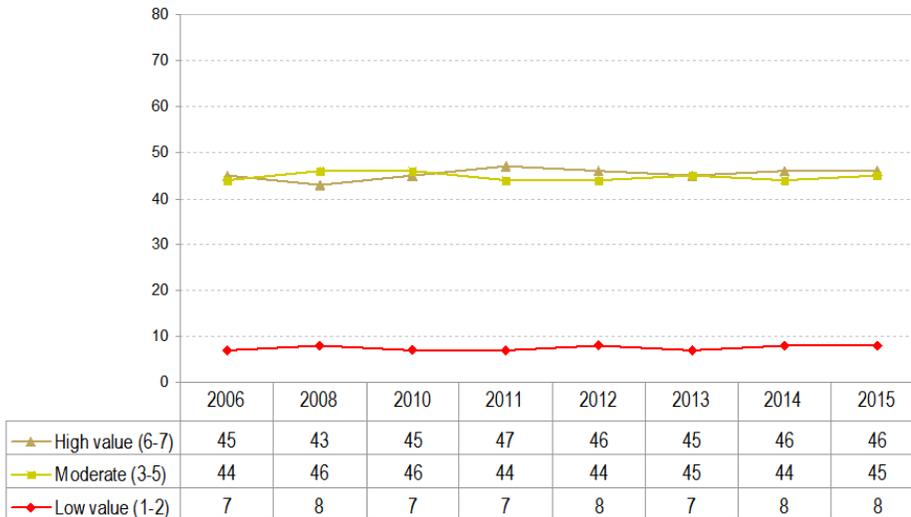
BASE: All customers, n=1,200; percentages; Mar/Apr 2015



2015 Customer Values Research: Survey Results

Overall Value of TSSA

Thinking about the 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?



BASE: All customers, n=1,200; percentages; Mar/Apr 2015