



# Common Measurements Tool

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## Measuring Client Satisfaction

Institute for Citizen-Centred Service  
February 5, 2005

Presentation to:  
Ontario Library Association  
Super Conference

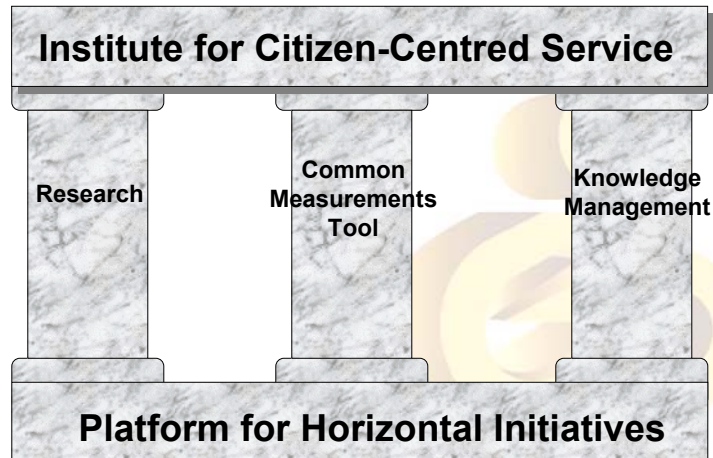
## ICCS Mission



To promote high levels  
of citizen satisfaction  
with public-sector  
service delivery.



## ICCS Mandate



## Objectives of the CMT



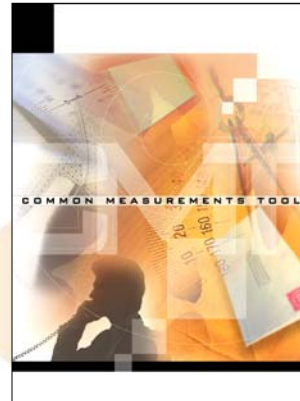
**1999 Gold Award**



**2000 Silver Award**

- Provide a ready-made tool for the public sector;
- Enable like-organizations to compare results;
  - Facilitate the sharing of information gained and lessons learned between organizations;
  - Supported by a benchmarking service.
- Avoid common survey mistakes

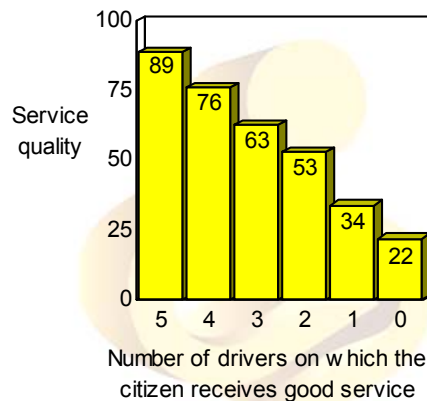
# A Foundation in Research



# Focusing on the Drivers of Satisfaction



- Drivers of Satisfaction:
  - Timeliness
  - Knowledge
  - Fairness
  - Extra Mile / Courtesy
  - Outcome
- Citizens who get good service on *all 5* drivers rate SQ at 89 out of 100



# Drivers of Satisfaction



*We have a better understanding of what drives satisfaction*

## ***In-Person/Phone***

Timeliness  
Knowledge / Competence  
Courtesy / Extra Mile  
Fairness  
Outcome

## ***Internet***

Easy to Find Service  
Outcome  
Visual Appeal  
Complete Information

# “Core” CMT Questions

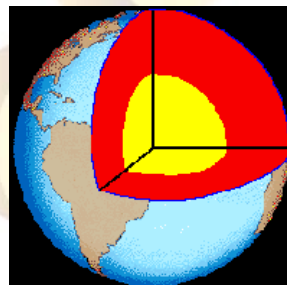


- Core questions are important for benchmarking
- Questions are aligned with the drivers of satisfaction
- Some cross-channel and some unique to channel

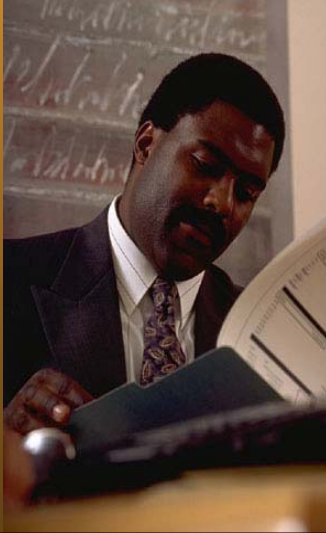
## **ESD Core Questions**

Overall Satisfaction*	Navigation
Timeliness*	Visual Appeal
Accessibility*	Information
Communication*	Privacy
Outcome*	

\* Common to all channels



## Customized CMT



- ☑ The CMT contains an additional bank of more than 150 questions
- ☑ Organization can always add customized questions to meet its specific needs.
- ☑ The CMT is designed to be adapted for administration either in-person, over the telephone, or electronically.

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## CMT Guide & Curriculum



Survey guide, user manual, & curriculum to help manage the design and implementation of the CMT.



# Analysis



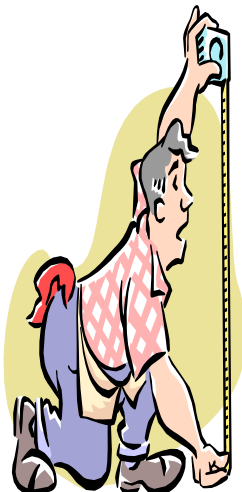
**Service Gaps:** The difference between what a client expects to get and how they perceive the actual service experience.

**Service Standards:** Understanding what a client believes to be an acceptable level of service (e.g. waiting time, number of clicks).

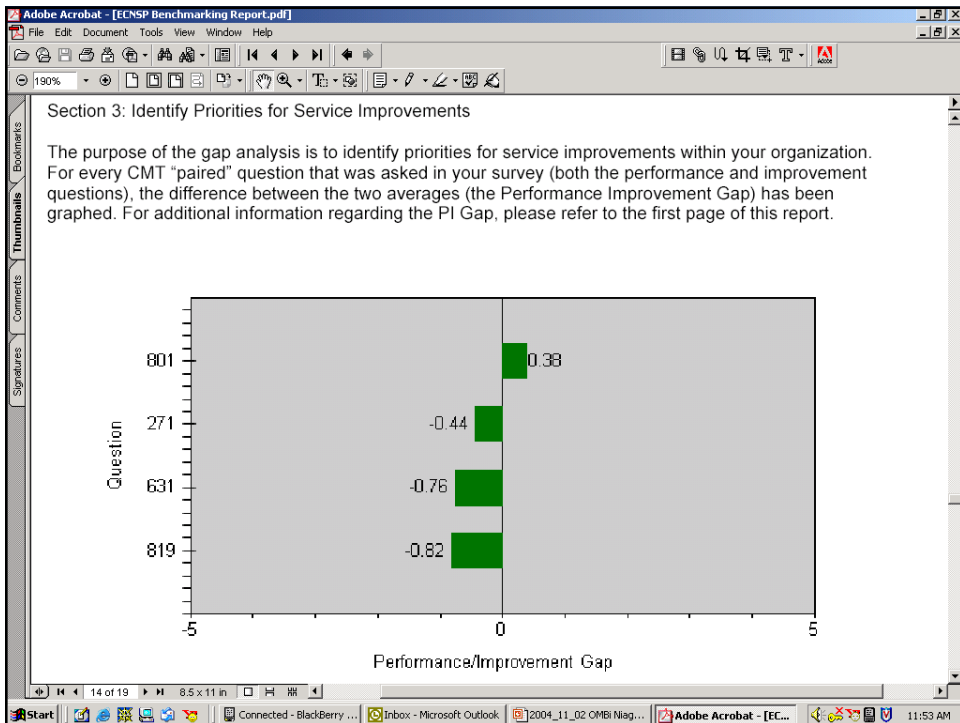
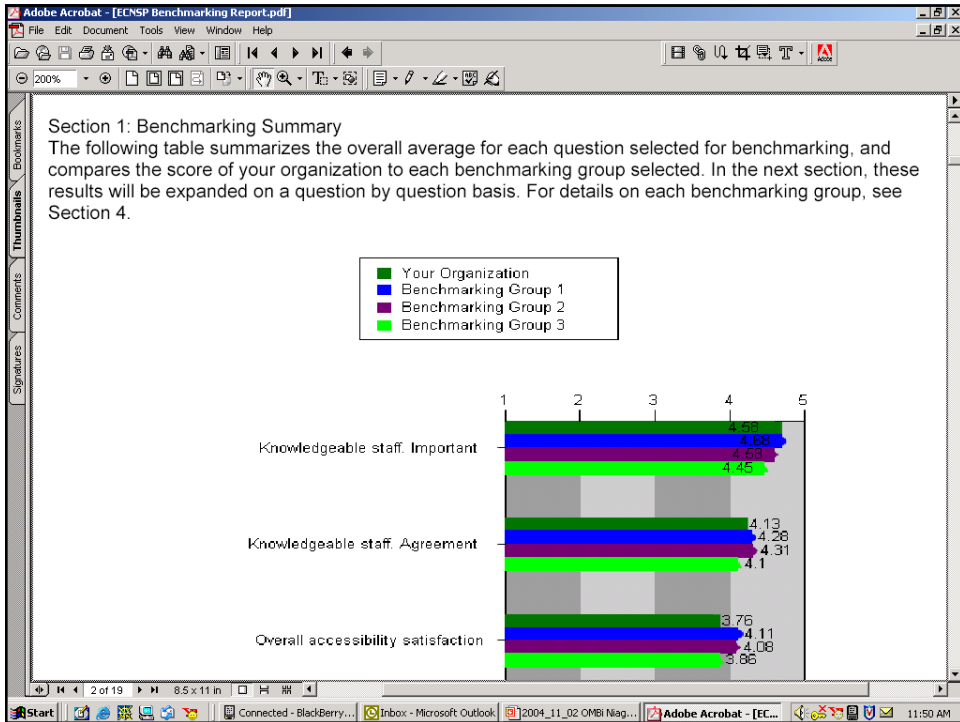
**Satisfaction/Importance Matrix:** Assessing satisfaction scores relative to importance scores.

**Drivers of Satisfaction:** What drives satisfaction in your service area?

# CMT Benchmarking Database



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



## Building a Community of Practice

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The CMT Database is being used to foster communities of interest.

- Legal Aid Societies across Canada / UK
- Municipalities
- Public Libraries ?



## Where to Find the CMT

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- To get a copy of the CMT, go to the ICCS website ([www.iccs-isac.org](http://www.iccs-isac.org)) and register.
- The CMT is free to all Canadian public-sector organizations.
- The ICCS web site also includes support material such as the CMT User Manual, the guide “How To Conduct Customer Surveys,” and information about benchmarking.





Please do not  
Hesitate to Call

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