

Backgrounder : Citizens First Research Initiative

(Disponibile en français)

In the late 1990's, a consortium of senior government officials from across Canada established the Citizen-Centred Service Network, dedicated to improving the quality of government services for Canadians. Under the direction of the Canadian Centre for Management Development, the Network undertook a unique national study - Citizens First.

The mission of the Citizens First project was to gain a deeper understanding of how citizens experience government services. This knowledge enables providers to improve service based on empirical evidence. The original Citizens First Study, published in 1998 was a landmark study focused on citizen-centred service delivery. Through Citizens First, Canadians across the country were asked what they thought about the delivery of public services, what expectations they held, and what they saw as the priorities for improvement. This formed the baseline against which progress was measured.

The original Citizens First, together with the Common Measurements Tool, garnered national and international acclaim with a GOLD AWARD from the Institute of Public Administration of Canada and a SILVER AWARD from the Commonwealth Association for Public Administration and Management for Innovation in Management.

Citizens First 5 (CF5) is the latest in a series of leading edge initiatives launched by the Institute for Citizen-Centred Service (ICCS). This pan-Canadian research informs service managers with client-centred results. These lay the foundation for improving three critical citizen needs: access to services, service delivery and the services themselves.

6,700 Canadians in every province and territory had a voice in *Citizens First 5* regarding government service. Does service matter? The answer from citizens is absolutely yes! The survey tells us that not only do citizens want and care about good service from their governments; they say that good service contributes to their confidence in government and in the public service.

Citizens First 5 was undertaken by ERIN Research for the ICCS.

The Institute for Citizen-Centred Service

The mission of the Institute for Citizen-Centred Service 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, and by assisting the public sector in applying innovative solutions that support service quality.

Other Research Available from the ICCS

Taking Care of Business 2, 2007

This report tracks business expectations and satisfaction with government services, providing the tools and information to move forward in serving businesses across Canada.

Answering the Call Report, 2007

This report provides clear recommendations that, if acted upon, will result in measurable improvement to public sector telephone service delivery in Canada.

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