

# MEASURING & MANAGING CITIZEN SATISFACTION

Enabling Your Organization's Service Improvement Strategy

FEBRUARY 2, 2006 - VANCOUVER, B.C.

SFU AT HARBOUR CENTRE - 515 WEST HASTINGS STREET

Presented By:



**Institute for  
Citizen-Centred  
Service**

**L'Institut des  
services axés  
sur les citoyens**

C O M M O N M E A S U R E M E N T S T O O L

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## ABOUT THE CMT

The Common Measurements Tool (CMT) is an award-winning client satisfaction survey instrument designed by public servants, for public servants. The CMT helps public-sector organizations understand client expectations, assess levels of satisfaction, and identify priorities for improvement.

Today, citizens access government services through a number of different channels – by telephone, in person, by kiosk, by mail, and through the Internet. Responding to the challenges that this multi-channel service delivery environment presents to public-sector organizations can be very difficult. The latest version of the CMT delivers a single, integrated, multi-channel client survey instrument that is easy to use, enables benchmarking, and produces effective results for policy and program managers alike.

The ICCS hosts a secure and confidential benchmarking service based on CMT client survey results, enabling public-sector organizations to compare their performance against others in the same business line and to identify best practices.

## PRICING & DISCOUNTS

BEFORE JANUARY 12, 2006: \$399 + GST

AFTER JANUARY 12, 2006: \$469 + GST

### GROUP DISCOUNTS

Groups of three (3) or more will automatically be given a 15% discount when one person registers and pays for the group at the same time.

## ABOUT THE INSTITUTE FOR CITIZEN-CENTRED SERVICE (ICCS)

The mission of the Institute for Citizen-Centred Service (ICCS) is to promote high levels of citizen satisfaction with public-sector service delivery. Using leading edge research such as Citizens First and tools such as the CMT, the ICCS is working with governments across Canada (and around the world) to improve citizen satisfaction with public-sector service delivery.

The current work of the ICCS is also building a community of practice to support users of the CMT and promote collaborative benchmarking.

## WHO SHOULD ATTEND

Public servants dedicated to service quality will have the opportunity to discuss your projects with peers and learn from those who have already used the CMT.

Public sector service delivery managers will not only learn about implementing the CMT, but how to integrate the measurement of both client and employee satisfaction into a broader service improvement strategy.

Public sector leaders will engage in discussions on creating and championing a culture of quality through making measurement and service quality an integrated part of your organization.

If you are a Public Opinion Research coordinator you will gain insights that will allow you to better support your colleagues using the CMT.

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## Program

THURSDAY, FEBRUARY 2, 2006

**8:00 Registration and Continental Breakfast**

**8:30 Opening Remarks**

### **FROM ART TO SCIENCE: HOW CITIZEN-CENTRED RESEARCH CAN DRIVE SERVICE IMPROVEMENT**

The Canadian public sector is quickly being recognized as a world leader in service improvement and public sector service delivery. While many factors contribute to achieving this position, one of the key factors is the continuous pursuit of citizen feedback. This session will explore some of the citizen-centred research that has been done in Canada and how it is being used to improve service.

**10:15 Refreshment Break**

### **LISTENING TO CLIENTS AND LEVERAGING WHAT YOU HEAR**

In order to be a citizen-centred organization, it is important to not only listen to your clients, but apply what they say to your service improvement strategy. Methods for gathering information from your clients are numerous, including surveys, focus groups and interviews. This session will explore how three different organizations have used their client research to shape service improvement.

### **THE COMMON MEASUREMENTS TOOL**

The Common Measurements Tool (CMT) is an award-winning client satisfaction survey instrument designed by public servants, for public servants. The CMT helps public-sector organizations understand client expectations, assess levels of satisfaction, and identify priorities for improvement. This session will introduce the CMT and how it is being used by public sector organizations in gathering client feedback.

**12:00 Lunch (Provided)**

### **USING THE CMT TO LISTEN TO YOUR CLIENTS**

The latest version of the CMT delivers a single, integrated, multi-channel client survey instrument that is easy to use, enables benchmarking and produces effective results for policy and program managers alike. From building your first survey to measuring client satisfaction for very specific groups with very specific challenges, the purpose of the case studies in this section are to give you an idea of the initial implementation challenges that you may face.

### **ANALYZING AND BENCHMARKING USING YOUR CMT RESULTS**

A survey is only valuable if it leads to actions that improve the quality of service delivery. Explore how several different organizations have turned survey results into real and quantifiable service improvement.

**2:30 Refreshment Break**

### **THE LINK BETWEEN EMPLOYEE SATISFACTION AND CLIENT SATISFACTION: PUBLIC SECTOR VALUE CHAIN**

In the private sector, it has long been accepted that happy employees lead to happy customers and a healthy bottom-line. But what about in the public sector? Does such a Service Value Chain exist? This session will explore the link between employee satisfaction, client satisfaction, and the ultimate bottom-line - confidence in government.

### **MEASURING EMPLOYEE SATISFACTION AND THE LINK TO CLIENT SATISFACTION**

This session will explore good practices in employee satisfaction surveying. In particular, participants will discuss the "drivers" of employee satisfaction along with inter-governmental efforts to measure and benchmark employee satisfaction across Canada.

**4:30 Closing Remarks**

#### **PRESENTERS:**

Facilitated by:

**Faye Schmidt**, Schmidt & Carbol Consulting Group, Inc.

**Ardath Paxton Mann**, Western Economic Diversification

**Lois Fraser**, Service BC

**Judy Rogers**, City of Vancouver (Invited)

**Lee Herrin**, BC Ministry of Labour & Citizens' Services

**Mike Kelley**, BC OneStop Business Registry

**Joanne Lamothe**, Service Canada

**Brian Marson**, Treasury Board of Canada Secretariat

**Martin Monkman**, BC Stats

**Vicki Morrison**, Institute for Citizen-Centred Service

**Rod Quiney**, Pacific Federal Council

**Bill Ross**, Service Canada

**Charles Vincent**, Treasury Board of Canada Secretariat

**Graham Williams**, Veterans Affairs Canada

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## Registration Information

Please register online at [www.3etraining.ca](http://www.3etraining.ca) by clicking on the banner for the "ICCS Conference".

### Early Bird Rate

If you register by January 12, 2006.....\$399.00  
(plus GST, if applicable)

### Regular Rate

If you register after January 12, 2006.....\$469.00  
(plus GST, if applicable)

**Groups of three (3) or more will automatically be given a 15% discount when one person registers and pays for the group at the same time.**

Payment is required before the conference begins and includes continental breakfast, lunch, refreshments and a conference workbook. You will have the option of paying by either credit card or cheque.

If you have any problems or questions regarding registration, contact the Registrar at 3e Training.

**Telephone:**.....250-383-4333  
(Monday through Friday - 8:30 to 4:30 PST)

**E-mail:**.....[cathyfulton@3etraining.ca](mailto:cathyfulton@3etraining.ca)

**Fax:**.....250-383-1030

**Web:**.....[www.3etraining.ca](http://www.3etraining.ca)

Please note: Your e-mail address will be included as part of the delegate list supplied to attendees. Please let the Registrar at 3e Training know if you do not wish it to be included.

### Cancellation and Substitution Policy

Cancellations, received in writing, up to and including January 23, 2006 will be refunded the full registration fee, minus a \$25.00 service charge. There will be no refunds for cancellations received after that date; however delegates may be substituted up to and including the day of the conference. If a registered delegate fails to cancel and does not attend the conference, no refunds will be issued.

Every effort will be made to contact each participant if the conference is cancelled or postponed. 3e Training Inc. shall assume no liability whatsoever in the event this conference is cancelled, rescheduled, or postponed due to an "Act of God", unforeseen occurrence, or any other event that renders this conference impractical or impossible. If cancelled, 3e Training Inc.'s liability shall be limited to the refund of conference registration fees only.

### Delegate Accommodation

Delegates are to make their own accommodation arrangements. Several hotels in downtown Vancouver, such as the Delta Vancouver Suites (888-663-8811) and The Fairmont Waterfront (800-441-1414) offer a limited number of rooms at government rates and are in close proximity to the Simon Fraser University Harbour Centre Campus, 515 W. Hastings St. A local area map showing these and other hotels can be viewed at <http://www.svgopen.org/2003/images/downtownvan.pdf>.

### Agenda Changes and/or Speaker Substitutions

Please note that speakers and topics were confirmed at the time of publishing, however, circumstances beyond the control of ICCS and 3e Training Inc. may require substitutions or cancellations of speakers and/or topics. The ICCS and 3e Training therefore reserve the right to alter or modify the advertised speakers, topics and/or agenda, if necessary.

# The Common Measurements Tool

## *A User-Friendly Survey Design Tool for the Public Sector*

*“In an environment of fiscal restraint, public service organizations depend more and more on feedback from their customers to make effective and sound decisions about their services. Decision making is only as accurate and reliable as the information upon which it is based.”*

The Common Measurements Tool (CMT) is an award-winning client satisfaction survey design tool that has been created by public servants for public servants.

Using the CMT, public-sector managers are able to:

- Assess client satisfaction
- Understand client expectations
- Identify service gaps
- Recognize priorities for improvement
- Define client service standards

By using the CMT, managers can also compare their results against peer organizations, identifying good practices, sharing lessons learned, and participating in a community of organizations dedicated to service excellence.

### Benchmarking Client Satisfaction

In order to facilitate the sharing of CMT data across jurisdictions, the ICCS has established a CMT Benchmarking Database. Benchmarking data is collected and shared so as to ensure the anonymity of participating organizations while still allowing comparison with peer organizations. In addition to benchmarking externally with other organizations the CMT can play a valuable role internally in helping an organization to track its own progress over time.



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### What does the CMT Measure?

The CMT is intended to gather client feedback. Client satisfaction surveys are distinctly different from citizen surveys or polls in that client surveys ask questions about the delivery of service at an operational level.

**A Consistent Set of Questions:** The CMT consists of a bank of carefully constructed questions that apply to service delivery across a wide spectrum of public sector services and products. The CMT defines Core Questions for each service delivery channel to explore the “drivers of satisfaction” – those elements or attributes of the service experience which, when present, ensure high levels of client satisfaction. The CMT can be used with both internal and external clients.

**A Tool that can be Customized:** Individual organizations can adapt the CMT to their own situations in two ways: a) by selecting relevant questions from the question bank, and b) by creating custom questions where these are required. Therefore, organizations can get the benefits of benchmarking CMT questions without giving up the ability to track questions of special interest to their business.

**Focused on Improving Service Delivery:** Service quality systems often stop at the report card stage, providing measures of current performance but not the directional information that is necessary to guide service improvements. The CMT provides report card-like measures as well as information to guide service improvement.

### CMT Resources

The ICCS actively promotes the use of the CMT through:

- Written materials
  - o CMT User Manual
  - o How To Conduct Customer Surveys Guide
- Presentations
- Learning curricula
- Consultations
- CMT benchmarking database

To request a copy of the CMT Question Bank or to get more information about the CMT, please visit the ICCS web site at [www.iccs-isac.org](http://www.iccs-isac.org) or send an email to [info@iccs-isac.org](mailto:info@iccs-isac.org)