



# **TAKING CARE OF BUSINESS 3**

## **Assessing Business Satisfaction with Government Services**

An Initiative of:

The Institute for Citizen-Centred Service (ICCS) and participating government agencies.

Study Conducted by:

R.A. Malatest & Associates Ltd.



**The *Taking Care of Business 3* study is being fielded from March to June 2010 with businesses across Canada. This Frequently Asked Questions pamphlet has been created to provide your organization with more information about the study.**

## ***Taking Care of Business 3***

### ***It is an Important Data Source for Government Organizations to Assess their Service Delivery.***

- This is the third survey sponsored by the Institute for Citizen-Centred Service (ICCS) to explore government-to-business service delivery.
- The first *Taking Care of Business* survey in 2003 established baseline information on business expectations and levels of satisfaction with government service delivery.
- *Taking Care of Business 2* took a major step forward in tracking trends over the previous three years to better understand the key drivers of satisfaction for businesses.
- *Taking Care of Business 3* is designed to further track business perceptions of the quality of government service provision and to determine the current preferred modes of interaction with various government agencies.

### ***Where is past study information available?***

You can find results of *Taking Care of Business 2* at the following web address: <http://www.iccs-isac.org/en/tcob/>

### ***Participation in this study has its benefits!***

Businesses are the key to this study. Without the co-operation of businesses this study could not be completed.

By participating in this study, companies who participate could receive the following benefits:

- A notice when the results of the study are posted to the Internet.
- An electronic copy (in pdf format) of a briefing report detailing the key findings of this year's study.
- A chance to win one of four (4) \$250.00 cash prizes just for providing us with your entry into the study prize draw.

### ***How were businesses included in the study sample?***

In creating a list of study participants Malatest & Associates Ltd. compiled contact information from business listings provided by InfoCanada, the Aboriginal Business Directory and other directory service agencies.

The sampling process was designed to include a sufficient number of businesses from each of the eight partner agency areas, as well as a comparable sample from other geographic centres across Canada. Sufficient sample was drawn to ensure that enough participants ultimately participated in the study to enable statistical reliability of the results.

### ***Who would be the best person in an organization to complete the survey?***

Ideally, the survey should be conducted by a contact in one of the four (4) business areas (listed below) who would likely have had contact with various government departments:

- Accounting/Finance
- Legal (including permits/licences)
- Business Development, Operations, and International Business
- Human Resources

***Our business did this survey a few years ago. Why should we do it again?***

We thank you for your support and participation in the past! As the sampling process is complex, your organization may have been chosen yet again in the sampling framework. As your method and type of interactions with government departments may have changed, your opinion may also differ.

***Who will have access to the feedback?***

Only the research consultant, R.A. Malatest & Associates Ltd., will see the results each business provides. All data presented in reports will be in aggregate format only; that is, summarized by geographic area and/or line of business. Individual business names are excluded from the data set and only used to contact businesses to encourage participation in the study completions.

For more information on the survey, collection or use of the results, please contact:

Institute for Citizen-Centre Service (ICCS)  
99 Wellesley Street West, Whitney Block  
Room 3310, 3<sup>rd</sup> Floor  
Toronto ON M7A 1W4  
Phone: 416-327-0786  
Fax: 416-212-3420  
Email: [info@iccs-isac.org](mailto:info@iccs-isac.org)

Or:

R.A. Malatest & Associates Ltd.  
858 Pandora Avenue  
Victoria BC V8W 1P4  
Phone: 250-384-2770  
Fax: 250-384-2774  
Email: [info@malatest.com](mailto:info@malatest.com)

## ***Frequently Asked Questions***

***Q: What is the purpose of the study?***

**A:** The research will focus on, but not be limited to, the quality of municipal, regional, provincial, territorial, and federal services; service channel preferences and access patterns; client relationship management; and businesses' priorities for improvement. Overall, the study aims to:

- define business and employer satisfaction with public sector services from all levels of government (federal, provincial, regional, municipal);
- establish preferences in terms of how you access public sector programs or services; and
- provide insight as to how programs and services can be better delivered to meet your requirements.

***Q: Who commissioned the study?***

**A:** The Institute for Citizen-Centre Service (ICCS) commissioned this project. A working group of eight partner agencies oversees the study objectives:

- The Province of British Columbia
- The Province of Manitoba
- The Province of Ontario
- The Province of Quebec
- The Province of Nova Scotia
- The Province of New Brunswick
- The Region of Peel
- The City of Toronto

R.A. Malatest & Associates Ltd., an independent research consultant, has been contracted to undertake the survey this year on their behalf.

***Q: What are the benefits to businesses participating in the study?***

**A:** Results of this study will be used by the partner agencies to try and ensure that the services that they provide meet the needs of business representatives.

By participating in the survey, survey respondents may request a report brief presenting results from the survey, as well as have an opportunity to win one of 4 cash prizes.

***Q: Is the information provided confidential?***

**A:** Yes. R.A. Malatest & Associates Ltd. is legally bound by their contract with the Institute for Citizen-Centred Service to treat all personal information provided with the highest standards of confidentiality.

All of the data presented will be grouped and aggregated (according to privacy requirements) by sector and region. Individual data pertaining to any specific firm or establishment will not be published and will be treated as strictly confidential.

To further protect respondent's privacy, R.A. Malatest & Associates Ltd. has established a unique survey coding system for each respondent. The internal database of survey results has only this unique survey code and not any personal information.

***Q: Will the results of the study be made available?***

**A:** Yes! Summary results will be posted on the ICCS web site (the full report will be made available for purchase). In addition, firms completing the questionnaire will be entitled to receive an electronic copy of the Report Brief.