



If You're Happy and We Know It

Measuring Client Satisfaction at Service Canada with SAP
Analytics Cloud

Session ID: (84296)

About Me

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Area Director, Central and Northern Saskatchewan
Service Canada / Government of Canada

Fun facts

- Noted *Game of Thrones* geek and 2014 *Game of Thrones: The Card Game* North American Champion
- Proud father of four



Service Canada

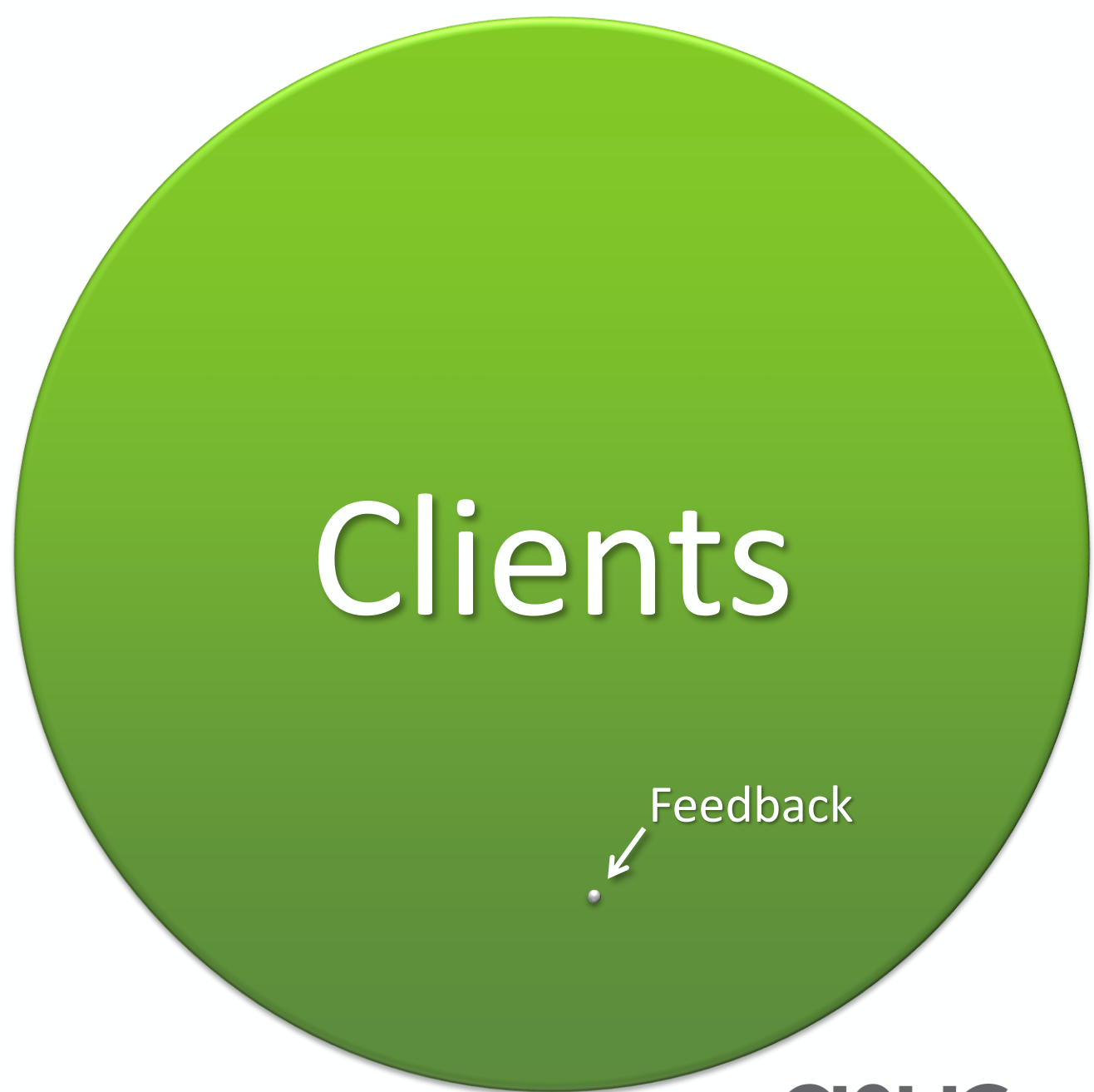
- Launched in 2005, Service Canada is the in-person service delivery arm of the Government of Canada.
- Responsible for federal benefits such as Employment Insurance, passports, pensions and Social Insurance Numbers.
- Maintains a network of 600+ points of service across Canada, including permanent offices and mobile offices for outreach to small communities.
- Works with federal and provincial partners to provide access to government services through the Internet, by telephone, in person or by mail.

Service
Canada 

ASUG

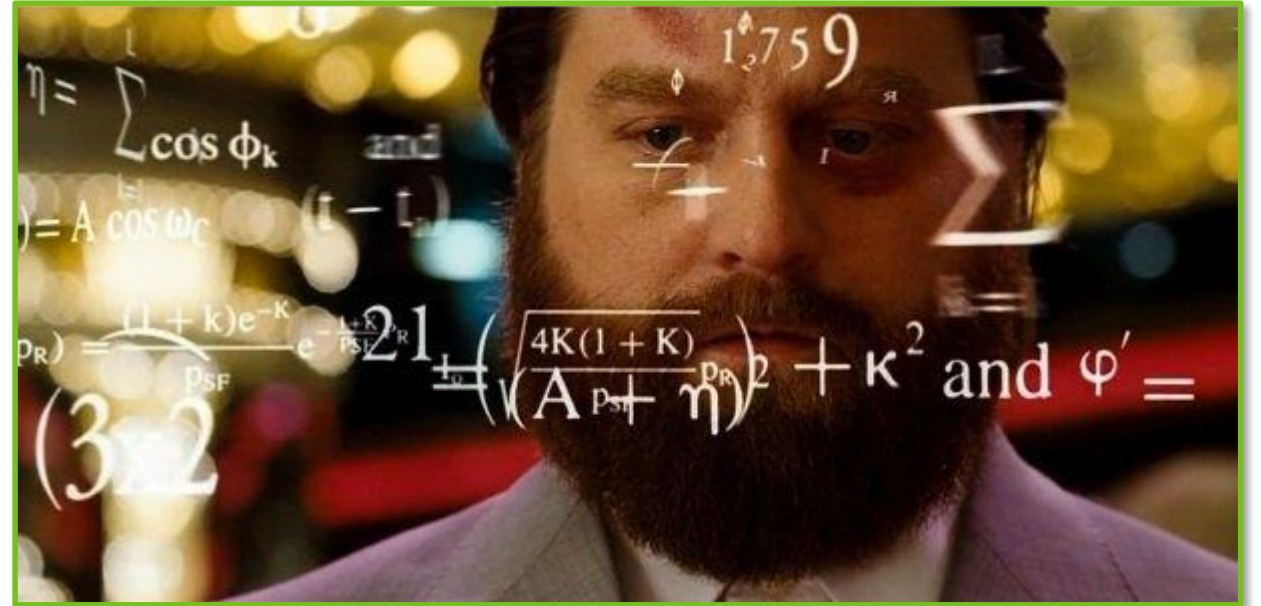
The Issue

- Average of five (!) client feedback forms per month received at a busy point of service (approx. 4,700 clients/month)
 - That's less than 0.001% of the people who used our services leaving feedback
 - Not enough data to draw conclusions
- No easy way to analyze or investigate our data



More Complex Than It Seems

- Internet or power not always available in some remote locations
- Reporting and analytical solutions an aspiration
- Scalable solutions highly desirable



The Proposed Solution

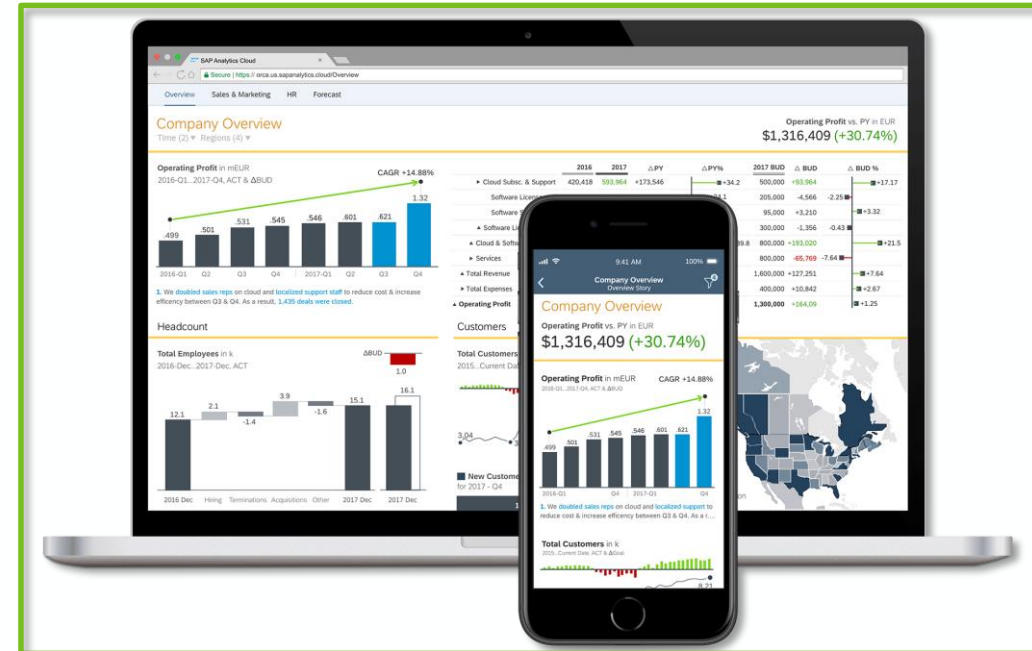
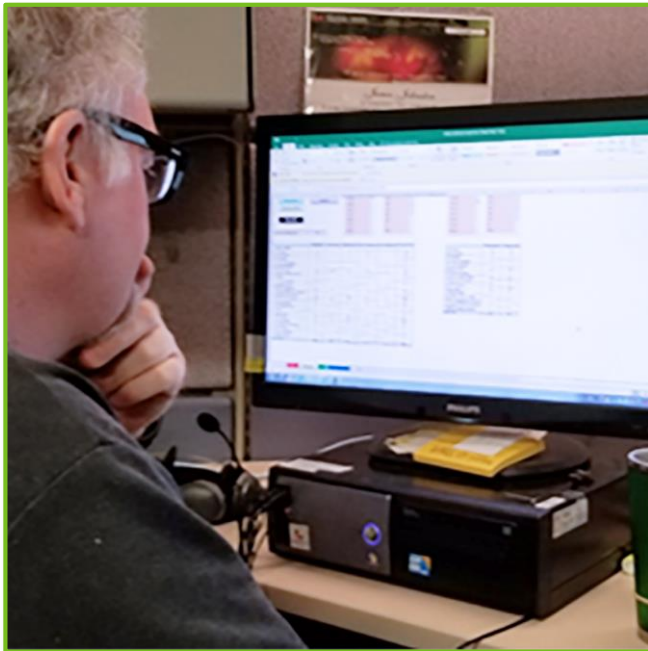
Create a new survey using an online tool



Gather the data using mobile devices both online and offline



Analyze the results using **SAP Analytics Cloud**

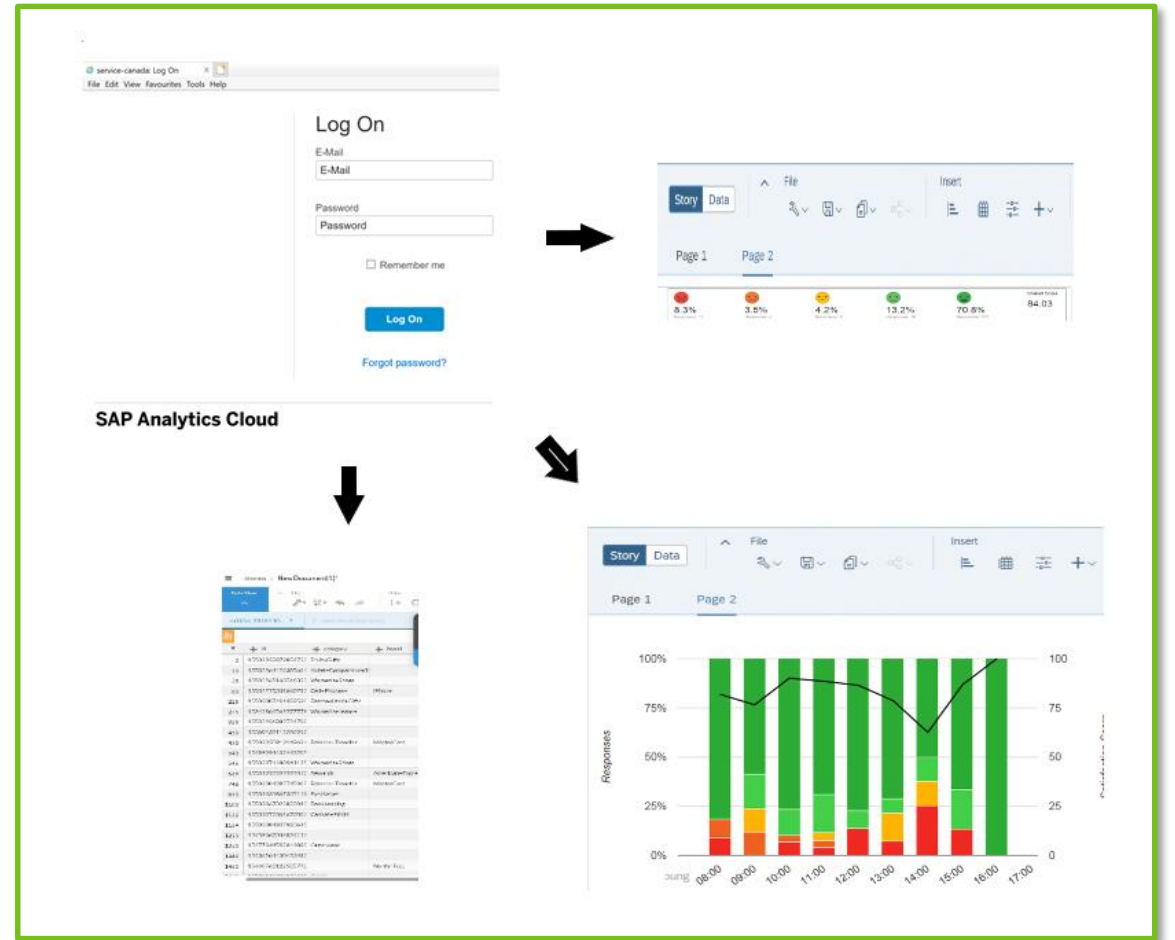
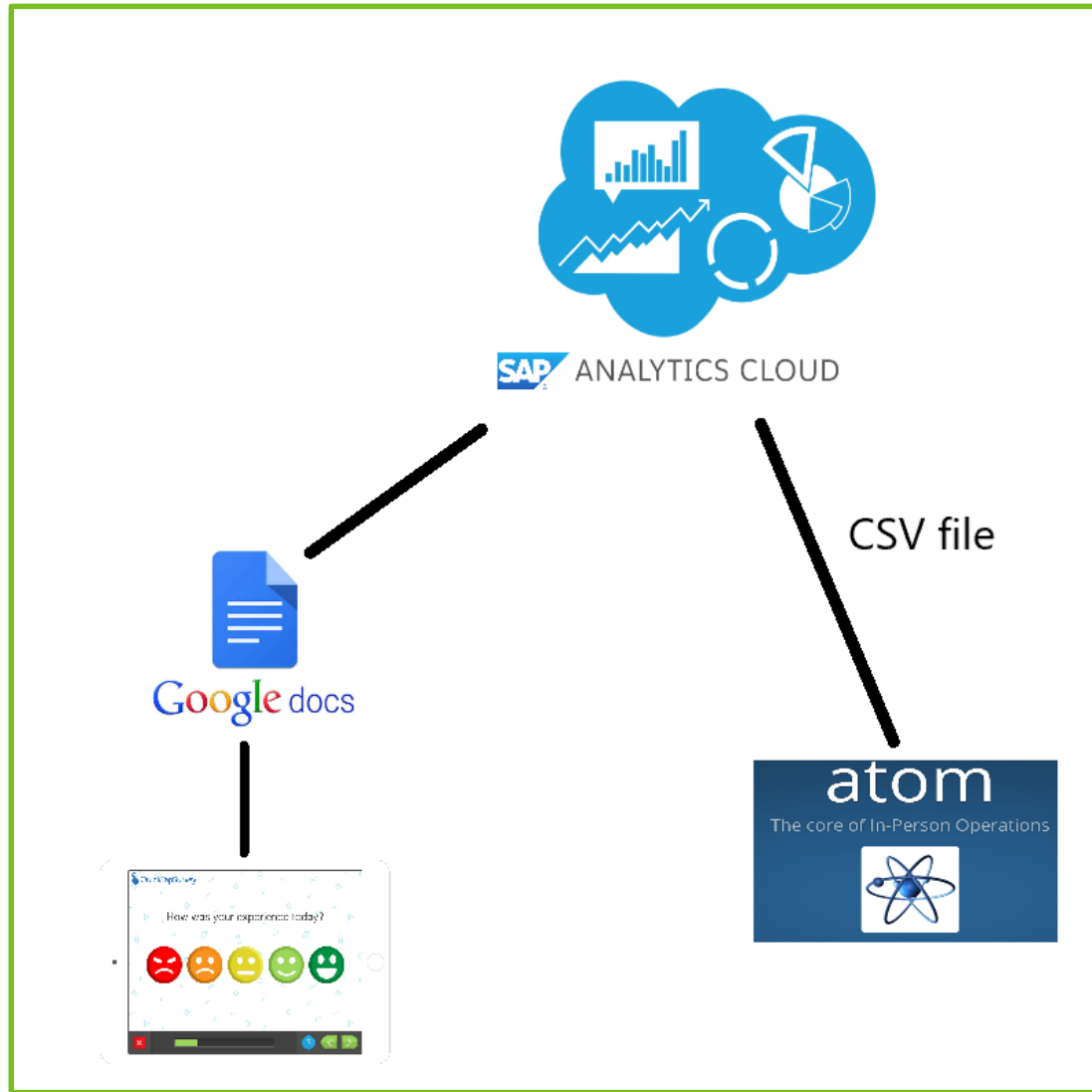


Why SAP Analytics Cloud?

- **Ease of Use:** Quick and easy to deploy. A non-technical person could get a solution working in a day or two. Simple to use interface and powerful visualizations.
- **Capacity to Blend Data:** Easily combines multiple data sources such as iPads, our ATOM queuing system and physical devices.
- **COST:** Inexpensive at first and scales quickly.



How Would It Work?



A Pilot in Three Easy Steps

- **Step 1** – Learn about surveys
- **Step 2** – Get data
- **Step 3** – Expand the pilot



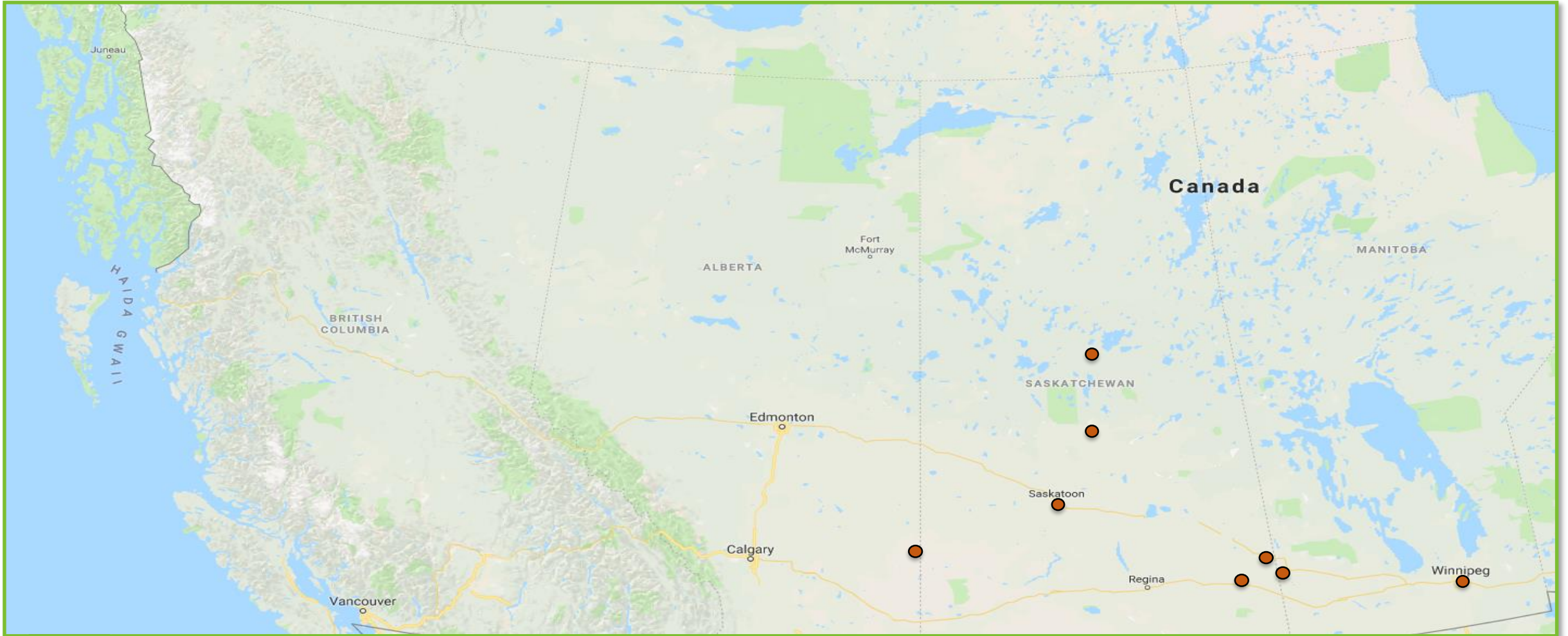
What We Learned About Surveys

- Gathering data through mobile devices increased response rates by more than 4000%, translating to 5% of all clients.
- The location of the survey stand matters.
 - Monthly survey responses increased from 172 to 256 by moving the stand from a central area to a position nearer the exit.
- Size matters, but in this case, bigger is actually not better.
- Advertising the survey did not matter; increasing the opportunity to complete the survey did.



“Gizmo”

Current Communities



Courtesy of Google Maps

Once We Learned What Worked

- November
 - Winnipeg: 154
 - Saskatoon: 172
- December and January
 - Selkirk, St. Laurent and Gimli (using Winnipeg tablet): 81
 - Saskatoon: 302
- More than a thousand responses to date, which **would have taken 16 years** to generate using the paper method.



Results

- Timely training has a positive impact on client satisfaction.
- Wait times affect client satisfaction.
- Our Citizen Service Officers and front-end personnel can do a great job and people can still leave unhappy.



Results

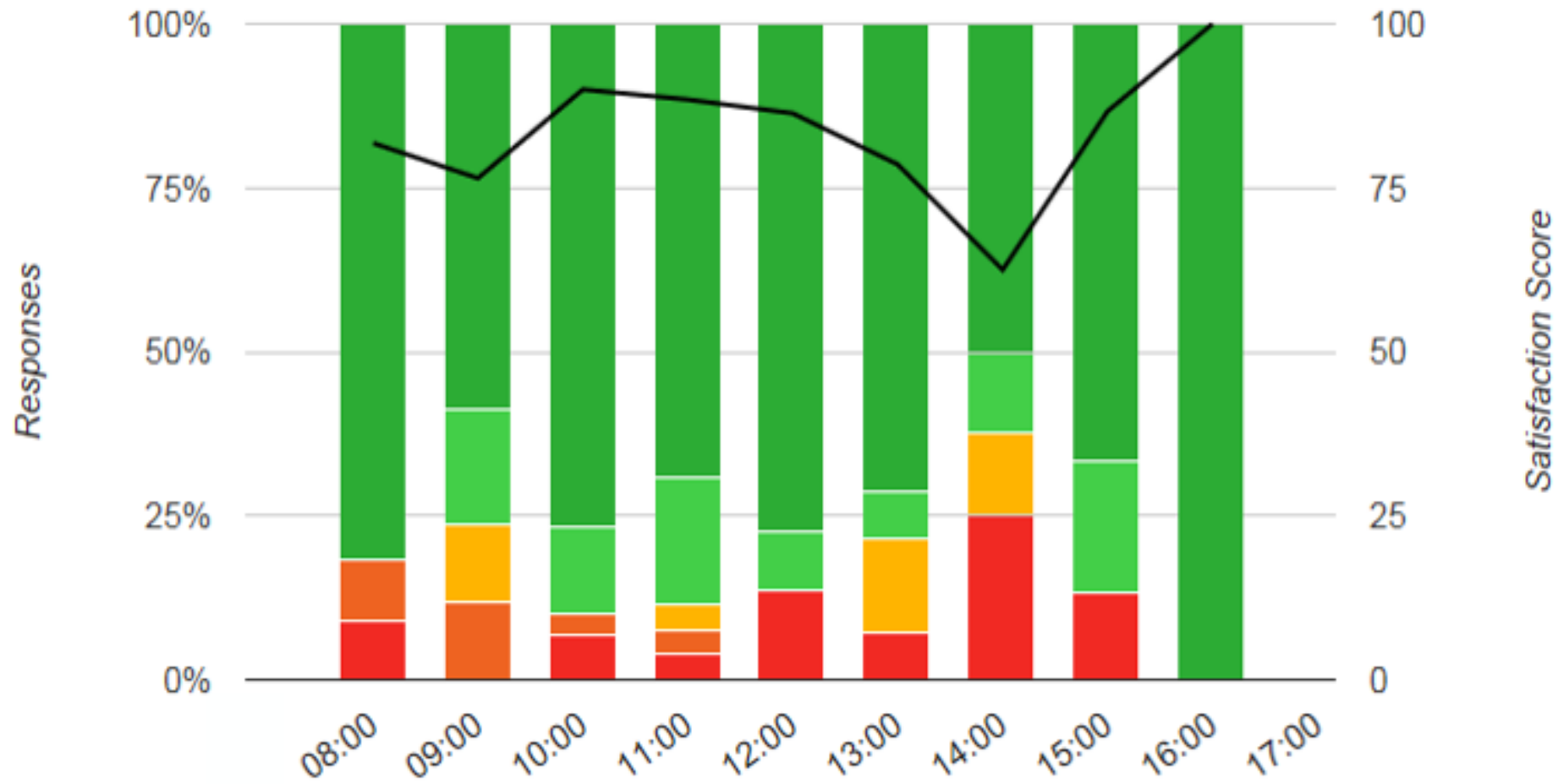
- Results from the month before we implemented the advice from our quality assurance review:



- Results after we implemented the suggested changes:



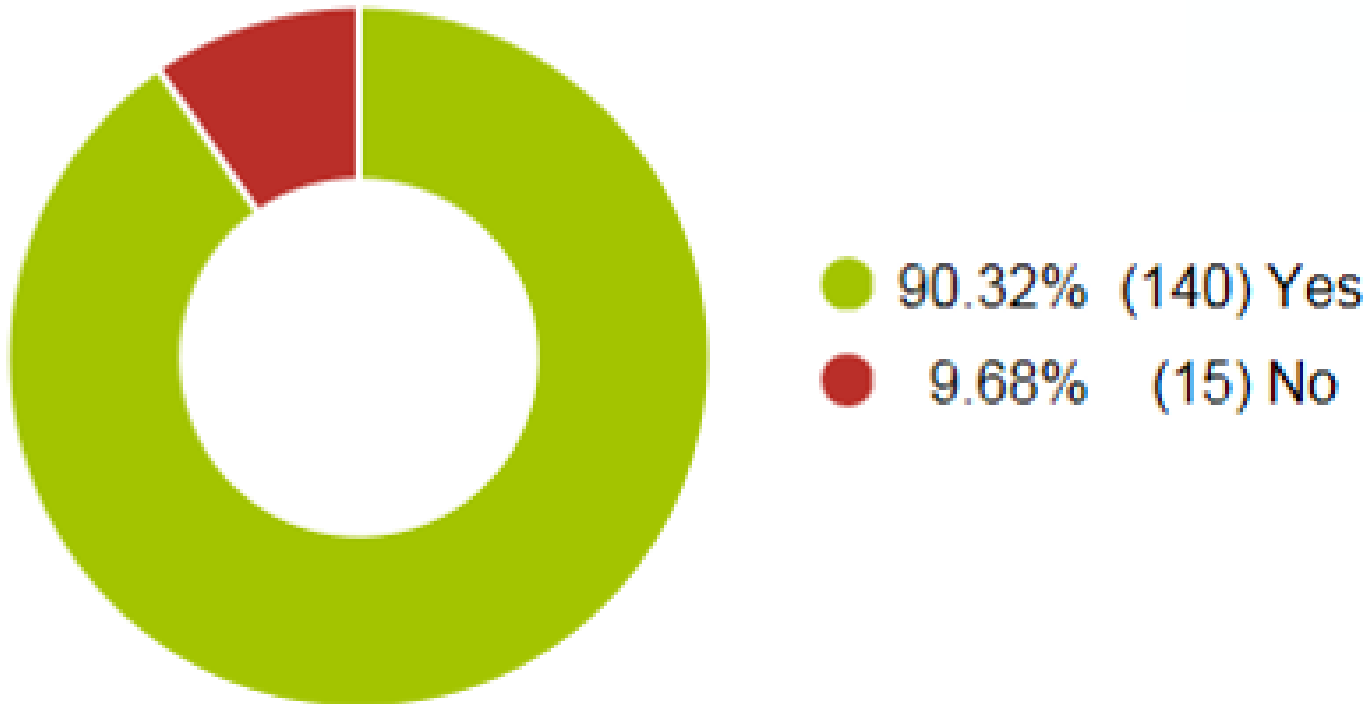
Hourly Satisfaction



Staff Helpfulness

8. Were the service staff helpful?

Results based on 155 responses to this question



Evolving Analytics

- Determine the relationship between the length of the client interaction and the client's overall satisfaction.
- Determine if we can increase satisfaction levels by changing the environment.
 - Wi-Fi? More comfortable chairs?
- Determine the impact of outreach activities on satisfaction levels.



Progressing the Pilot

- Add additional sites; urban, rural, and Indigenous outreach.
- Tie in larger samples of training data.
- Determine the value of citizen feedback as a motivational tool for frontline staff.
- Determine outside factors that affect satisfaction such as office setup, hours of service, weather, and volume surges.
- Measure staff satisfaction levels.

If You're Happy and We Know It

- We're obtaining timely and statistically valid data samples to demonstrate "If You're Happy."
- Soon, "We Will Know It," as we continue to effectively measure client satisfaction!



Take the Session Survey.

We want to hear from you! Be sure to complete the session evaluation on the SAPPHIRE NOW and ASUG Annual Conference mobile app.



Presentation Materials

Access the slides from 2019 ASUG Annual Conference here:

<http://info.asug.com/2019-ac-slides>

Q&A

For questions after this session, come over and have a chat with me or reach out via **email** to jonathan.andrews@servicecanada.gc.ca or on **LinkedIn** <https://www.linkedin.com/in/jonathan-andrews-319861b2/>

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