

ENVIRONICS

RESEARCH

Communication Procurement Directorate 2017-2018 Client Satisfaction Survey

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Ce rapport est aussi disponible en français

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Summary

Background and purpose

The Communication Procurement Directorate (CPD) is part of the Commercial and Alternative Acquisitions Management Sector of the Acquisitions Branch of Public Services and Procurement Canada. The Directorate provides all mandatory and optional procurement services related to communications to federal departments and agencies. Its objective is to deliver high-quality, responsive and cost-effective communication procurement services for the commodities under our responsibility.

In 2016, the CPD reviewed its annual client satisfaction survey and revised its approach to more closely align with the departmental Client Service Strategy. Using a phased approach, the CPD decided to first review and increase the number and type of mandatory and optional questions to be asked. The results of the 2016/17 survey serves as a new baseline from which the CPD will measure its results.

The purpose of this 2017-18 wave of the survey is to assess the satisfaction of other government department project authorities with the Communication Procurement Directorate's procurement services.

Methodology

Environics conducted an online survey with 40 clients of CPD, from January 30 to March 12, 2018. As this was an attempted census, no margin of sampling error is calculated. The initial survey invitation was broadcast to 180 contacts provided by CPD; nine were undeliverable. The final response rate was 23 percent.

The target audience was defined as all project authorities for contracts awarded by the Communication Procurement Directorate between October and December 2017.

All research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA), as well as applicable federal legislation (*Personal Information Protection and Electronic Documents Act*) and to the *Privacy Act* and Treasury Board and PSPC privacy policies, directives and standards. The survey was registered with the National Survey Registration System, as is done as a matter of policy for all Environics surveys, and the research met all federal government and industry standards.

Using the results

The survey results will be distributed to Directorate management for information and reference and for arranging follow up with specific project authorities, as warranted, in order to identify opportunities for improving service. The results will also be used for discussion with the respective CPD procurement teams, also with a view to improving services and giving credit, as warranted, for work well done.

Cost of research

The cost of this research was \$9,824.22 (HST included).

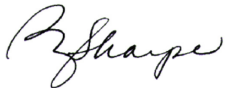
Key findings

A strong majority of CPD clients are satisfied with the service overall and with all aspects. Clients are most likely to agree personnel were respectful, and least likely to agree they were satisfied with ease of access or the time required (both to receive the service and to receive answers to communications). Clients are more likely than in

2016-17 to strongly agree the service was an example of good value for money, and that CPD is a valuable partner in government operations.

Political neutrality statement and contact information

I hereby certify as a Senior Research Associate of Environics Research Group that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not contain any reference to electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leader.



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Research findings

Calculated overall impression - scale

An overall impression response rate was calculated based on the ratings (scores of 1-5 for satisfaction or agreement) to all rating questions. Responses were added, then averaged. As in 2016-17, the majority of clients are positive about CPD’s service aspects (results for these two years are statistically comparable for these base sizes).

Impression Scale			
	Negative (score 1 or 2)	Neutral (score 3)	Positive (score 4 or 5)
2017-18 (n=40)	5.2%	5.8%	87.5%
2016-17 (n=54)	6.5%	5.7%	81.2%

Ranked order of service aspects

Aspect	Score 5	Score 4+5
Personnel were respectful	68%	98%
Personnel understood my needs	55%	93%
In the end, I got what I needed	55%	90%
I consider the CPD to be a valuable partner in government operations	55%	88%
Communications were effective	48%	91%
I consider the service received to be an example of good value for money	48%	83%
Personnel were knowledgeable	45%	85%
I obtained clear information	45%	80%
I was satisfied with the amount of time it took to receive the service	43%	88%
I was satisfied with the ease of access to the service	43%	88%
I was satisfied with the amount of time it took to receive response to questions/comments	43%	86%

Question responses

The following section shows responses by question. Unless otherwise noted, results are statistically comparable to the previous year. *Note: base sizes are small.*

1. Overall how satisfied were you with the quality of service you received?

Satisfaction Scale							
	Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	N/A	Don't know
2017-18	10%	3%	3%	28%	58%	-	-
2016-17	4%	2%	7%	33%	54%	-	-

2. I was satisfied with the amount of time it took to receive the service.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	5%	3%	5%	45%	43%	-	-
2016-17	-	9%	4%	54%	31%	-	2%

3. I was satisfied with the amount of time it took to receive a response to my questions/comments.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	5%	-	5%	43%	43%	5%	-
2016-17	-	4%	4%	48%	33%	7%	4%

4. Communications with the Communication Procurement Directorate (CPD) were effective.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	3%	5%	43%	48%	-	-
2016-17	2%	4%	2%	43%	43%	2%	6%

5. I obtained clear information.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	8%	8%	35%	45%	-	3%
2016-17	4%	6%	6%	41%	35%	6%	4%

6. I was satisfied with the ease of access to the service.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	3%	5%	45%	43%	-	3%
2016-17	2%	6%	2%	48%	37%	2%	4%

7. Personnel were knowledgeable.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	-	10%	40%	45%	-	3%
2016-17	-	4%	6%	37%	44%	2%	7%

8. Personnel were respectful.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	-	-	3%	30%	68%	-	-
2016-17	-	-	4%	35%	54%	2%	6%

9. Personnel understood my needs.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	3%	3%	38%	55%	-	-
2016-17	-	4%	2%	43%	43%	4%	6%

10. In the end, I got what I needed.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	-	5%	35%	55%	-	3%
2016-17	4%	2%	4%	43%	46%	2%	-

11. I consider the service received to be an example of good value for money.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	5%	-	10%	35%	48%**	-	3%
2016-17	6%	7%	15%	33%	26%	-	13%

12. I consider the Communication Procurement Directorate (CPD) to be a valuable partner in government operations.

Agreement Scale							
	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know
2017-18	3%	-	10%	33%	55%**	-	-
2016-17	4%	7%	15%	41%	30%	2%	2%

*** Result is statistically significantly different from 2016-17 at the 95% confidence level.*

Comments (Question 13)

Six respondents included comments in their responses. Three were positive remarks in general or referencing specific procurement officers. One person indicated they would like improved access to firms on the public opinion research standing offer. Another noted there are differences in performance levels of different procurement officers, so requesting a general rating for personnel knowledge poses a problem. Another mentioned a specific knowledge-related problem.

The comments are listed in Annex D below.

Appendix A: Methodology

Background and purpose

In 2016, the Communication Procurement Directorate (CPD) reviewed its client satisfaction survey and revised its approach in order to more closely align with the departmental Client Service Strategy. Using a phased approach, the CPD decided to first review and increase the number and type of mandatory and optional questions to be asked. The results of the 2016/17 survey serve as a new baseline from which the CPD will measure its results.

The purpose of this 2017-18 wave of the survey is to assess the satisfaction of other government department project authorities with the Communication Procurement Directorate's procurement services.

Methodology

Environics conducted an online survey with 40 clients of CPD, from January 30 to March 12, 2018. An initial soft launch broadcast was done on January 29, and reminder emails were sent on February 13 and March 6.

All research work was conducted in accordance with the professional standards established by the Marketing Research and Intelligence Association (MRIA), as well as applicable federal legislation (*Personal Information Protection and Electronic Documents Act*) and to the *Privacy Act* and Treasury Board and PSPC privacy policies, directives and standards. The survey was registered with the National Survey Registration System, as is done as a matter of policy for all Environics surveys, and the research met all federal government and industry standards.

Target audience

The target audience is all project authorities for contracts awarded by the Communication Procurement Directorate between October and December 2017. This survey was an attempted census, rather than a sample survey, and therefore no margin of sampling error is calculated.

Questionnaire design

The questionnaire was designed by CPD using tracking questions from the 2016-17 survey, and provided to Environics in both official languages. The questionnaire averaged five minutes to deliver. The English version of the final study questionnaire is included in an appendix to this document.

Response rate

The survey was broadcast to 180 contacts initially. Nine were undeliverable. By close of field 40 responses were received, for a calculated response rate of **23%**.

Disposition	N
Total number of sample units invited to participate	180
Invalid (undelivered)	9
Broadcasts delivered	171
UNRESOLVED (U)	111
Did not respond	111
IN SCOPE NON-RESPONDING (IS)	20
Qualified respondent break-off	20
IN SCOPE RESPONDING (R)	40
Disqualified	0
Quota filled	0
Completed	40
CONTACT RATE [(R+IS) / (U + IS + R)]	35%
RESPONSE RATE [R / (U + IS + R)]	23%

Appendix B: Survey instrument

SURVEY (to be hosted by Environics):

Introduction screen

Thank you for agreeing to participate in the Communication Procurement Directorate (CPD) annual client satisfaction survey.

The survey focuses on services received between April 1 and December 31, 2017; please provide your feedback based on your most recent experience with CPD. The results of the survey will be used to improve service delivery.

The survey is being conducted by Environics Research Group on behalf of CPD. The survey should take you less than 5 minutes to complete and should be completed on line no later than March 9, 2018.

If you have any questions or require more information on the survey, please contact Gillian Stewart by telephone at 613-990-3576 or by using the following e-mail address: Gillian.Stewart@tpsgc-pwgsc.gc.ca .

Privacy Notice

Provision of the personal information is collected on a voluntary basis pursuant to the [Financial Administration Act](#), Personal information is anonymized by the system. The anonymous data will be used to measure the client department’s satisfaction with CPD, address potential issues and promote best practices. The information collected is described under the [Standard personal information bank](#). Your personal information is protected, used, and disclosed in accordance with the [Privacy Act](#). Please do not disclose unnecessary confidential information about yourself or another individual. Any questions, comments, concerns or complaints regarding the administration of the [Privacy Act](#) and privacy policies may be directed to the departmental Privacy Director by email to AIPRP.ATIP@PPSC.gc.ca; or by calling 819-956-1820. If you are not satisfied with our response to your privacy concern, you may wish to contact the Office of the Privacy Commissioner by e-mail at info@priv.gc.ca or by telephone at 1-800-282-1376.

Survey questions

1. Overall how satisfied were you with the quality of service you received?

Satisfaction Scale						
(1)	(2)	(3)	(4)	(5)		
Very dissatisfied	Dissatisfied	Neither satisfied nor dissatisfied	Satisfied	Very satisfied	N/A	Don't know

2. I was satisfied with the amount of time it took to receive the service.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

3. I was satisfied with the amount of time it took to receive a response to my questions/comments.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

4. Communications with the Communication Procurement Directorate (CPD) were effective.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

5. I obtained clear information.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

6. I was satisfied with the ease of access to the service.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

7. Personnel were knowledgeable.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

8. Personnel were respectful.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

9. Personnel understood my needs.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

10. In the end, I got what I needed.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

11. I consider the service received to be an example of good value for money.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

12. I consider the Communication Procurement Directorate (CPD) to be a valuable partner in government operations.

Agreement Scale						
Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	N/A	Don't know

Comments (optional):

Last Screen

This concludes the Annual Client Satisfaction Survey.

This survey was conducted on behalf of the Communication Procurement Directorate within Public Services and Procurement Canada. For more information about CPD: <https://www.tpsgc-pwgsc.gc.ca/app-acq/communications-eng.html> or on GCPedia [http://www.gcpedia.gc.ca/wiki/Communication Procurement Directorate](http://www.gcpedia.gc.ca/wiki/Communication_Procurement_Directorate).

Thank you very much for your feedback and for taking the time to complete this survey.

Appendix C: Broadcast emails and reminders

TEXT for email to be sent to Project Authorities for Q3 awarded procurements:

Subject: Communication Services Procurement Annual Survey

Communication Services Procurement

The Communication Procurement Directorate (CPD) of Public Services and Procurement Canada (PSPC) invites you to participate in a survey to help them improve the services provided to you. As a common service organization, CPD provides mandatory and optional procurement services related to communications to federal departments and agencies. CPD provided procurement services to your organization between April 1 and December 31, 2017.

The survey is being conducted by Environics Research Group on behalf of CPD. The survey should take you less than 5 minutes to complete and should be completed on line no later than March 9, 2018. Participation is voluntary and your responses will be kept strictly confidential and anonymous.

To continue to the survey, please follow this link:

<< Link to English survey >>

Please note that this survey is registered with the Research Registration System maintained by the Marketing Research and Intelligence Association (MRIA); the registration status of the survey can be verified at << link >>.

If you have any questions or require more information on the survey, please contact Gillian Stewart by telephone at 613-990-3576 or by using the following e-mail address: Gillian.Stewart@tpsgc-pwgsc.gc.ca.

Thank you for your interest in helping CPD continue to improve their services and performance.

Privacy Notice

Provision of the personal information is collected on a voluntary basis pursuant to the [Financial Administration Act](#). Personal information is anonymized by the system. The anonymous data will be used to measure the client department's satisfaction with CPD, address potential issues and promote best practices. The information collected is described under the [Standard personal information bank](#). Your personal information is protected, used, and disclosed in accordance with the [Privacy Act](#). Please do not disclose unnecessary confidential information about yourself or another individual. Any questions, comments, concerns or complaints regarding the administration of the [Privacy Act](#) and privacy policies may be directed to the departmental Privacy Director by email to aiprp.atip@pwgsc.gc.ca; or by calling 819-956-1820. If you are not satisfied with our response to your privacy concern, you may wish to contact the Office of the Privacy Commissioner by e-mail at info@priv.gc.ca or by telephone at 1-800-282-1376.

TEXT for Email reminder

Subject: Reminder - Communication Services Procurement Annual Survey

If you have already responded to this survey, thank you very much for your feedback and for taking the time to help the Communication Procurement Directorate continue to improve their services.

The Communication Procurement Directorate (CPD) of Public Services and Procurement Canada (PSPC) invites you to participate in a survey to help them improve the services provided to you. As a common service organization, CPD provides mandatory and optional procurement services related to communications to federal departments and agencies. CPD provided procurement services to your organization between April 1 and December 31, 2017.

The survey is being conducted by Environics Research Group on behalf of CPD. The survey should take you less than 5 minutes to complete and should be completed on line no later than March 9, 2018. Participation is voluntary and your responses will be kept strictly confidential and anonymous.

To continue to the survey, please follow this link:

<< Link to English survey >>

Please note that this survey is registered with the Research Registration System maintained by the Marketing Research and Intelligence Association (MRIA); the registration status of the survey can be verified at << link >>.

If you have any questions or require more information on the survey, please contact Gillian Stewart by telephone at 613-990-3576 or by using the following e-mail address: Gillian.Stewart@tpsgc-pwgsc.gc.ca.

Thank you for your interest in helping CPD continue to improve their services and performance.

FINAL Email reminder

Subject: Survey closing March 9, 2018 – Communication Services Procurement Annual Survey

If you have already responded to this survey, thank you very much for your feedback and for taking the time to help the Communication Procurement Directorate continue to improve their services.

The Communication Procurement Directorate (CPD) of Public Services and Procurement Canada (PSPC) invites you to participate in a survey to help them improve the services provided to you. As a common service organization, CPD provides mandatory and optional procurement services related to communications to federal departments and agencies. CPD provided procurement services to your organization between April 1 and December 31, 2017.

The survey is being conducted by Environics Research Group on behalf of CPD. The survey should take you less than 5 minutes to complete and should be completed on line no later than March 9, 2018. Participation is voluntary and your responses will be kept strictly confidential and anonymous.

To continue to the survey, please follow this link

<< Link to English survey >>

Please note that this survey is registered with the Research Registration System maintained by the Marketing Research and Intelligence Association (MRIA); the registration status of the survey can be verified at << link >>.

If you have any questions or require more information on the survey, please contact Gillian Stewart by telephone at 613-990-3576 or by using the following e-mail address: Gillian.Stewart@tpsgc-pwgsc.gc.ca.

Thank you for your interest in helping CPD continue to improve their services and performance.

Appendix D: Verbatim comments (Q13)

"Would like CPD to consider implementing the Security requirement the POR Standing Offers to allow departments to access these firms more easily and without requiring Request for Proposal (RFP) route."

"Very good job as always. Merci."

"It's too bad that the questions are so general. Some employees are excellent. I would put strongly agree everywhere for them. However, a few employees have a lot of difficulty."

"In February or March, a contract officer gave me the wrong information, which caused many problems. We were told that the service that we wanted was no longer available, and we were then given a Standing Offer/Supply Arrangement (SOSA) number, but the services provided did not meet our need, and they weren't the right services. Then, by asking many questions, the officer realized that a SOSA already existed and that he had given us the wrong information to begin with. Since then, everything has been good, and those we deal with have provided us with excellent service. Effective and fast services, departmental follow up regarding our contracts much appreciated."

"I would like to thank (Name), (Name), (Name), (Name), (Name) and (Name) for their exceptional dedication to client service. All of you are amazing to work with and I look forward to a big year!"

"We were very satisfied with their service and have no complaints."