

# OBSI 2017 Consumer Survey Feedback

## OBSI consumer survey results

As part of our commitment to continuously improve our services, OBSI conducts surveys of all consumers who have had a complaint handled by us. Surveys are sent to consumers approximately 30 days after an investigation is closed.

We want to express our sincere thanks all those who participated in our 2017 surveys for sharing their feedback.

About 35% of consumers with a case closed in 2017 responded to the survey. We requested feedback based on the following consumer experience categories:

- Overall service
- Intake and investigation
- Case conclusions

Comment boxes for additional feedback were available at the end of each question or section. An overview of the results of this survey was included in our 2017 annual report. In this report, we present the key findings of the survey for each of these experience categories, as well an overview of the changes we are making to address the feedback we heard from consumers

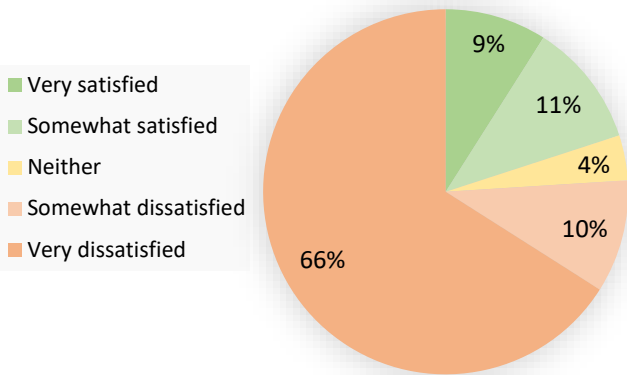
### Questions about our overall service

We find, perhaps unsurprisingly, that consumer observations regarding our overall service are strongly influenced by how satisfied consumers are with the outcome of their complaint, and satisfaction with outcome is highly correlated with whether we recommended compensation in a case.

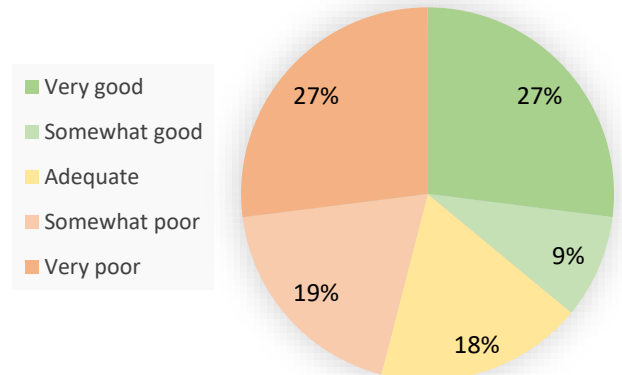
In 2017, we recommended compensation in 31% of the cases that we closed, and roughly three-quarters of consumers told us that they were very or somewhat dissatisfied with the outcome of the complaint. However, we note that more than half of the consumers who responded to our survey say the service they received from OBSI was adequate, good or very good.

Although we strive to improve the overall satisfaction of all consumers who use our services, and we have specific initiatives to build towards this, we are encouraged that a considerable number of consumers who were dissatisfied with the outcome of their complaint nevertheless still reported that they found our overall service was adequate, good or very good.

**Were you satisfied with the outcome of your complaint?**



**Overall, do you think the service from OBSI was:**

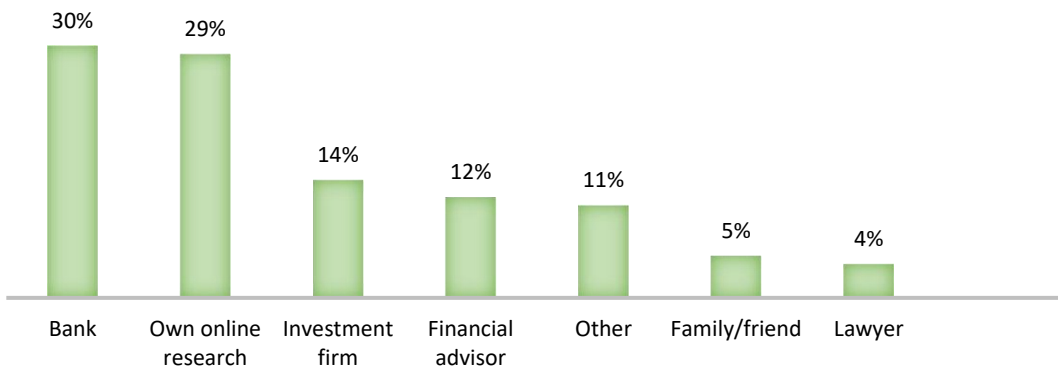


All participating firms have an obligation to inform consumers that they can take their complaint to OBSI after receiving a response from the firm or when 90 days have passed. We note that many consumers still rely upon their own online research and other sources to find out about OBSI.

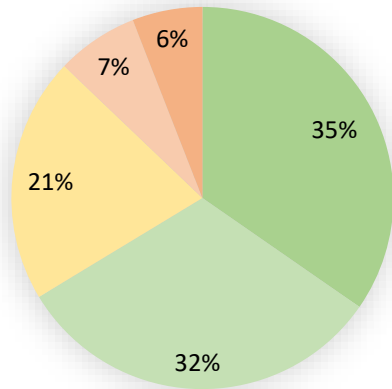
The survey asked consumers both, “how did you communicate with OBSI staff?” and “how would you have preferred to communicate with OBSI staff?” and gave them the option to select more than one means of communicating. Consumers most often communicated with OBSI by phone and by email and were satisfied with that approach. Some consumers expressed an interest in dealing with us in person or using video (e.g. Skype) to conduct communications.

Almost all consumers said OBSI provided the information and help needed to understand the complaint process and the Terms of Reference.

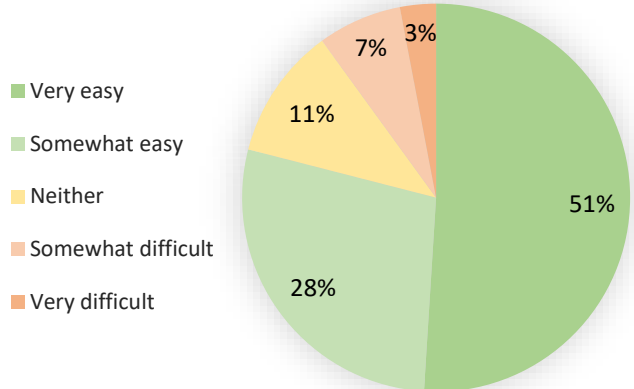
**How did you find out about OBSI?**



**How easy was it to find out about OBSI and its services?**

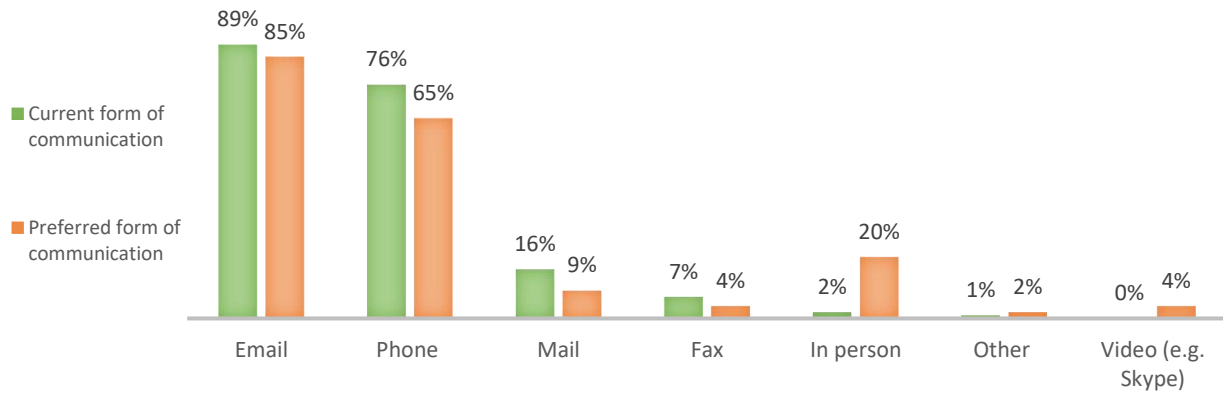


**How easy was it to contact OBSI once you knew about us?**

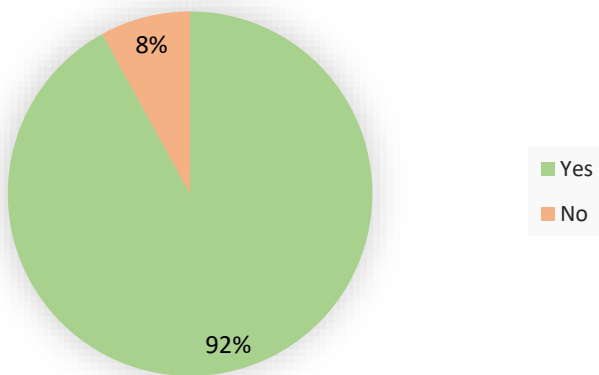


**How consumers communicated with OBSI and how they would have preferred to communicate with OBSI\***

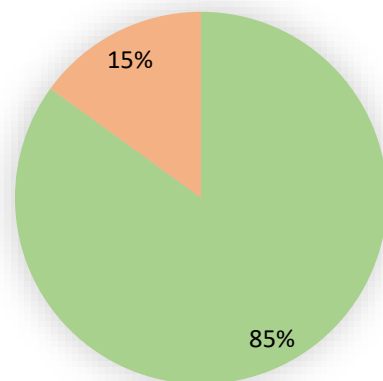
\*Consumers could select more than one option



**Did OBSI provide you with the information on its complaint process and Terms of Reference?**



**When you requested assistance with your complaint, did OBSI help you to understand the complaint process and/or its Terms of Reference?**



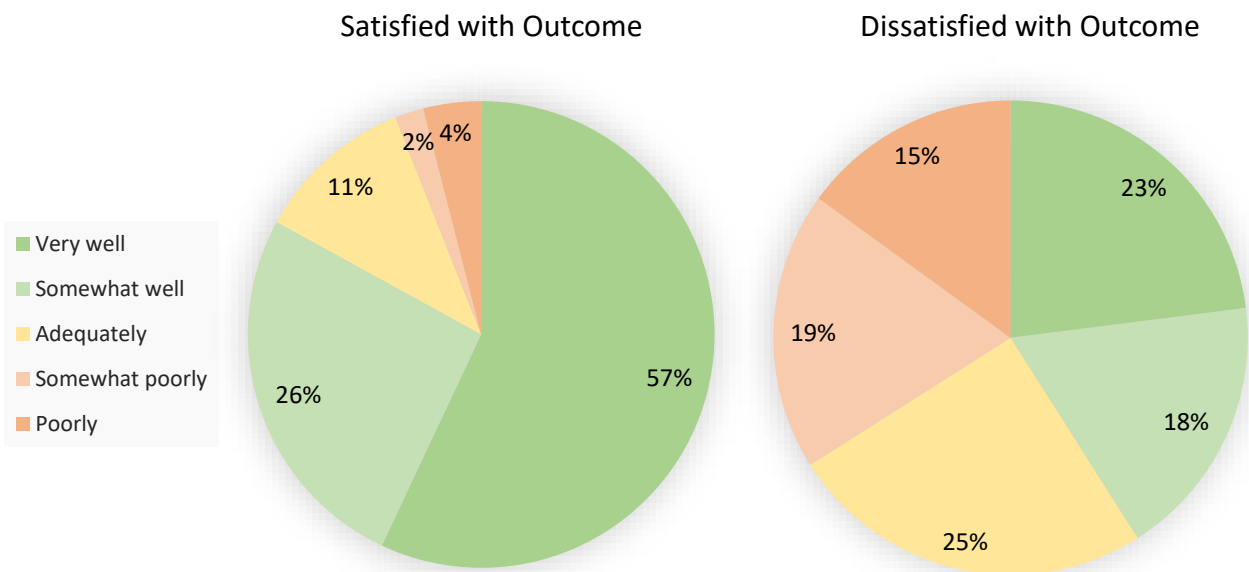
## Questions about complaint intake and investigation

The questions and responses in this section are reported based on consumer satisfaction with the outcome of their case because of how strongly this influences how consumers feel about the service they have received.

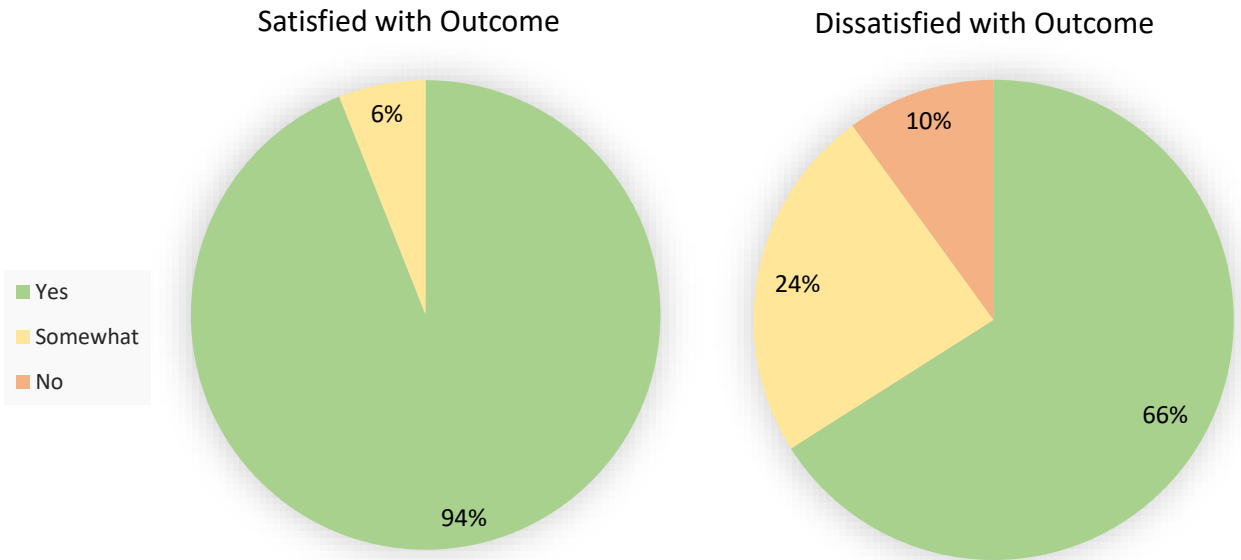
Consumers reported positively that they were easily able to navigate the OBSI intake process. Those satisfied with their case outcomes overwhelmingly reported that the OBSI process was easy to understand and follow. Those dissatisfied with their case outcomes were mostly positive and neutral.

In addition to responding that they were treated with courtesy and professionalism by OBSI staff, most consumers reported OBSI staff were helpful and clearly explained the steps in the investigation process. Most consumers said they were kept informed of the status of their complaint. But some, especially those dissatisfied with the outcome, felt they weren't.

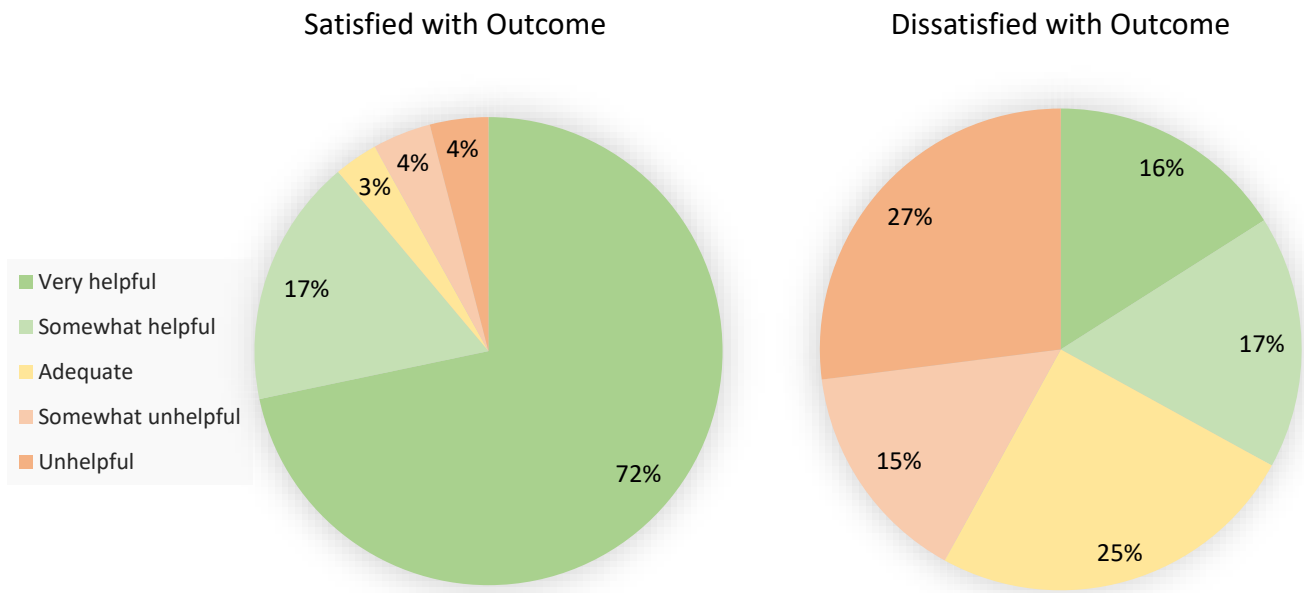
### How well did the staff who dealt with the intake of your case understand your problem or complaint?



**Was the OBSI staff who dealt with the intake of your case courteous and professional?**



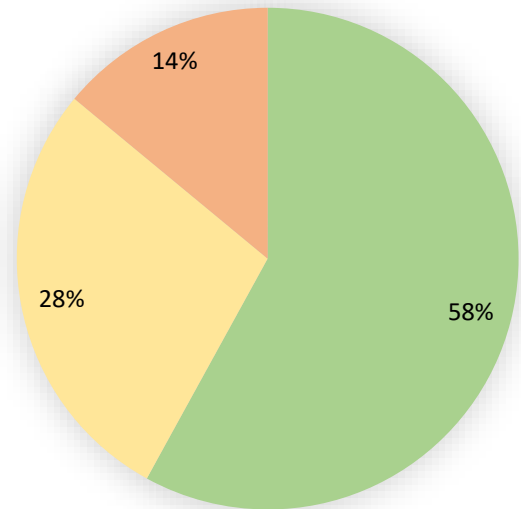
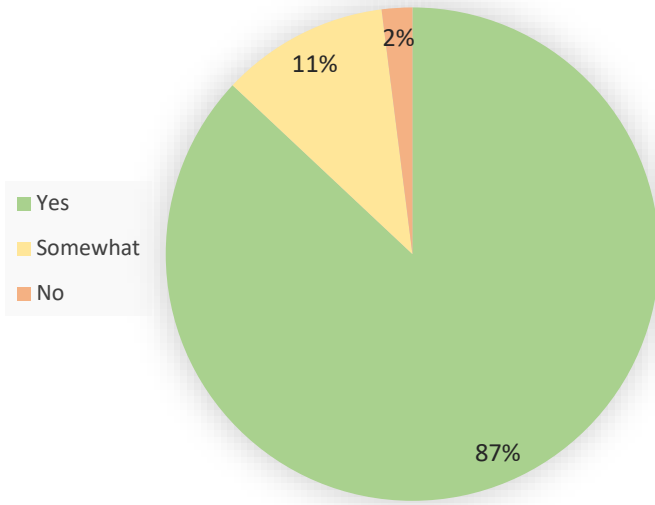
**Overall, how helpful was the information OBSI staff provided?**



**Did the OBSI investigator clearly explain the steps in the investigation process?**

Satisfied with Outcome

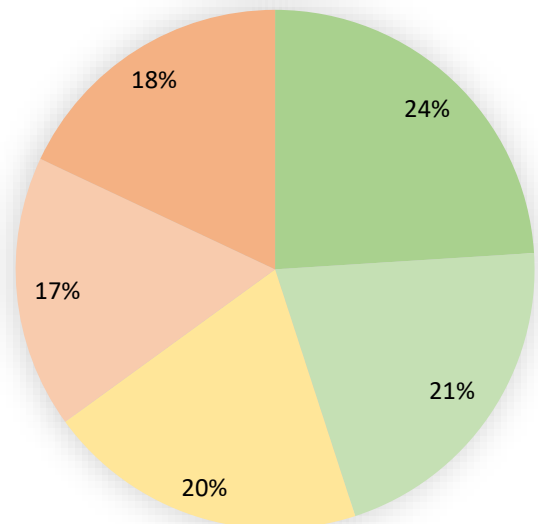
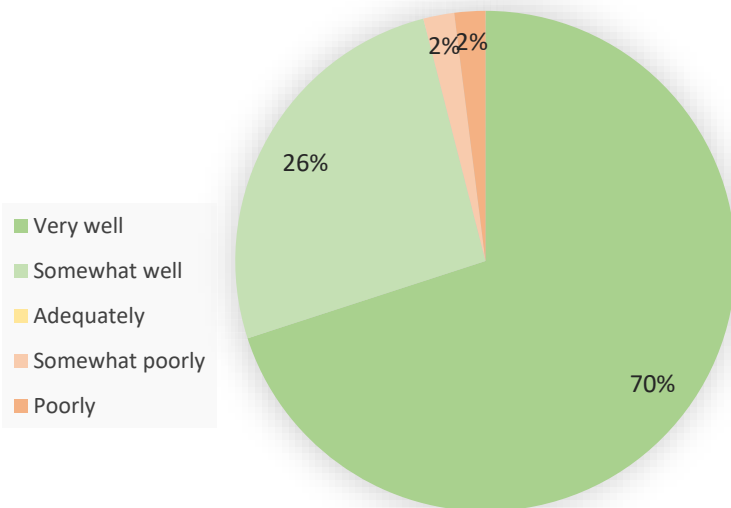
Dissatisfied with Outcome



**How well did the investigator keep you informed of the status of your complaint?**

Satisfied with Outcome

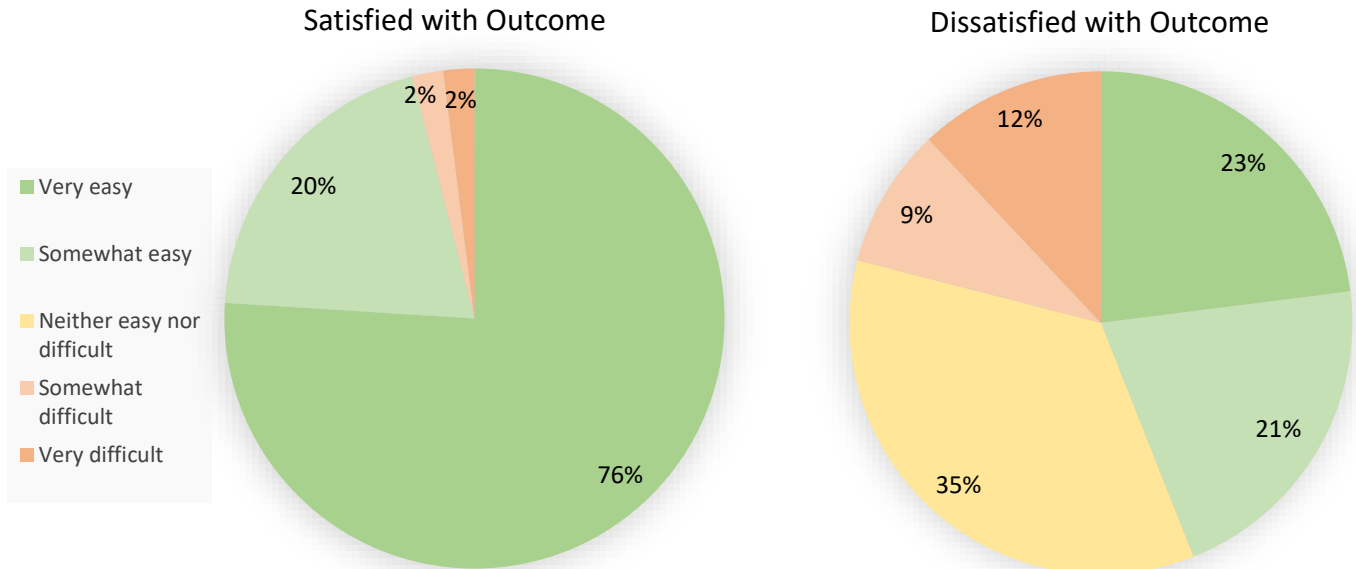
Dissatisfied with Outcome



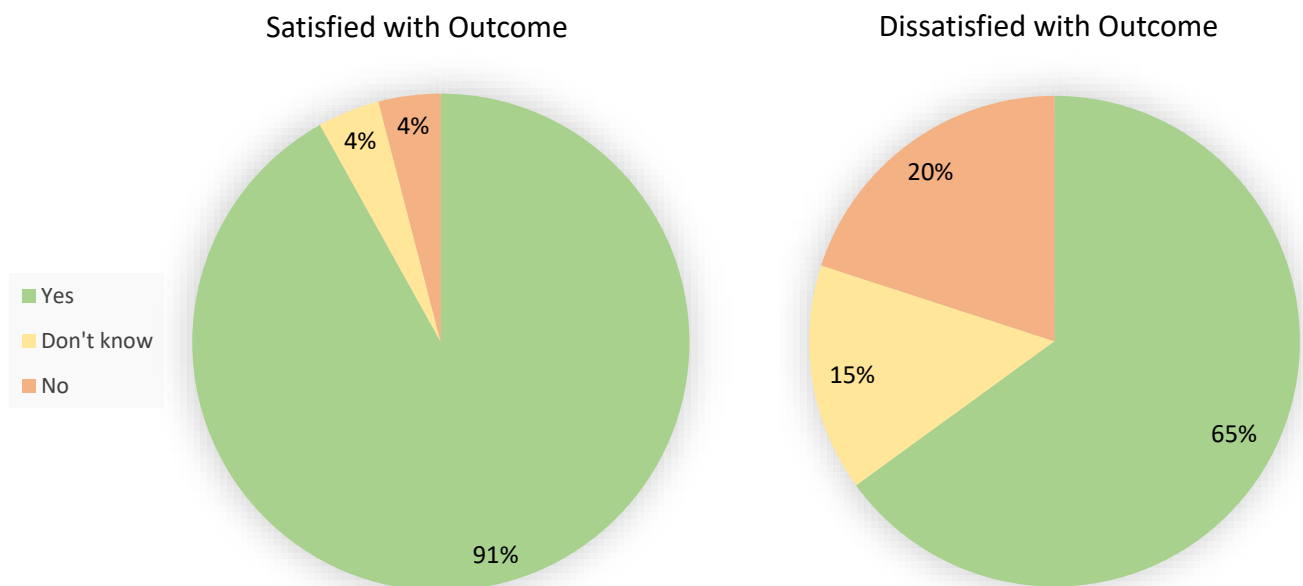
## Questions about case conclusion

Most consumers reported that our process easy to follow and that their complaints were dealt with promptly. They also report our final conclusions are clear, however, among those dissatisfied with their case outcomes, there is a segment that would appreciate if our recommendations could be made more clearly.

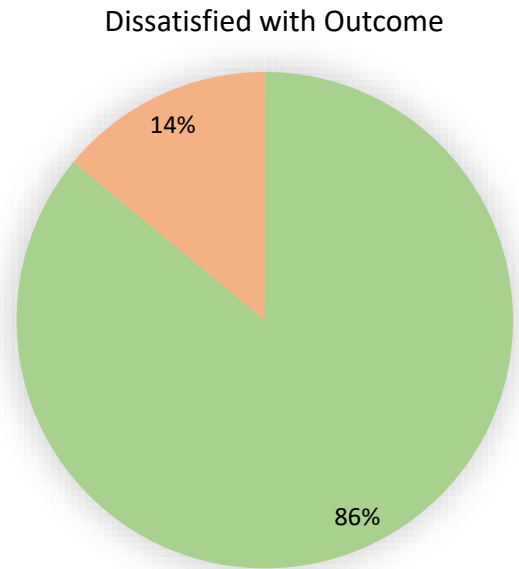
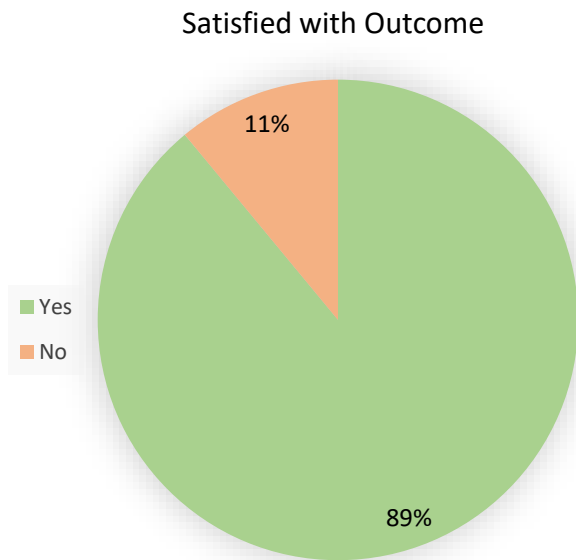
### How easy was OBSI's process to understand and follow?



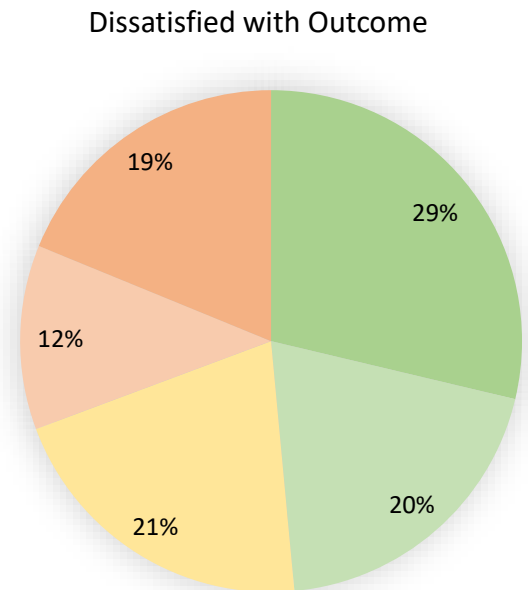
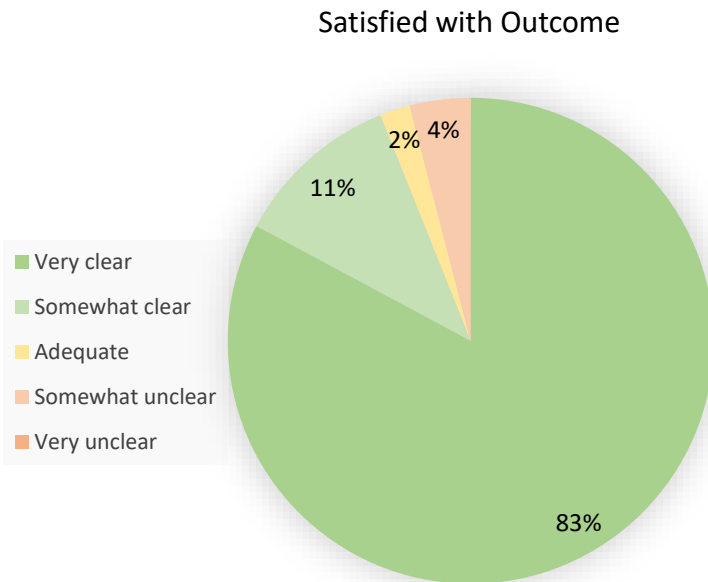
### Did OBSI deal with your complaint promptly? (120/180 explanation included)



### Did OBSI provide you with a final written conclusion or recommendation?



### Was OBSI's final written conclusion or recommendation clear?





## Next steps – our renewed focus on consumer communication

Based on the feedback we have received from consumers, we have noted areas where we can improve. It is important for us to provide consumers with information they consider helpful. We also want to do what we can to ensure that consumers feel that they are kept informed of the status of their complaint. Both of these objectives are based on our communication with consumers who are using our services.

OBSI is taking steps to achieve both these objectives by launching an initiative to improve the clarity and accessibility of all of our written communications. We have introduced training to all our staff to help them communicate more effectively and in plain language. We are also reviewing our key consumer documents to ensure that they meet our clarity and accessibility objectives. We want consumers to understand and get more from our decisions by providing clear and straightforward explanations and by using accessible language.

We are also introducing a 30-day contact commitment. We generally reach out frequently throughout the complaint process, and we now commit to ensuring that every consumer will be contacted at least every 30 days while we are working on their case.

Providing excellent service to all consumers is a priority to OBSI and we are encouraged by the positive overall results of our 2017 consumer survey. Although how consumers feel about our service is likely to always be influenced by their case outcome, our goal is to ensure that regardless of outcome, all consumers who come to us for help feel heard, know that they have been treated fairly, and feel that the outcome of the investigation has been clearly explained to them.

We will continue to survey consumers throughout the year. We also conduct similar surveys of participating firm satisfaction with our services. The feedback provided by both consumer and firm survey respondents is important to help us continue to improve the quality of the service we provide.