

## Annex 5 Report on Client Satisfaction January 30, 2005

Since the creation of the Advisory Service for Executives in late January, 2004, the Association's Executive Director has sent questionnaires to 142 clients to gather feedback on their satisfaction with various dimensions of the service.

Ninety-two clients (64%) responded.

In the first section, clients were asked to rate various dimensions of the service using a five point scale, where 1 indicated strong agreement with the statement and 5, strong disagreement. **The best possible rating is 1.00.** The results are presented below.

No.	Statement	n	Rating
1	APEX responded to my request in a timely manner.	91	1.11
2	The advice I received was relevant to my situation.	90	1.32
3	The advice I received was helpful.	89	1.40
4	The information provided to me was accurate.	85	1.36
5	The information provided to me was complete.	84	1.51
6	The service was delivered in a professional manner.	89	1.12
7	Every effort was made to make me feel at ease.	88	1.16
8	The service provider is a good listener.	88	1.15
9	I was referred to the appropriate expert resources.	69	1.43

In the second section, clients were asked to rank four dimensions of the Advisory Service with 1 being the most helpful, 4 the least helpful and N/A if the statement did not apply. Some clients truly ranked each dimension, using each rating only once. Others chose to indicate their satisfaction level with each dimension; in these cases, they used each of the rankings more than once.

Fifty-one per cent (51%) of those who responded indicated that "being able to tell their story to someone" was the most helpful dimension of the Service. Eighty-five per cent (85%) indicated that the advice provided to them was either very helpful or helpful. Sixty-six (66%) rated the information they received as either very helpful or helpful. Sixty per cent (60%) rated the referral to expert resources as either helpful or very helpful. The full results are presented in the table below.

Statement	n	1	2	3	4
Being able to tell my story to someone.	78	40 51%	13 17%	12 15%	13 17%
The advice provided to me.	86	38 44%	35 41%	8 9%	5 6%
The information provided to me.	87	31 36%	25 30%	23 26%	7 8%
The referrals to expert resources.	66	28 42%	12 18%	15 23%	11 17%

In the third section of the questionnaire, clients were asked four open-ended questions and were given the opportunity to provide any additional comments or suggestions. Most of the respondents answered one or more of these questions and many provided additional comments and suggestions. A summary of their responses to each question is provided below. The full text of all responses received is appended to this document.

### **Is your particular situation now resolved? If so, was the service provided to you instrumental in resolving it?**

Seventy-nine clients, or 87% of the respondents, answered this question.

Thirty-nine clients (49%) indicated that their particular situation had not been resolved. Of those, 17 (48%) felt that the service had nonetheless been useful to them. Some mentioned that it allowed them to better understand the situation and to either accept it or move it along toward a positive resolution. Others pointed out that the service gave them “coping mechanisms”. Finally, some clients mentioned that the service provided an independent and realistic sounding board allowing them to test out their own thinking.

A few clients felt that APEX should be doing more than just provide advice and support, especially in the areas of career management and harassment.

Forty clients (51%) said that their particular situation had been resolved. Of those, 82% felt that the service had been instrumental in achieving a positive outcome. Particularly useful were the advice and information they received, and their increased ability to put things into perspective because they were able to discuss their situation with a neutral third party.

### **Would you recommend this service to colleagues? Why?**

Seventy-five clients (82% of respondents) replied to this question. All except three indicated that they would recommend the service and many added that they already had done so.

The reasons provided were varied but they all related to the service provider and to the quality of the service. Clients most often wrote about:

- the empathy and listening skills of the advisor (26),
- the relevance and usefulness of the advice they received (24),
- the professionalism of the senior advisor (21),
- the knowledge and resourcefulness of the advisor (21),
- the timeliness and speed of response (17),
- the confidentiality of the service (9),
- the impartiality of the advisor (10).

Here are a few sample comments:

- I would highly recommend the service to others – it was a lot more than just someone to listen to my problem. Much to my surprise, I was given immediate, informed, concrete advice. This advice helped me very early on to deal with a situation in which I believe I had been treated unfairly and to respond in a positive, constructive manner.
- I absolutely would recommend the service to my colleagues!!! In fact, I have already done so. The assistance Colette offered was nothing short of outstanding. She is, first and foremost, a kind and caring person who possesses the skills, contacts and personal attributes necessary to guide executives and provide direction in the resolution of problems. Colette was excellent!
- Unequivocally YES. I never realized how much misinformation I was getting until I met with Colette Nault. This executive service is critical in my opinion for EXs and is non-existent elsewhere. It is refreshing to have unbiased advice and correct information provided in a way that allows you to move forward with that added confidence that is sometimes required on sensitive and very personally based work matters.

### **What could be done to improve the service?**

Many clients replied to this question even though most had nothing to suggest. Others made some very concrete suggestions such as increasing marketing efforts; expanding the service to include: free legal advice for APEX members, executive placement and free coaching/mentoring; and increasing the clout of APEX and bringing it to bear to resolve individual problem situations.

Here are a few sample comments and suggestions:

- My experience was excellent. However, I am not convinced that one person is able to continue to provide the service and meet the demand that exists for EXs, particularly as word gets around further about this service; I expect the trend will continue to increase.
- From what I observed and actually experienced, it seems that the service is quite outstanding. I am not certain if it was my particular situation, but Ms. Nault was most efficient in providing assistance. She seems quite proficient at handling the workload and was quite efficient in helping to resolve my situation.
- More advertising of the service within the EX community.

### **Can APEX use your particular situation as an illustrative case study? Your identity would be protected, of course, and we would be in touch with you to discuss our purpose for using the case study.**

Forty-seven (47) respondents agreed.

### **Please feel free to add any other comments or suggestions.**

A great majority of respondents chose to use this section to reiterate their satisfaction with the service and the service provider and to express their appreciation for the availability of such a service to them.

Here are a few sample comments:

- I feel quite fortunate that I had called APEX at the suggestion of one of my colleagues. I was feeling quite devastated when I called and Colette helped me to get some perspective on this. We spoke for about an hour, and by the end of it I felt equipped to start moving forward. She is a valuable resource for APEX members.
- I wish to thank Colette Nault for her assistance with my situation. Without her assistance, I would not have been able to deal with the situation effectively. The advice and support received from her was invaluable.
- I was bowled over by the personal effort put in by Colette Nault and I have been indirectly aware of Pierre's leadership and commitment for several years. Government as a whole could not be better served than public servants like these two.