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Assessment of a new Passport Office call centre script

Final Report

Prepared for

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Chapter 1

INTRODUCTION

The Canadian Passport Office handles approximately 1.5 million telephone calls per year, funnelled through the four locations of its call centre. These calls deal with a wide variety of client concerns, from basic information about the passport application process to very specific issues like the implications of child custody.

The Passport Office call centre operations are based on a dual service mode. Upon getting in touch with the call centre, clients access an automated response system which is organized like a decision tree. Most usual information requests can be honoured through this mechanical system. For more complex requirements, clients can reach an agent who will provide personalized service.

The call centre had used the same automated system script structure for several years. Following discussions among a group of call centre managers and the establishment of expectations for call centre management by Treasury Board Secretariat, a new automated script was devised. It focusses on three improvements: a more focussed tree logic, shorter messages and more direct access to an agent.

Aware of the implications of this change (higher operational costs, longer waiting period to access an agent, etc.), the Passport Office wanted to document the impact of the automated script change on client satisfaction. This report presents the results of a research project aimed at determining how the change in the automated script affected the feeling of service quality perceived by calling clients. It is based on 800 telephone interviews of clients, organized in a pre-test, post-test strategy. Chapter 2 described the methodology of the study. Chapter 3 presents the study findings, in detail and in summary form.

Chapter 2

METHODOLOGY

2.1 *Questionnaire design*

The questionnaire is entirely focussed on the objective of the study which was to measure the possible impact of script change on call centre client satisfaction. The focus of the questionnaire ensures minimum burden on the respondents. It was the same for the two periods of study (the period using the old script and the period using the new script). It contained the following sections :

- context of the service event: purpose of the call, duration of the call, timing of the call, access to an agent, frequency of calls;
- satisfaction with service: satisfaction with fifteen service features and overall satisfaction, priority for service improvement;
- results of the call: delivery of the service needed, number of calls required, flawless service;
- comparative assessment: comparison to other government of Canada call centres, comparison to private company call centres;
- client predisposition: client attitude toward automated call centres.

The English and French versions of the questionnaire are presented in Appendix A.

The questionnaire was pretested with the first dozen of calls made. Its length, structure and composition raised no problem. Therefore the questionnaire was not modified and the pretest interviews were kept in the final database.

2.2 **Sampling**

Population. This study concerns all clients who access the Passport Office call centre. Its main purpose is comparative, i.e., it focusses on the differences between those who used the call centre using the old script and the new script. However, because of the nature of the information collected and because this is the first ever study bearing on client satisfaction with the Passport Office call centre, the data will be used descriptively as well as comparatively. While the data support this kind of use, it should be noted that their design was primarily aimed at providing a strong comparison base to analyse the impacts of script change.

Sample. While aiming for a sample which would be representative of all clients resorting to the Passport Office call centre, the main purpose of the sampling procedure was to ensure that data set would support the comparisons required to assess a change in satisfaction from one script to the other. Therefore, the total sample was evenly divided into two groups: half of the interviews were conducted during the last two weeks of use of the old automated script, in the Hull call centre, and the other half were conducted during the following two weeks while the new script was in place.

During the four weeks of the survey, the automated script started with a segment asking callers to accept to participate in a client survey. They would then be requested to leave their name and telephone number. The ensuing list of clients constituted the sampling frame. In fact, every one who left their coordinates were called back until 400 interviews were completed for each two-week period. The sample size of 400 interviews per

period was calculated so as to be able to discern as statistically significant a 10 percentage point improvement in client satisfaction brought about by the new script.

The sampling procedure did not produce a sample which is formally representative of all call centre clients: only a four-week period was used and only one of the four call centres was covered. Also, only 14 % of those who initiated a call to the Passport Office call centre self-selected into the sample. While this is not detrimental to the objective of the study — since the same procedure was used for both the pre- and the post-script change groups and because the self-selection occurred before the service was delivered —, any projections of the results of this study to the entire population of call centre clients should be done with caution.

2.3 ***Field work***

The field work started on October 23, 2000. The old-script survey was completed on November 1. The new-script survey was performed between November 14 and November 24. No particular event took place during this period which would have an influence of the results of the surveys.

The following quality control procedure were implemented:

- *Computer controlled sample.* A central server controls the entire sample and dispatches telephone numbers to workstations based on fixed criteria including a stratum identification, a target completion date, some data attached to each case and the probability of completion.
- *CATI-based interviews.* A Computer Assisted Telephone Interviewing system oversees response validation, condition skips, selective displays, permutations of questions and responses as well as lower and upper limits to numeric answers. The computerized system controls the entire interview process
- *Centralisation for uniformity of procedures.* All calls are placed from Echo Sondage central facilities in Montreal where the rapid intervention

of professionals is assured in special cases. Without intermediary steps, centralisation also ensures greater uniformity in procedures.

- *Initial training session for each interviewer.* At the outset of each project, all interviewers involved meet for a project-specific training session. The client is invited to participate. Training focus on the objectives of the study (without giving out the measurement purpose to avoid unconscious biases in interviewing), on the type of people to reach and on the specific procedures for the study.
- *Interview simulations.* During training, each interviewer completed several interviews with a colleague to ensure common understanding of the questionnaire and to build comfort with the interview process.
- *End-of-day debriefing.* After one day of field work, a meeting of all interviewers takes place to gather comments and to answer questions. Imprecisions and irritants are examined. All logical skips are analysed to eliminate every possible source of error.
- *Daily verification of data quality.* The first five questionnaires of each interviewer are entirely verified and, thereafter, frequency distributions are produced and examined by the survey manager at the end of each interview day. Every day, supervisors listen in on a minimum of 10% of interviews, as they take place. They may intervene at any time to help interviewers improve the quality of their skills and to solve in-field problems. The interviewer and the respondent are not aware of this supervision.
- *Daily examination of telephone calls.* An activity report is produced daily; it includes the number of completed interviews (globally and by stratum), the global and daily response rate, the list of appointments for that day and coming days, a list of refusals which are handled by senior interviewers (who can recoup up to 50% of these cases) and a list of invalid telephone numbers which are verified again by field assistants.
- *Completion of up to ten calls in case of non-contact.* Before retiring a telephone number, we complete up to ten call attempts distributed over all time slots. Refusal recuperation and insistence on contacts allow

Echo Sondage to maximize the response rates which are normally in excess of 60%.

- *Distant listening.* A call-in system gives the client an opportunity to listen to any interview during field work, after arrangements have been made with one of our professionals.
- *Supervision by one of the associates.* One of the Echo Sondage associates is always on site and ensures that quality standards are adhered to by interviewers and supervisors. The associate can settle issues and jump in at any time if the situation warrants it.
- *Small team coding.* Open-end question coding is done by staff who are conversant with this task. Transcriptions are examined every day to ensure coding quality. Only small teams are involved in coding to maximise the homogeneity of the interpretation of answers to open-end questions or any other coding. Inter-coder reliability may be examined if the situation calls for it.

Exhibit 2.1 presents the results obtained during the field work. A total of 1,232 telephone numbers were called. Some 102 could not be reached; the main reason for this was clients not leaving the telephone number area code. Of the 1,118 eligible respondents, only 38 refused to complete the interview; while this low refusal rate is not surprising considering that these individuals self-selected into the sample, it is reassuring for the representativity of the results that their experience did not lead them to reject participation in the follow-up research. The overall response rate is a very good 73%, much higher than industry average for survey of the public.

The percentage estimates presented in this report bear a maximum margin of error of ± 3.4 percentage points when the entire sample is used. The margin of error increases for subgroups and decreases for percentages higher or lower than 50%.

EXHIBIT 2.1 Field Results

State after the last attempt	Old script	New script	Total
Numbers used (a)	613	619	1232
Disconnected (b)	76	26	102
Valid numbers (c = a - b)	537	593	1130
Non eligible people, incapacitated, language issues (d)	5	7	12
Eligible people (e = c - d)	532	586	1118
Refusals (f)	18	20	38
No response, busy, appointments	110	159	269
Rejected cases	0	0	0
Completed interviews (g)	404	407	811
Response rate (g / e)	76%	70%	73%
Refusal rate (f / e)	3%	3%	3%
Margin of error for the entire sample for a 50% proportion and a confidence level of 95% (% points)	±4.9	±4.9	±3.4
Note : Case disposition and calculations conform to the standards documented in «Important Request to PMRS Members», <i>Imprints</i> , Professional Marketing Research Society, October 1998, p. 6-7.			

2.4 Validation

The questionnaire contains only one piece of information which can be used to validate the survey data. Even then, this comparison must be done carefully. The questionnaire asked respondents whether they talked to an agent; the responses to this question can be compared to the call centre official statistical as to the proportion of clients who requested to talk to an agent. The caveat is that the survey data concern those who actually talked to someone whereas the official data report those who requested that contact.

Exhibit 2.2 provides the results of this validation. Survey results generally conform with official statistics. Since recruitment for the survey took place at the very outset of the service event and since the response rates are

similar for the two periods, there is no reason to believe that survey data would behave differently for the two periods. Exhibit 2.2 shows that the increase in requests for an agent is reflected in survey statistics, even though survey data tend to overstate the proportion of clients requesting to talk to an agent. It is likely that people who like to talk to an agent are also those who tend to self-select into a survey. Globally, this validation supports the quality of the survey data.

EXHIBIT 2.2
Validation according to contacts with an agent

	Period 1	Period 2
Official statistics, clients requesting a contact with an agent	52%	64%
Survey results, clients who talked to an agent	69%	77%

2.5 Data analysis

Data were analysed using two pieces of software: StatXP (VoxCo) for the production of the banner tables presented in Appendix C and RegrXP (VoxCo) for multivariate analysis.

The data were processed unweighted since the ultimate goal is comparative rather than descriptive. The only factor which could have been weighted is the day of the call. The effect of the weighting would be too light to warrant its use.

All statistical tests use a confidence level of 95%. This means that, according to the laws of statistics, the results obtained would be reproduced, within the sampling margins of error, in 19 out of 20 replications of this study.

Chapter 3

RESULTS

3.1 *Subjective service experience*

This section describes the clients' service experience as depicted by survey data. It should be noted again that this description is based on a sample of 800 callers which was not built for descriptive purposes. Notwithstanding this caveat, the validation data available suggest that a qualitative analysis of these data is acceptable.

Duration of the call. According to survey respondents, almost two calls in three (64%; see page C-4 for details) were completed within five minutes. The average call duration was seven minutes. Call duration was perceived to be slightly shorter when the client considered that the service needed was received (6.5 minutes) than when the client did not (7.8 minutes).

Request for an agent. It has already been established that the survey data over-represent clients who have requested to talk to an agent. Nonetheless, the data can be used in comparative terms. For example, clients who considered that they received the service they needed were

twice as likely as the others to have requested to talk to an agent (83% vs. 44%; page C-6) indicating the service performance of the human agent. The data also suggest that English speaking clients were more likely than French speaking clients to request an agent (75% vs. 61%).

Repeat business. More than one third (38%; page C-7) of callers indicated that they had called the Passport Office call centre more than once over the previous three months. The segment of 11% of clients who declared that their call lasted more than ten minutes was also more likely to have made repeat calls. This may indicate that there is a small segment

INTERPRETING SATISFACTION DATA

Caution must be exercised in interpreting the results from satisfaction surveys. Intrinsicly, most individuals prefer to be satisfied over not being satisfied and this is reflected in the tendency that survey respondents have to rate their satisfaction more towards the high end of the scale than toward the low end, even when the experience they are rating was objectively not very satisfying. Therefore, finding satisfaction scores of 75% is by no means great news.

Some authors¹ have suggested that, assuming measurement taken on a five-point scale like the one used in this study, a supplier should be primarily concerned with the "top box" or the proportion of people who choose the highest point on the scale. These authors' argument is that only people who are "very satisfied" or "fully satisfied" are loyal to a supplier. All other clients (rating four or less) will defect if they build a reasonable expectation that another supplier can give them a level-5 service.

Obviously, the reasoning is more relevant in a commercial setting where competition is evident and switching suppliers is easy. Nonetheless, it is our point of view that suppliers should not satisfy themselves that 85% or 90% of their clients are "somewhat" or "very" happy. They should strive for a high proportion of "very" satisfied clients, assuming that the "somewhat" satisfied may well desert as soon as regulations allow them to choose another supplier.

1. For example, Bradley T. Gale, *Managing Customer Value*, New York, Free Press, 1994; Thomas O. Jones et W. Earl Sasser jr., «Why Satisfied Customers Defect», *Harvard Business Review*, novembre-décembre 1995; Michael W. Lowenstein, *Customer Retention*, Milwaukee, ASQC Quality Press, 1995; Valarie Zeithaml et Mary Jo Bitner, *Services Marketing*, New York, McGraw Hill, 1996.

of people who represent a disproportionate amount of traffic. This segment represents a satisfaction challenge; it may also warrant particular attention in an effort to reduce work load — as the Quality movement proponents would say, it's cheaper to do it well the first time.

Satisfaction with service. Table 3.1 offers three indicators of client satisfaction: the average rating provided by survey participants on a 1 to 5 scale, the proportion of participants who rated 4 or 5 and the more stringent criterion of those who chose the top box, 5. The sidebar explains why this last indicator is particularly important, albeit uncommon in studies about government service.

The results are generally lukewarm. The general satisfaction rating averages 3.6 on a 5-point scale; 68% of survey participants chose a 4 or a 5 while 25% selected the top score of 5. These results are lackluster in a service

context which is not affected with the negative connotations of regulations and the refusal of benefits.

TABLE 3.1
Client satisfaction indicators

Aspect of service	% rating 4 or 5	% rating 5	Average rating	Groups with higher averages	Groups with lower averages
on a 5-point scale					
OVERALL INDICATORS (n~811)					
Clarity of automated messages	82%	20%	3.9	<ul style="list-style-type: none"> • Reached an agent • Received the service needed • Favours automation 	<ul style="list-style-type: none"> • Did not reach an agent • Did not receive the service • Despises automation • 65+
Ease of use of the telephone system	72%	16%	3.7	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation • 30-44 • Women 	<ul style="list-style-type: none"> • 6+ minute calls • Did not reach an agent • Did not receive the service • Despises automation • 65+ • Men
Quality of answers to questions	69%	29%	3.7	<ul style="list-style-type: none"> • Reached an agent • Received the service needed 	<ul style="list-style-type: none"> • Did not reach an agent • Did not receive the service • Despises automation
Adequacy of service hours	67%	10%	3.7	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation • Women 	<ul style="list-style-type: none"> • 11+ minute calls • Did not reach an agent • Did not receive the service • Despises automation • Men
Simplicity of the telephone system	71%	15%	3.6	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation • Less than 30 • Women 	<ul style="list-style-type: none"> • 11+ minute calls • Did not reach an agent • Did not receive the service • Despises automation
Overall satisfaction	68%	25%	3.6	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation 	<ul style="list-style-type: none"> • 11+ minute calls • Did not reach an agent • Did not receive the service • Despises automation
Availability of the information	65%	22%	3.6	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation • 45-64 	<ul style="list-style-type: none"> • Did not reach an agent • Did not receive the service • Despises automation • 30-44
Speed to get the service	63%	18%	3.5	<ul style="list-style-type: none"> • 0-5 minute calls • Reached an agent • Received the service needed • Favours automation 	<ul style="list-style-type: none"> • 6+ minute calls • Did not reach an agent • Did not receive the service • Despises automation

Aspect of service	% rating 4 or 5	% rating 5	Average rating	Groups with higher averages	Groups with lower averages
on a 5-point scale					
Number of options offered	59%	9%	3.5	<ul style="list-style-type: none"> 0-5 minute calls Reached an agent Received the service needed Favours automation 	<ul style="list-style-type: none"> 6-10 minute calls Did not reach an agent Did not receive the service Despises automation
Length of each message	58%	7%	3.5	<ul style="list-style-type: none"> 0-5 minute calls Received the service needed Favours automation 	<ul style="list-style-type: none"> 6-10 minute calls Did not receive the service Despises automation
Recorded messages played during wait periods	41%	6%	3.3	<ul style="list-style-type: none"> 0-5 minute calls Reached an agent Received the service needed Favours automation 	<ul style="list-style-type: none"> 11+ minute calls Did not reach an agent Did not receive the service Despises automation
AGENT SPECIFIC INDICATORS (n~593)					
Competence of the agent	84%	40%	4.2	<ul style="list-style-type: none"> Received the service needed 45-64 	<ul style="list-style-type: none"> Did not receive the service
Courtesy of the agent	85%	47%	4.2	<ul style="list-style-type: none"> Received the service needed 45-64 years old Francophones 	<ul style="list-style-type: none"> Did not receive the service Anglophones
Helpfulness of the advice provided	81%	38%	4.1	<ul style="list-style-type: none"> 0-5 minute calls Received the service needed 45-64 	<ul style="list-style-type: none"> Did not receive the service
Ease of reaching a real person	68%	17%	3.6	<ul style="list-style-type: none"> 0-5 minute calls Received the service needed Francophones Women 	<ul style="list-style-type: none"> 6+ minute calls Did not receive the service Anglophones Men
Time to get to the agent	67%	15%	3.5	<ul style="list-style-type: none"> 0-10 minute calls Received the service needed 	<ul style="list-style-type: none"> 11+ minute calls Did not receive the service
Note: See pages C-8 to C-22 for details.					

The data point to the **context** of the service as the main culprit, more specifically the delays encountered and the telephone system. Ratings associated with the service rendered by an **agent** are much more positive: on these items, more than 80% of respondents chose a 4 or a 5 on the scale, the responses averaging 4.1 to 4.2.

Some groups are systematically less satisfied, on almost every rating of service while some express more satisfaction. They are as listed below:

More satisfied	Less satisfied
<ul style="list-style-type: none"> • Short calls • People who talked to an agent • People who perceived that they received the service they needed • People who like automated service 	<ul style="list-style-type: none"> • Long calls • People who did not talk to an agent • People who perceived that they received the service they needed • People who do not like automated service

TABLE 3.2
Link between satisfaction with aspects of service and overall satisfaction

Aspect of service	Power of each aspect of service as a driver of overall satisfaction ¹
Quality of answers to questions	0.74
Availability of the information	0.72
Speed to get the service	0.72
Competence of the agent	0.62
Helpfulness of the advice provided	0.61
Ease of use of the telephone system	0.56
Number of options offered	0.52
Courtesy of the agent	0.52
Simplicity of the telephone system	0.52
Ease of reaching a real person	0.51
Time to get to the agent	0.46
Adequacy of service hours	0.44
Recorded messages played during wait periods	0.44
Clarity of automated messages	0.42
Length of each message	0.41

¹ Correlation with overall satisfaction (Pearson r)

While waiting periods and the automated telephone system are the service features least liked by clients, action on these fronts may not be where the Passport Office is likely to get the most satisfaction bang for the improvement buck. While one third of clients assigned a priority on improving the ease of reaching an agent and the time it takes to get in touch with an agent (20% and 12% respectively; page C-24), Table 3.2

shows that the aspects of service most closely related to overall client satisfaction are positive client feelings with:

- the quality of the answers to callers' questions;
- the availability of information;
- the speed of the service.

While these key service features include rapidity of service, they also emphasize other areas of service (answering questions and providing information) which may require other types of adjustments from the part of the Passport Office.

Result of service. Two thirds of survey respondents (65%; page C-25) indicated that they received the service they needed from the Passport Office call centre. While we cannot compare this result to the performance of similar call centres, this appears low in comparison with the other public service surveys conducted by this consultant recently. Proportionately more respondents indicated receiving the service they needed among those who talked to an agent (74%) and among those aged 45 to 64 (71%); fewer indicated the same among those who did not talk to an agent (40%) and among those who do not like automated services (61%).

According to their own perceptions, 90% of clients contacted received the service without error (page C-27). This proportion is lower among those involved in calls longer than ten minutes (76%).

Comparison with other call centres. Half of survey respondents (51%; page C-28) had some experience with other federal government call centres while two thirds had some with private company call centres (68%; page C-30). Where comparisons could be made, the Passport Office call centre fared well: 80% stated that its performance was the same as or better than other government call centres (page C-29) and 77% rated it similar to or better than private sector call centres. Compared to other government call centres, the overall balance was positive in all groups except among those who did not reach an agent (neutral comparison overall) and among those who considered that they did not get the service they needed (negative comparison). The same two groups preferred the performance of private call centres over that of the Passport Office.

3.2 Objective service experience

Before investigating the effect of a change in the automatic script from the clients' point of view — the main issue for this study —, this section documents the main consequences of this change on the operations of the call centre. Table 3.3 summarises the impacts.

TABLE 3.3
Comparison of objective indicators of service for the old-script period and the new-script period

	Old-script period	New-script period
Number of calls per day ¹	907	1043
Number of agent requests per day ¹	475	664
% requesting an agent ¹	52%	64%
Average wait time for answered calls ²	1:51 m	1:26 m
Average agent talk time ²	2:44 m	2:23 m
Average number of calls in full queues ²	43	89
Average number of abandoned calls per day ²	36	51

¹ Includes two Mondays, Tuesdays and Wednesdays and one Thursday and one Friday
² For the periods October 23 to November 3 and November 14 to November 27.

The percentage of callers who request the assistance of an agent increased from 52% with the old script to 64% with the new script, a 12 percentage point or 22% increase. The wait time and the talk time actually decreased with the new script; this could be in response to the increase in the absolute volume of calls reaching the agents — from 475 per day to 664 per day, a 40% increase. The main impact of the script change on operations is apparent in the length of the queues and in the number of abandoned calls (something that is in sync with the increase in the number of calls necessary to find a resolution to the callers' problems from 1.8 to 2.1, according to survey respondent data provided on page C-26).

These observations would be coherent with a reduced sense of client satisfaction over the new-script period. The next section will investigate whether any such impact can be substantiated.

3.3 *Effect of the script change*

The effect on client satisfaction of the changes made to the automated script is the main issue in this study. Client satisfaction was measured through fifteen items related to particular aspects of the service and one overall assessment of service.

Two tests were conducted. First, simple averages were computed for each of the sixteen satisfaction indicators, distinguishing the old-script and the new-script periods. Then, the differences between periods were reassessed after the introduction of statistical controls for possible differences in the types of people who made calls during each period. In this second phase, only factors which cannot be related to the new script were used to maintain a clear logical attribution path. For example, factors such as the number of calls made to solve one's problem were not included because they could be, in part, a consequence of the script change. The statistical controls used were: the time of the call, the number of calls made over the past three months, having ever called another government or private call centre, the predisposition in favour of automated systems and age.

Table 3.4 presents the results of these analyses. It reports the percentages of people who expressed satisfaction based on the old script and the new script, the averages on the 5-point scale and the statistically controlled difference between the two periods. The service features are presented in decreasing order of impact attributable to the change in script.

Eleven of the sixteen comparisons show a positive effect of the change in scripts on client satisfaction; the other five show no impact. Four areas register the largest changes (0.3 points after statistical controls); they are: the time it takes to get to the agent, the ease of reaching a real person, the length of each automated message and the speed at which one could get the service needed. The largest percent changes go to the first two of these items: the time it takes to get to the agent with a 10-point improvement using the new script; and the ease of reaching a real person with a 9-point improvement. The overall satisfaction increased by three percentage points (not statistically significant) which translated into a

statistically significant 0.2 point on the 5-point scale after statistical controls.

TABLE 3.4
Effects of the change in script on client satisfaction

Aspect of service	% rating 4 or 5 on a 5-point scale		Difference in percentages	Average rating on a 1-5 scale		Simple difference in averages	After controls for situational differences ¹
	Old script	New script		Old script	New script		
Time to get to the agent	62	72	10 **	3.4	3.7	0.3 **	0.3 **
Ease of reaching a real person	64	73	9 *	3.5	3.7	0.2 *	0.3 **
Length of each message	56	61	5 ^{ns}	3.4	3.5	0.1 **	0.3 **
Speed to get the service	61	65	4 ^{ns}	3.4	3.5	0.1 ^{ns}	0.3 **
Courtesy of the agent	81	88	7 *	4.1	4.3	0.2 *	0.2 **
Ease of use of the telephone system	70	73	3 ^{ns}	3.6	3.7	0.1 *	0.2 **
Simplicity of the telephone system	70	72	2 ^{ns}	3.6	3.7	0.1 ^{ns}	0.2 **
Availability of the information	63	68	5 ^{ns}	3.5	3.6	0.1 ^{ns}	0.2 *
Quality of answers to questions	67	71	4 ^{ns}	3.6	3.8	0.2 ^{ns}	0.2 *
Overall satisfaction	66	69	3^{ns}	3.6	3.7	0.1^{ns}	0.2 *
Competence of the agent	83	85	2 ^{ns}	4.1	4.2	0.1 ^{ns}	0.2 *
Adequacy of service hours	65	68	3 ^{ns}	3.6	3.7	0.1 ^{ns}	0.1 ^{ns}
Helpfulness of the advice provided	80	81	1 ^{ns}	4.1	4.1	0.0 ^{ns}	0.1 ^{ns}
Clarity of automated messages	84	80	-4 ^{ns}	3.9	3.9	0.0 ^{ns}	0.1 ^{ns}
Number of options offered	62	57	-5 ^{ns}	3.5	3.5	0.0 ^{ns}	0.1 ^{ns}
Recorded messages played during wait periods	43	38	-5 ^{ns}	3.3	3.3	0.0 ^{ns}	0.1 ^{ns}

¹ Regression coefficient after statistical controls for the time of the call, the number of calls made over the past three months, having ever called another government or private call centre, the predisposition in favour of automated systems and age.

^{ns} The difference is not statistically significant at the 0.05 level.

*

** The difference is statistically significant at the 0.01 level.

3.4 **Conclusion**

Notwithstanding an objective deterioration of the service due to the introduction of the new script — as exemplified by the average length of the call queue and the average number of abandoned calls —, clients reported a generally more satisfying experience. The main improvements in satisfaction took place in the areas of reaching an agent and of the speed of the service. Other areas — for example, the adequacy of service hours and the helpfulness of the staff — were left unaffected, as one would expect considering the type of change that was implemented.

Overall, client satisfaction increased by a rather slim margin of about 5% (0.2 on a 5-point scale, starting from an average rating of 3.6 in the old-script period), using the most optimistic indicator available. The most pessimistic indicator suggests that there was a non-statistically significant increase in the percentage of satisfied callers of 3 percentage points.

APPENDIX A ***Questionnaires***

Measurement of the impact of the call centre script change on client satisfaction

Hi. Could I speak to _____?
Hello, my name is _____ and I am calling from Echo Survey Research, a national research company. The Canadian Passport Office has asked us to call back people who have volunteered to complete a short survey on their experience with the call centre. We want to thank you for having left your name and phone number for that purpose. This will take about 5 minutes [and your answers will remain totally confidential]. May I begin?

Question	Answer
Who is this survey done for?	The survey is done on behalf of the call centre of the Canadian Passport Office.
How will my answers be kept confidential?	No individual answers will be reported, only percentages and averages. Also, your name or phone number will not be associated with your answers.
Why would I answer this survey?	You were kind enough to leave your name and telephone number when you called the call centre. The results of this study will be used to improve the automated script used by the call centre.
What is this survey about?	It is a short survey about your experience with the call centre and your satisfaction with it.
(If the respondent has any question about the passport issuance process)	I am not a specialist in passport issues. I was only asked to complete the surveys with volunteers like yourself. To get the information you want, you should really call the specialists at the Passport Office.

CONTEXT

Q1. When you last called the Canadian Passport Office, what was the main purpose of your call? (DO NOT READ)

WHERE TO GET FORMS	1
WHERE TO DELIVER THE FORMS	2
WHAT/WHO IS A GUARANTOR	3
HOW MUCH DOES IT COST	4
AT WHAT STAGE IS THE PROCESSING OF MY APPLICATION	5
BUSINESS HOURS	6
PARKING ARRANGEMENTS	7
PROCESSING TIME	8
SPECIFIC QUESTIONS ABOUT THE FORM	9
WHAT TO DO WITH CHILD CUSTODY ISSUES	10
HOW TO ADD A CHILD TO A PASSPORT	11
WHAT TO DO AFTER LOSING A PASSPORT	12
HOW TO RENEW A PASSPORT	13
WHERE TO GET A PROOF OF CITIZENSHIP	14
GENERAL INFORMATION ON THE PROCESS	15
OTHER, SPECIFY	98
DK/NR	99

Q2. How many minutes would you say the entire call took?

_____ MINUTES	1
DK/NR	9

Q3. At approximately what time did you call?

TIME _____	1
DK/NR	9

Q4. During that call, did you talk to a real person?

YES	1
No	2
DK/NR	9

Q5. Over the past three months, approximately how often have you called the Canadian Passport Office call centre? Would it be...

ONCE	1
2 TO 5 TIMES	2
MORE THAN 5 TIMES	3
DK/NR	9

SATISFACTION

Q6. Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

(PERMUTATION OF ITEMS)

- a. (IF Q4=YES) the competence of the person you talked to
- b. (IF Q4=YES) the courtesy of the person you talked to
- c. (IF Q4=YES) the helpfulness of the advice provided by the person you talked to
- d. (IF Q4=YES) the time it took to get in touch with the person you talked to
- e. the number of options you were offered each step of the way
- f. the length of each message
- g. the ease of use of the call centre telephone system
- h. the adequacy of the service hours
- i. the availability of the information you needed
- j. the quality of answers to your questions
- k. the clarity of the text of the automated messages
- l. the simplicity of the telephone system
- m. (IF Q4=YES) the ease with which you could reach a real person
- n. the speed at which you could get the service or information you wanted
- o. the recorded messages played during waiting periods

Q7. Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the service you received from the Canadian Passport Office call centre?

VERY DISSATISFIED	1
DISSATISFIED	2
NEUTRAL	3
SATISFIED	4
VERY SATISFIED	5
DK/NR	9

Q8. If the Canadian Passport Office could only improve in one aspect of our service, which one should we focus on? (DO NOT READ)

COMPETENCE OF PERSONNEL	1
COURTESY OF PERSONNEL	2
HELPFULNESS OF THE ADVICE PROVIDED	3
TIME TO GET IN TOUCH WITH SOMEONE	4
NUMBER OF OPTIONS YOU WERE OFFERED EACH STEP OF THE WAY	5
LENGTH OF EACH MESSAGE	6
EASE OF USE OF THE CALL CENTRE TELEPHONE SYSTEM	7
ADEQUACY OF THE SERVICE HOURS	8
AVAILABILITY OF THE INFORMATION	9
QUALITY OF ANSWERS	10
CLARITY OF THE TEXT OF THE AUTOMATED MESSAGES	11
SIMPLICITY OF THE TELEPHONE SYSTEM	12
EASE TO REACH A REAL PERSON	13
SPEED TO OBTAIN THE SERVICE OR INFORMATION	14
OTHER, SPECIFY	98
DK/NR	99

RESULTS

Q9. In the end, did you get what you needed from the Canadian Passport Office call centre?

YES	1
No	2
IN PART	3
DK/NR	9

Q10. (IF Q9 = NO,DK/NR: Even if you did not get what you needed,) how many times did you call to obtain what you needed?

ONCE	1
ENTER THE NUMBER OF TIMES _____	2
DK/NR	9

(IF Q9=YES)

Q11. As far as you can tell, was the service provided without error?

YES	1
No	2
DK/NR	9

COMPARATIVE ASSESSMENT

Q12. Have you ever called another federal government call centre?

YES	1
No	2
DK/NR	9

(IF Q12=YES)

Q13. Would you say that, in general, the Canadian Passport Office call centre is much better than other federal government call centres, a little better, same as others, a little worse or much worse than other federal government call centres?

(RANDOM FLIPPING OF THE ORDER OF PRESENTATION)

MUCH BETTER	1
A LITTLE BETTER	2
SAME	3
A LITTLE WORSE	4
MUCH WORSE	5
DK/NR	9

Q14. Have you ever called a private company call centre?

YES	1
No	2
DK/NR	9

(IF Q14=YES)

Q15. Would you say that, in general, the Canadian Passport Office call centre is much better than private company call centres, a little better, same as others, a little worse or much worse than private company call centres?

(RANDOM FLIPPING OF THE ORDER OF PRESENTATION)

MUCH BETTER	1
A LITTLE BETTER	2
SAME	3
A LITTLE WORSE	4
MUCH WORSE	5
DK/NR	9

PREDISPOSITION

Q16. In your view, is it better for government to offer the less expensive automated telephone services or to offer the more expensive telephone services with real people? (DO NOT READ)

AUTOMATED SERVICES	1
MANNED SERVICES	2
(DO NOT READ) AUTOMATED SERVICES AS LONG AS I CAN GET WHAT I WANT QUICKLY	3
(DO NOT READ) BOTH	4
DK/NR	9

Q17. Finally, could you please tell me your year of birth?

YEAR _____	1
DK/NR	9

THANK AND TERMINATE

Mesure de l'impact du changement apporté au script des renseignements téléphoniques sur la satisfaction de la clientèle

Bonjour. Puis-je parler à _____ ?
Bonjour. Je m'appelle _____ et je vous téléphone de la part de la maison de sondage Echo, une entreprise nationale de recherche. Le Bureau des passeports du Canada nous a chargés de rappeler les personnes qui ont accepté de répondre à un petit questionnaire sur leur expérience avec le service de renseignements téléphoniques. Merci, tout d'abord, d'avoir bien voulu nous laisser vos nom et numéro de téléphone à cette fin. Notre sondage ne dure qu'environ 5 minutes [et vos réponses seront absolument confidentielles]. Puis-je commencer?

Question	Réponse
Pour qui fait-on ce sondage?	Le sondage est fait pour le service de renseignements téléphoniques du Bureau des passeports du Canada.
Comment va-t-on protéger la confidentialité de mes réponses?	Les résultats ne feront état que des pourcentages et des moyennes, sans comporter aucune réponse individuelle. Vos nom et numéro de téléphone ne seront pas associés non plus à vos réponses.
Pourquoi devrais-je répondre à ce sondage?	Vous avez eu la gentillesse de laisser vos nom et numéro de téléphone lorsque vous avez téléphoné au bureau. Les résultats du sondage vont permettre d'améliorer le script des renseignements téléphoniques automatisés.
De quoi est-il question dans ce sondage?	Il s'agit d'un bref sondage sur votre expérience touchant le service de renseignements téléphoniques et sur votre satisfaction à cet égard.
(Si le répondant a des questions touchant l'émission d'un passeport)	Je ne suis pas spécialiste en la matière. On m'a simplement demandé d'effectuer ce sondage auprès de volontaires comme vous. Pour obtenir l'information que vous recherchez, il faudrait vous adresser à un spécialiste du Bureau des passeports.

LE CONTEXTE

Q1. La dernière fois que vous avez téléphoné au Bureau des passeports du Canada, quelle était la principale raison de votre appel? (NE PAS LIRE)

OÙ OBTENIR LES FORMULAIRES	1
OÙ RENVOYER LES FORMULAIRES	2
QU'EST-CE QU'UN RÉPONDANT/QUI PEUT L'ÊTRE	3
QUEL EST LE COÛT	4
OÙ EN EST MA DEMANDE	5
HEURES D'OUVERTURE	6
POSSIBILITÉS DE STATIONNEMENT	7
DURÉE DU TRAITEMENT	8
QUESTIONS PARTICULIÈRES AU SUJET DU FORMULAIRE	9
QUESTIONS TOUCHANT LA GARDE LÉGALE D'UN ENFANT	10
COMMENT AJOUTER LE NOM D'UN ENFANT SUR UN PASSEPORT	11
QUE FAIRE QUAND ON A PERDU SON PASSEPORT	12
COMMENT RENOUELER SON PASSEPORT	13
OÙ OBTENIR UNE PREUVE DE CITOYENNETÉ	14
RENSEIGNEMENTS GÉNÉRAUX SUR LE PROCESSUS	15
AUTRE RÉPONSE, PRÉCISER	98
NSP/NRP	99

Q2. Selon vous, combien de minutes votre appel a-t-il duré en tout?

_____ MINUTES	1
NSP/NRP	9

Q3. À quelle heure environ avez-vous téléphoné?

HEURE _____	1
NSP/NRP	9

Q4. Au cours de cet appel, avez-vous parlé à un préposé?

OUI	1
NON	2
NSP/NRP	9

Q5. Dans les trois derniers mois, combien de fois environ avez-vous appelé le service de renseignements téléphoniques du Bureau des passeports du Canada? Est-ce...

UNE FOIS	1
2 À 5 FOIS	2
PLUS DE 5 FOIS	3
NSP/NRP	9

LA SATISFACTION

Q6. Au sujet de votre dernier appel au service de renseignements téléphoniques du Bureau des passeports du Canada, diriez-vous que vous avez été très insatisfait, insatisfait, neutre, satisfait ou très satisfait à l'égard de chaque aspect suivant du service:

(PERMUTATION DES ARTICLES)

- a. (SI Q4=OUI) la compétence de la personne avec qui vous avez parlé
- b. (SI Q4=OUI) la courtoisie de la personne avec qui vous avez parlé
- c. (SI Q4=OUI) l'utilité du conseil offert par la personne avec qui vous avez parlé
- d. (SI Q4=OUI) le temps qu'il a fallu pour rejoindre la personne avec qui vous avez parlé
- e. le nombre d'options qui vous ont été offertes à chaque étape du cheminement
- f. la durée de chaque message
- g. la facilité à utiliser le système de renseignements téléphoniques
- h. la pertinence des heures d'ouverture
- i. la disponibilité des renseignements que vous recherchez
- j. la qualité des réponses à vos questions
- k. la clarté du texte des messages automatisés
- l. la simplicité du système téléphonique
- m. (SI Q4=OUI) la facilité avec laquelle vous avez pu rejoindre un préposé
- n. la rapidité avec laquelle vous avez pu obtenir le service ou le renseignement demandé
- o. les messages enregistrés entendus pendant les périodes d'attente

Q7. Dans l'ensemble, vous diriez-vous très insatisfait, insatisfait, neutre, satisfait ou très satisfait à l'égard du service de renseignements téléphoniques que vous avez reçu au Bureau des passeports du Canada?

TRÈS INSATISFAIT	1
INSATISFAIT	2
NEUTRE	3
SATISFAIT	4
TRÈS SATISFAIT	5
NSP/NRP	9

Q8. Si le Bureau des passeports du Canada ne pouvait améliorer qu'un seul aspect de son service, lequel devrait-il choisir? (NE PAS LIRE)

LA COMPÉTENCE DU PERSONNEL	1
LA COURTOISIE DU PERSONNEL	2
L'UTILITÉ DU CONSEIL OFFERT	3
LE TEMPS NÉCESSAIRE POUR REJOINDRE UN PRÉPOSÉ	4
LE NOMBRE D'OPTIONS OFFERTES À CHAQUE ÉTAPE DU CHEMINEMENT	5
LA DURÉE DE CHAQUE MESSAGE	6
LA FACILITÉ À UTILISER LE SYSTÈME DE RENSEIGNEMENTS TÉLÉPHONIQUES	7
LA PERTINENCE DES HEURES D'OUVERTURE	8
LA DISPONIBILITÉ DE L'INFORMATION	9
LA QUALITÉ DES RÉPONSES	10
LA CLARTÉ DU TEXTE DES MESSAGES AUTOMATISÉS	11
LA SIMPLICITÉ DU SYSTÈME TÉLÉPHONIQUE	12
LA FACILITÉ D'ACCÈS À UN PRÉPOSÉ	13
L'OBTENTION RAPIDE DU SERVICE OU DU RENSEIGNEMENT	14
AUTRE RÉPONSE, PRÉCISER	98
NSP/NRP	99

LES RÉSULTATS

Q9. Avez-vous obtenu ce que vous recherchez du service de renseignements téléphoniques du Bureau des passeports du Canada?

OUI	1
NON	2
EN PARTIE	3
NSP/NRP	9

Q10. (SI Q9 = NON,NSP/NRP : Même si vous n'avez pas eu réponse à vos questions,) combien de fois avez-vous dû téléphoner pour obtenir ce que vous recherchez?

UNE FOIS 1
INSCRIRE LE NOMBRE DE FOIS _____ 2
NSP/NRP 9

(SI Q9=OUI)

Q11. À ce que vous sachiez, le service vous a-t-il été rendu sans erreur?

OUI 1
NON 2
NSP/NRP 9

ÉVALUATION COMPARATIVE

Q12. Vous êtes-vous déjà adressé à un autre service de renseignements téléphoniques du gouvernement fédéral?

OUI 1
NON 2
NSP/NRP 9

(SI Q12=OUI)

Q13. Diriez-vous que, dans l'ensemble, le service de renseignements téléphoniques du Bureau des passeports du Canada est bien meilleur que d'autres services de renseignements téléphoniques du gouvernement fédéral, qu'il est un peu meilleur, qu'il est le même, qu'il est un peu moins bon ou beaucoup moins bon?

(INVERSER ALÉATOIREMENT L'ORDRE DE PRÉSENTATION)

BIEN MEILLEUR 1
UN PEU MEILLEUR 2
LE MÊME 3
UN PEU MOINS BON 4
BEAUCOUP MOINS BON 5
NSP/NRP 9

Q14. Vous êtes-vous déjà adressé au service de renseignements téléphoniques d'une entreprise privée?

OUI	1
NON	2
NSP/NRP	9

(SI Q14=OUI)

Q15. Diriez-vous que, dans l'ensemble, le service de renseignements téléphoniques du Bureau des passeports du Canada est bien meilleur que ceux de l'entreprise privée, qu'il est un peu meilleur, qu'il est le même, qu'il est un peu moins bon ou beaucoup moins bon?

(INVERSER ALÉATOIREMENT L'ORDRE DE PRÉSENTATION)

BIEN MEILLEUR	1
UN PEU MEILLEUR	2
LE MÊME	3
UN PEU MOINS BON	4
BEAUCOUP MOINS BON	5
NSP/NRP	9

PRÉDISPOSITION

Q16. Selon vous, est-il préférable que le gouvernement offre un service téléphonique automatisé et moins coûteux, ou un service téléphonique avec préposés et plus coûteux? (NE PAS LIRE)

SERVICE AUTOMATISÉ	1
SERVICE AVEC PRÉPOSÉS	2
(NE PAS LIRE) AUTOMATISÉ À CONDITION D'OBTENIR RAPIDEMENT L'INFORMATION VOULUE	3
(NE PAS LIRE) LES DEUX	4
NSP/NRP	9

Q17. Finalement, pourriez-vous me dire en quelle année vous êtes né(e)?

ANNÉE _____	1
NSP/NRP	9

REMERCIER ET TERMINER

APPENDIX B

Recruitment script

Nous faisons présentement une étude sur la satisfaction de nos clients. Une fois votre appel complété, nous aimerions vous recontacter pour vous poser quelques questions sur notre service. Veuillez peser sur le XXX si vous acceptez que nous vous rappelions ou sur le XXX si vous préférez que nous ne vous rappelions pas.

SI OUI : Merci de votre collaboration. Veuillez nous laisser votre nom et un ou plusieurs numéros de téléphone où nous pourrions vous contacter sous peu. Pesez ensuite sur le XXX pour continuer votre appel.

We are currently conducting a study on our clients' satisfaction. Once your call is completed, we would like to call you back to ask you a few questions about our service. Please press XXX if you accept that we call you back or XXX if you prefer that we don't call you back.

IF YES: Thank you. Please leave your name and one or more telephone numbers where we can reach you in the next little while. Then press XXX to continue your call.

APPENDIX C

Detailed Tables

		PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION				AGE			LANGUAGE OF INTERVIEW		GENDER			
		TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q1	real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
	Stage of appl. processing	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
	How to renew a passport	25%	27%	24%	20%	30%	44%	30%	13%	23%	29%	34%	24%	25%	27%	29%	27%	24%	17%	13%	27%	22%	29%
	General info on the process	21%	23%	20%	23%	18%	16%	18%	29%	22%	20%	21%	22%	20%	22%	19%	19%	23%	31%	18%	22%	19%	25%
	Where to get forms	18%	17%	18%	19%	18%	10%	19%	14%	19%	15%	11%	20%	16%	18%	20%	16%	19%	17%	21%	17%	20%	14%
	Questions about the form	8%	8%	9%	9%	9%	3%	6%	14%	9%	7%	5%	9%	8%	9%	5%	10%	7%	6%	6%	9%	8%	8%
	Loss of passport	7%	7%	7%	7%	8%	8%	7%	8%	7%	8%	4%	6%	8%	5%	5%	7%	7%	9%	10%	7%	7%	7%
	Adding a child to a passport	4%	3%	5%	4%	3%	7%	4%	2%	4%	2%	10%	3%	4%	4%	5%	4%	3%	4%	4%	4%	4%	4%
	Other	3%	3%	3%	3%	5%	3%	3%	5%	3%	4%	5%	1%	4%	4%	4%	5%	2%	0%	6%	3%	4%	2%
	Business hours	3%	3%	4%	4%	1%	3%	4%	3%	3%	5%	0%	3%	4%	3%	2%	4%	3%	4%	4%	3%	4%	3%
	Processing time	2%	2%	3%	3%	1%	0%	2%	5%	3%	0%	1%	4%	2%	2%	3%	2%	3%	2%	3%	2%	3%	1%
	What/who is a guarantor	2%	1%	2%	2%	4%	0%	2%	1%	1%	2%	5%	1%	2%	1%	4%	2%	1%	4%	4%	2%	2%	2%
	Proof of citizenship	1%	1%	1%	2%	0%	2%	1%	1%	1%	2%	0%	1%	2%	0%	1%	2%	1%	2%	2%	1%	2%	1%
	Where to deliver the forms	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	3%	1%	1%	2%	1%	1%	1%	2%	1%	1%	2%	0%
	How much does it cost	1%	2%	0%	2%	0%	1%	1%	1%	2%	0%	0%	1%	1%	2%	0%	1%	1%	2%	2%	1%	1%	1%
	Child custody issues	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	1%	0%	1%	2%	0%	1%	1%	1%	1%
	chi ² :				(***)			(***)		(*)										(**)		(*)	

How many minutes would you say the entire call took?

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q2 (in minutes)																						
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
0 to 5	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
6 to 10	64%	66%	63%	100%	5%	0%	64%	65%	70%	54%	59%	66%	63%	68%	61%	64%	66%	72%	72%	63%	68%	61%
11+	21%	22%	20%	2%	100%	0%	23%	17%	20%	21%	29%	19%	22%	19%	18%	23%	22%	15%	11%	23%	18%	25%
DK/NR	11%	10%	12%	0%	0%	100%	12%	8%	9%	16%	14%	13%	10%	11%	19%	10%	11%	6%	12%	11%	11%	10%
	4%	3%	5%	0%	0%	0%	2%	10%	3%	9%	0%	4%	5%	3%	2%	4%	3%	7%	6%	4%	3%	6%
chi ² :				***			***		(***)										*		*	
mean for these data:	7.1	7.0	7.2	3.8	9.1	22.9	7.4	6.3	6.5	7.8	10.1	7.0	7.1	7.3	11.2	6.4	7.0	5.5	5.9	7.3	7.4	6.8
sig. test for means:				***	***	***			*							*		*	*	*	*	

At approximately what time did you call?

	PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q3																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
7:30 to 9:59	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
10:00 to 11:59	15%	18%	13%	18%	12%	10%	15%	16%	16%	14%	12%	12%	17%	13%	11%	16%	15%	24%	15%	15%	17%	13%	
12:00 to 14:59	34%	39%	29%	34%	36%	34%	34%	34%	34%	32%	37%	38%	30%	39%	33%	34%	35%	28%	25%	35%	32%	35%	
15:00 to 18:00	26%	23%	28%	23%	28%	33%	26%	24%	27%	24%	26%	25%	27%	25%	32%	28%	23%	19%	28%	25%	25%	27%	
DK/NR	13%	12%	14%	13%	13%	15%	13%	13%	12%	15%	18%	14%	13%	12%	17%	13%	12%	15%	18%	12%	12%	14%	
chi ² :	12%	8%	15%	11%	10%	8%	11%	12%	11%	15%	5%	10%	12%	12%	6%	9%	15%	15%	12%	12%	13%	10%	
		---	+++														+						

During that call, did you talk to a real person?

	TOTAL	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
		Script 1	Script 2		0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q4	811	404	407		523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
real # of participants:	100%	50%	50%		64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
Yes	73%	69%	77%		73%	79%	80%	100%	0%	83%	44%	82%	69%	72%	80%	78%	72%	76%	65%	61%	75%	72%	75%
No	27%	--	++		27%	21%	20%	0%	100%	17%	56%	18%	31%	28%	20%	22%	28%	24%	35%	39%	25%	28%	25%
DK/NR	0%	++	--		0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
chi ² :		(*)						***		(***)										(**)			

Over the past three months, approximately how often have you called the Canadian Passport Office call centre? Would it be...

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED				PREDISPOSITION				AGE				LANGUAGE OF INTERVIEW		GENDER	
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men		
Q5																								
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355		
Once	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%		
2 to 5 times	60%	66%	55%	64%	54%	50%	57%	69%	65%	52%	49%	66%	58%	61%	52%	59%	62%	72%	67%	59%	59%	62%		
More than 5 times	35%	30%	41%	33%	40%	42%	38%	28%	33%	41%	40%	31%	36%	36%	44%	35%	35%	24%	31%	36%	36%	34%		
DK/NR	3%	3%	3%	2%	5%	8%	4%	2%	2%	6%	11%	2%	4%	3%	3%	5%	2%	2%	2%	4%	4%	3%		
chi ² :	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	0%	1%	1%	0%	1%	1%	1%	2%	0%	1%	1%	1%		
		(**)		(**)			(*)		(***)															

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

*** BASE: talked to an agent ***

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q6A the competence of the person you talked to	593	278	315	381	136	70	593	0	438	88	60	110	322	149	73	253	221	35	77	516	327	266
real # of participants:	100%	47%	53%	64%	23%	12%	100%	0%	74%	15%	10%	19%	54%	25%	12%	43%	37%	6%	13%	87%	55%	45%
DISSATISFACTION (1-2)	8%	8%	8%	6%	9%	13%	8%	0%	3%	34%	7%	9%	8%	6%	8%	9%	6%	6%	8%	8%	8%	8%
Very dissatisfied (1)	4%	4%	3%	3%	4%	1%	4%	0%	1%	16%	2%	3%	4%	3%	3%	5%	1%	6%	4%	3%	3%	4%
Dissatisfied (2)	4%	4%	4%	3%	4%	11%	4%	0%	2%	18%	5%	6%	4%	3%	5%	4%	5%	0%	4%	4%	5%	4%
Neutral (3)	6%	7%	5%	4%	9%	9%	6%	0%	4%	10%	17%	5%	6%	7%	8%	6%	5%	0%	3%	6%	5%	7%
Satisfied (4)	44%	46%	42%	47%	43%	31%	44%	0%	44%	38%	47%	43%	46%	38%	47%	45%	41%	54%	36%	45%	41%	47%
Very satisfied (5)	40%	37%	43%	41%	36%	44%	40%	0%	48%	9%	28%	41%	37%	47%	37%	36%	46%	40%	53%	38%	44%	35%
SATISFACTION (4-5)	84%	83%	85%	88%	79%	76%	84%	0%	92%	47%	75%	84%	83%	85%	84%	81%	87%	94%	90%	83%	85%	82%
DK/NR	2%	2%	3%	2%	3%	3%	2%	0%	1%	9%	2%	2%	3%	2%	0%	4%	1%	0%	0%	3%	2%	3%
chi ² :				(*)					(***)							+						
mean for these data:	4.2	4.1	4.2	4.2	4.1	4.1	4.2	*	4.4	3.1	4.0	4.1	4.1	4.2	4.1	4.1	4.3	4.2	4.3	4.1	4.2	4.1
sig. test for means:							*		***	***							*					

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

* * * BASE: talked to an agent * * *

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6B the courtesy of the person you talked to real # of participants:	593	278	315	381	136	70	593	0	438	88	60	110	322	149	73	253	221	35	77	516	327	266
	100%	47%	53%	64%	23%	12%	100%	0%	74%	15%	10%	19%	54%	25%	12%	43%	37%	6%	13%	87%	55%	45%
DISSATISFACTION (1-2)	7%	9%	5%	7%	7%	4%	7%	0%	3%	27%	3%	5%	7%	8%	7%	9%	4%	9%	1%	8%	8%	6%
Very dissatisfied (1)	2%	3%	1%	2%	2%	3%	2%	0%	1%	9%	0%	2%	2%	2%	3%	3%	1%	3%	0%	2%	2%	2%
Dissatisfied (2)	5%	6%	3%	5%	5%	1%	5%	0%	2%	18%	3%	4%	4%	6%	4%	6%	3%	6%	1%	5%	6%	4%
Neutral (3)	8%	9%	7%	7%	8%	9%	8%	0%	6%	10%	17%	11%	8%	5%	11%	9%	6%	3%	8%	8%	8%	8%
Satisfied (4)	38%	38%	38%	39%	38%	34%	38%	0%	38%	38%	38%	35%	40%	35%	40%	36%	38%	51%	35%	39%	35%	42%
Very satisfied (5)	47%	43%	50%	47%	46%	53%	47%	0%	52%	22%	42%	47%	45%	51%	42%	45%	52%	37%	56%	45%	50%	42%
SATISFACTION (4-5)	85%	81%	88%	85%	83%	87%	85%	0%	90%	59%	80%	83%	85%	86%	82%	81%	90%	89%	91%	84%	84%	85%
DK/NR	1%	1%	1%	1%	1%	0%	1%	0%	1%	3%	0%	1%	1%	1%	0%	1%	1%	0%	0%	1%	0%	2%
chi ² :									(***)													
mean for these data:	4.2	4.1	4.3	4.2	4.2	4.3	4.2	*	4.4	3.5	4.2	4.2	4.2	4.3	4.2	4.2	4.4	4.1	4.5	4.2	4.2	4.2
sig. test for means:		*	*				*	*	***	***							**		**	**	**	

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

* * * BASE: talked to an agent * * *

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6C the helpfulness of the advice provided... real # of participants:	593	278	315	381	136	70	593	0	438	88	60	110	322	149	73	253	221	35	77	516	327	266
	100%	47%	53%	64%	23%	12%	100%	0%	74%	15%	10%	19%	54%	25%	12%	43%	37%	6%	13%	87%	55%	45%
DISSATISFACTION (1-2)	11%	10%	11%	8%	15%	16%	11%	0%	4%	47%	7%	14%	11%	9%	12%	11%	9%	9%	6%	11%	10%	12%
Very dissatisfied (1)	3%	3%	3%	2%	4%	4%	3%	0%	1%	16%	2%	2%	3%	4%	4%	4%	1%	3%	3%	3%	2%	4%
Dissatisfied (2)	8%	8%	8%	6%	11%	11%	8%	0%	3%	31%	5%	12%	7%	5%	8%	8%	8%	6%	4%	8%	8%	8%
Neutral (3)	6%	8%	5%	5%	6%	13%	6%	0%	3%	16%	13%	6%	6%	5%	10%	8%	4%	3%	6%	6%	6%	7%
Satisfied (4)	42%	44%	41%	45%	43%	30%	42%	0%	45%	23%	55%	40%	44%	40%	40%	44%	40%	54%	40%	43%	41%	44%
Very satisfied (5)	38%	37%	40%	39%	34%	40%	38%	0%	47%	7%	25%	38%	36%	44%	37%	34%	44%	34%	44%	37%	41%	35%
SATISFACTION (4-5)	81%	80%	81%	85%	77%	70%	81%	0%	91%	30%	80%	78%	80%	83%	77%	78%	85%	89%	84%	80%	82%	79%
DK/NR	2%	1%	3%	2%	2%	1%	2%	0%	1%	8%	0%	2%	3%	2%	1%	3%	2%	0%	3%	2%	2%	3%
chi ² :				(*)					(***)													
mean for these data:	4.1	4.1	4.1	4.2	3.9	3.9	4.1	*	4.4	2.7	4.0	4.0	4.1	4.2	4.0	4.0	4.2	4.1	4.2	4.1	4.1	4.0
sig. test for means:				*			*		***	***							*					

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:
* * * BASE: talked to an agent * * *

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q6D the time it took to get [to] the person... real # of participants:	593	278	315	381	136	70	593	0	438	88	60	110	322	149	73	253	221	35	77	516	327	266
DISSATISFACTION (1-2)	100%	47%	53%	64%	23%	12%	100%	0%	74%	15%	10%	19%	54%	25%	12%	43%	37%	6%	13%	87%	55%	45%
Very dissatisfied (1)	23%	27%	20%	15%	29%	59%	23%	0%	21%	34%	22%	25%	25%	17%	19%	26%	21%	23%	23%	21%	26%	
Dissatisfied (2)	7%	9%	6%	3%	8%	24%	7%	0%	7%	13%	3%	10%	7%	5%	4%	7%	9%	6%	5%	8%	8%	7%
Neutral (3)	16%	18%	14%	12%	21%	34%	16%	0%	14%	22%	18%	15%	18%	11%	15%	19%	13%	17%	18%	16%	14%	19%
Satisfied (4)	9%	11%	7%	7%	12%	7%	9%	0%	8%	8%	10%	5%	8%	13%	11%	9%	9%	3%	0%	10%	8%	9%
Very satisfied (5)	52%	50%	54%	59%	46%	26%	52%	0%	53%	49%	50%	45%	52%	57%	52%	49%	55%	57%	55%	51%	55%	48%
SATISFACTION (4-5)	15%	12%	18%	19%	12%	9%	15%	0%	17%	9%	15%	22%	15%	13%	16%	15%	14%	17%	22%	14%	15%	15%
DK/NR	67%	62%	72%	77%	58%	34%	67%	0%	70%	58%	65%	66%	67%	70%	68%	64%	69%	74%	77%	66%	70%	64%
chi ² :	1%	1%	1%	1%	1%	0%	1%	0%	1%	0%	3%	4%	1%	0%	1%	0%	1%	0%	0%	1%	1%	2%
mean for these data:	3.5	3.4	3.7	3.8	3.3	2.6	3.5	*	3.6	3.2	3.6	3.5	3.5	3.6	3.6	3.5	3.5	3.6	3.7	3.5	3.6	3.5
sig. test for means:		**	**	***	*	***	*	*	*	**		*	*									

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q6E the number of options you were offered... real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
Very dissatisfied (1)	19%	19%	19%	15%	22%	24%	14%	32%	12%	38%	19%	13%	23%	14%	16%	18%	19%	26%	23%	18%	19%	19%
Dissatisfied (2)				-			---	+++	---	+++		-	+++	-								
Neutral (3)	5%	5%	5%	3%	4%	10%	3%	12%	2%	15%	4%	3%	7%	3%	2%	5%	4%	11%	10%	4%	4%	6%
Satisfied (4)	14%	14%	14%	12%	18%	14%	11%	20%	10%	23%	15%	10%	16%	11%	14%	13%	15%	15%	13%	14%	14%	13%
Very satisfied (5)	16%	15%	18%	16%	19%	14%	17%	15%	17%	14%	15%	14%	18%	13%	20%	17%	16%	11%	13%	17%	16%	17%
SATISFACTION (4-5)	50%	54%	46%	54%	46%	51%	53%	42%	55%	39%	47%	54%	46%	58%	50%	51%	51%	48%	46%	51%	50%	50%
DK/NR	9%	9%	10%	11%	6%	8%	10%	7%	11%	3%	11%	15%	7%	10%	12%	9%	10%	7%	11%	9%	11%	8%
mean for these data:	59%	62%	57%	65%	52%	59%	63%	49%	66%	43%	58%	69%	53%	68%	62%	60%	60%	56%	57%	60%	61%	57%
sig. test for means:	5%	4%	7%	4%	7%	3%	6%	4%	5%	5%	8%	4%	6%	5%	2%	5%	6%	7%	7%	5%	5%	6%
chi ² :				(**)			***		(***)			***										
sig. test for means:	3.5	3.5	3.5	3.6	3.3	3.3	3.6	3.1	3.7	2.9	3.5	3.7	3.3	3.6	3.6	3.5	3.5	3.3	3.4	3.5	3.5	3.4

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6F the length of each message real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
Very dissatisfied (1)	18%	22%	13%	15%	19%	24%	15%	24%	14%	30%	8%	13%	21%	12%	16%	18%	18%	9%	18%	18%	17%	19%
Dissatisfied (2)	3%	3%	2%	2%	3%	3%	2%	5%	1%	6%	3%	1%	4%	1%	1%	3%	3%	2%	2%	3%	2%	4%
Neutral (3)	15%	19%	11%	13%	16%	20%	13%	19%	12%	23%	5%	11%	17%	11%	15%	15%	15%	7%	16%	15%	15%	15%
Satisfied (4)	21%	20%	22%	20%	27%	17%	24%	14%	21%	20%	27%	18%	23%	18%	24%	21%	20%	20%	23%	21%	22%	20%
Very satisfied (5)	52%	50%	54%	55%	49%	52%	51%	53%	55%	42%	56%	55%	49%	57%	53%	52%	51%	63%	48%	53%	52%	52%
SATISFACTION (4-5)	7%	6%	7%	8%	3%	7%	7%	6%	8%	3%	5%	11%	4%	9%	5%	6%	8%	2%	7%	6%	6%	7%
DK/NR	58%	56%	61%	62%	53%	59%	58%	59%	63%	46%	62%	67%	53%	66%	59%	58%	59%	65%	56%	59%	58%	59%
chi ² :	3%	2%	4%	3%	2%	0%	3%	3%	2%	4%	3%	3%	3%	3%	1%	3%	3%	6%	3%	3%	4%	2%
mean for these data:	3.5	3.4	3.5	3.6	3.3	3.4	3.5	3.4	3.6	3.1	3.6	3.7	3.3	3.6	3.5	3.5	3.5	3.6	3.4	3.5	3.5	3.4
sig. test for means:		***	***	**	*		**	(****)	***	***		(****)	***	**								

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6G the ease of use of [...] telephone system	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
real # of participants:	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
DISSATISFACTION (1-2)	17%	18%	15%	12%	18%	34%	12%	28%	11%	32%	14%	13%	19%	13%	12%	14%	19%	30%	15%	17%	14%	19%
Very dissatisfied (1)	6%	7%	4%	3%	5%	14%	3%	13%	2%	14%	4%	4%	6%	5%	3%	4%	7%	7%	5%	6%	5%	7%
Dissatisfied (2)	11%	11%	11%	8%	13%	20%	10%	15%	8%	18%	10%	8%	13%	8%	9%	10%	11%	22%	10%	11%	10%	13%
Neutral (3)	10%	11%	10%	9%	16%	7%	10%	13%	9%	12%	21%	8%	12%	7%	9%	11%	10%	13%	10%	11%	9%	12%
Satisfied (4)	56%	57%	55%	59%	55%	48%	60%	45%	61%	44%	52%	54%	56%	58%	61%	56%	55%	54%	55%	56%	59%	52%
Very satisfied (5)	16%	13%	18%	19%	10%	11%	17%	13%	19%	9%	14%	25%	11%	20%	18%	18%	15%	4%	19%	15%	16%	15%
SATISFACTION (4-5)	72%	70%	73%	78%	65%	59%	76%	59%	79%	53%	66%	79%	67%	78%	79%	74%	70%	57%	74%	71%	75%	67%
DK/NR	1%	1%	1%	1%	1%	0%	1%	0%	1%	2%	0%	0%	2%	1%	1%	2%	1%	0%	1%	1%	1%	1%
chi ² :				(***)			(***)		(***)			(***)			(*)							
mean for these data:	3.7	3.6	3.7	3.8	3.5	3.2	3.8	3.3	3.9	3.2	3.6	3.9	3.5	3.8	3.8	3.8	3.6	3.2	3.7	3.6	3.7	3.6
sig. test for means:		*	*	***	*	***	***	***	***	***		**	***	*		*		**			*	*

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	hours	PERIOD					CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER	
		TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q6H the adequacy of the service real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355		
	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%		
DISSATISFACTION (1-2)	12%	11%	13%	11%	9%	17%	8%	22%	8%	23%	14%	9%	14%	9%	14%	11%	11%	13%	10%	12%	11%	14%		
Very dissatisfied (1)	3%	4%	2%	2%	3%	5%	1%	9%	2%	8%	0%	1%	4%	2%	1%	2%	4%	6%	2%	3%	2%	5%		
Dissatisfied (2)	9%	7%	11%	9%	6%	13%	8%	12%	6%	15%	14%	8%	10%	7%	13%	9%	7%	7%	8%	9%	9%	9%		
Neutral (3)	14%	15%	13%	13%	16%	16%	11%	22%	12%	19%	16%	11%	15%	11%	18%	14%	11%	19%	18%	13%	13%	15%		
Satisfied (4)	56%	56%	57%	57%	65%	49%	61%	44%	61%	44%	55%	58%	55%	60%	51%	58%	57%	57%	52%	57%	58%	54%		
Very satisfied (5)	10%	9%	12%	13%	6%	5%	11%	8%	13%	2%	11%	13%	8%	14%	13%	9%	11%	9%	9%	11%	11%	9%		
SATISFACTION (4-5)	67%	65%	68%	69%	71%	53%	72%	52%	74%	47%	66%	71%	63%	74%	64%	67%	68%	67%	60%	68%	69%	64%		
DK/NR	7%	9%	6%	7%	4%	14%	8%	5%	6%	11%	4%	8%	8%	6%	4%	8%	9%	2%	10%	7%	7%	8%		
chi ² :				(**)			***		(***)			*												
mean for these data:	3.7	3.6	3.7	3.7	3.7	3.4	3.8	3.3	3.8	3.2	3.7	3.8	3.6	3.8	3.6	3.7	3.7	3.6	3.6	3.7	3.7	3.6		
sig. test for means:				*		*	***	***	***	***		*	***	**							*	*		

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men	
Q6I the availability of the information...																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
Very dissatisfied (1)	24%	25%	23%	20%	25%	31%	16%	46%	10%	63%	19%	17%	28%	19%	21%	26%	22%	20%	26%	23%	25%	23%	
Dissatisfied (2)	9%	10%	8%	7%	9%	15%	5%	20%	1%	32%	5%	4%	13%	4%	9%	12%	6%	11%	12%	9%	8%	11%	
Neutral (3)	15%	14%	15%	13%	16%	16%	11%	25%	8%	31%	14%	13%	15%	14%	13%	14%	16%	9%	14%	15%	17%	12%	
Satisfied (4)	9%	10%	7%	8%	9%	9%	7%	13%	6%	12%	16%	9%	8%	8%	14%	10%	5%	6%	8%	9%	9%	9%	
Very satisfied (5)	43%	43%	43%	44%	46%	40%	48%	29%	52%	17%	47%	45%	43%	43%	44%	40%	45%	57%	37%	44%	42%	45%	
SATISFACTION (4-5)	22%	20%	24%	25%	16%	20%	26%	11%	31%	2%	16%	28%	18%	29%	21%	21%	25%	17%	29%	21%	23%	21%	
DK/NR	65%	63%	68%	70%	62%	60%	75%	41%	83%	19%	63%	73%	61%	72%	65%	61%	71%	74%	65%	65%	65%	66%	
chi ² :	2%	2%	2%	2%	3%	0%	2%	1%	1%	4%	1%	1%	3%	2%	0%	3%	2%	0%	0%	2%	2%	3%	
mean for these data:	3.6	3.5	3.6	3.7	3.4	3.4	3.8	2.9	4.0	2.2	3.6	3.8	3.4	3.8	3.6	3.5	3.7	3.6	3.6	3.6	3.6	3.5	
sig. test for means:				**			***	***	***	***		**	***	**		*	*						

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6J the quality of answers to your questions real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
Very dissatisfied (1)	20%	21%	19%	17%	18%	28%	11%	43%	5%	61%	15%	17%	22%	17%	18%	20%	19%	22%	22%	19%	21%	18%
Dissatisfied (2)																						
Neutral (3)	8%	9%	7%	6%	6%	11%	4%	19%	1%	27%	1%	4%	11%	4%	7%	9%	6%	7%	10%	7%	8%	7%
Satisfied (4)	12%	12%	12%	11%	12%	17%	8%	24%	4%	34%	14%	13%	11%	13%	11%	11%	13%	15%	13%	12%	13%	11%
Very satisfied (5)	8%	9%	7%	8%	10%	7%	8%	8%	6%	8%	18%	11%	8%	5%	9%	8%	8%	7%	6%	9%	8%	8%
SATISFACTION (4-5)	40%	42%	39%	41%	42%	35%	44%	31%	47%	21%	45%	36%	42%	41%	39%	40%	40%	44%	35%	41%	37%	45%
DK/NR	29%	25%	32%	31%	27%	26%	35%	10%	40%	3%	16%	33%	24%	36%	29%	27%	32%	22%	34%	28%	31%	26%
mean for these data:	69%	67%	71%	72%	69%	61%	79%	41%	87%	24%	62%	69%	66%	77%	68%	68%	72%	67%	69%	69%	68%	71%
sig. test for means:	3%	2%	4%	2%	3%	3%	1%	7%	1%	6%	5%	4%	4%	1%	5%	4%	1%	4%	3%	3%	3%	3%
chi ² :																						
sig. test for means:	3.7	3.6	3.8	3.8	3.7	3.5	4.0	2.9	4.2	2.3	3.7	3.8	3.6	3.9	3.8	3.7	3.8	3.6	3.7	3.7	3.7	3.7

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q6K the clarity of [...] automated messages	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
real # of participants:	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
DISSATISFACTION (1-2)	9%	10%	9%	8%	9%	15%	7%	17%	5%	21%	4%	6%	12%	7%	5%	7%	10%	22%	9%	10%	9%	10%
Very dissatisfied (1)	2%	3%	2%	2%	2%	6%	1%	6%	1%	7%	1%	1%	4%	1%	2%	2%	2%	4%	2%	2%	1%	4%
Dissatisfied (2)	7%	7%	8%	6%	8%	9%	6%	11%	5%	14%	3%	5%	8%	6%	3%	6%	7%	19%	6%	7%	8%	6%
Neutral (3)	7%	6%	8%	7%	9%	3%	7%	8%	6%	7%	11%	4%	9%	4%	6%	7%	6%	7%	6%	7%	6%	8%
Satisfied (4)	62%	65%	59%	64%	63%	58%	65%	56%	64%	57%	64%	57%	63%	64%	63%	61%	66%	61%	62%	62%	62%	63%
Very satisfied (5)	20%	18%	21%	20%	17%	24%	20%	18%	23%	11%	19%	33%	14%	24%	24%	23%	17%	6%	21%	19%	21%	17%
SATISFACTION (4-5)	82%	84%	80%	84%	80%	82%	85%	74%	87%	69%	84%	89%	77%	88%	87%	84%	83%	67%	83%	82%	83%	81%
DK/NR	1%	1%	2%	1%	1%	0%	1%	1%	1%	2%	1%	1%	2%	1%	1%	2%	1%	4%	2%	1%	2%	1%
chi ² :							(***)		(***)			(***)			(**)							
mean for these data:	3.9	3.9	3.9	4.0	3.9	3.9	4.0	3.7	4.1	3.5	4.0	4.2	3.8	4.0	4.1	4.0	3.9	3.5	4.0	3.9	3.9	3.9
sig. test for means:							***	***	***	***		***	***	*				**				

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD		CALL DURATION (minutes)				REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q6L the simplicity of the telephone system																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
Very dissatisfied (1)	17%	19%	15%	13%	19%	26%	12%	31%	11%	36%	10%	11%	21%	14%	7%	16%	20%	24%	24%	16%	14%	21%	
Dissatisfied (2)				--		++	--	+++	--	+++		-	++		--				+	-	-	+	
Neutral (3)	5%	6%	4%	4%	3%	10%	3%	12%	2%	14%	4%	2%	7%	4%	2%	5%	6%	6%	8%	5%	4%	7%	
Satisfied (4)	12%	13%	11%	9%	16%	16%	10%	18%	9%	21%	5%	9%	14%	10%	5%	11%	14%	19%	16%	11%	11%	14%	
Very satisfied (5)	11%	11%	10%	--	+	13%	11%	9%	10%	11%	11%	9%	11%	9%	13%	12%	8%	13%	5%	12%	10%	11%	
SATISFACTION (4-5)	56%	56%	57%	59%	54%	52%	59%	48%	62%	43%	55%	55%	55%	59%	59%	56%	58%	54%	52%	57%	59%	52%	
DK/NR	15%	14%	16%	17%	14%	9%	16%	12%	17%	8%	22%	24%	11%	18%	19%	16%	13%	9%	17%	14%	15%	14%	
chi ² :	71%	70%	72%	76%	68%	61%	75%	60%	78%	51%	77%	79%	66%	76%	78%	72%	71%	63%	70%	71%	75%	66%	
mean for these data:	1%	0%	1%	1%	0%	0%	1%	0%	1%	1%	3%	1%	1%	1%	2%	1%	0%	0%	1%	1%	1%	1%	
sig. test for means:	3.6	3.6	3.7	3.8	3.6	3.3	3.8	3.3	3.8	3.1	3.9	3.9	3.5	3.8	3.9	3.7	3.6	3.4	3.6	3.7	3.7	3.5	
				(**)			(***)		(***)		(***)		(***)		**						(*)		
				**		**	***	***	***	***	*	***	***		**						*	*	

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:
* * * BASE: talked to an agent * * *

	PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q6M the ease [...] reach a real person real # of participants:	593	278	315	381	136	70	593	0	438	88	60	110	322	149	73	253	221	35	77	516	327	266
DISSATISFACTION (1-2)	100%	47%	53%	64%	23%	12%	100%	0%	74%	15%	10%	19%	54%	25%	12%	43%	37%	6%	13%	87%	55%	45%
Very dissatisfied (1)	21%	22%	20%	15%	26%	44%	21%	0%	18%	36%	17%	20%	22%	16%	14%	25%	19%	26%	18%	21%	19%	24%
Dissatisfied (2)																						
Neutral (3)																						
Satisfied (4)																						
Very satisfied (5)																						
SATISFACTION (4-5)																						
DK/NR																						
chi ² :		(**)		(***)					(***)										(*)		(**)	
mean for these data:	3.6	3.5	3.7	3.8	3.4	3.0	3.6	*	3.7	3.1	3.6	3.6	3.6	3.7	3.7	3.5	3.7	3.5	3.9	3.6	3.7	3.5
sig. test for means:		*	*	***	*	***	*	*	***	***									*	*	**	**

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In- part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q6N the speed at which you could get... real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
Very dissatisfied (1)	26%	28%	24%	18%	30%	53%	19%	46%	14%	60%	22%	20%	32%	17%	21%	28%	24%	28%	33%	25%	25%	28%
Dissatisfied (2)				---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
Neutral (3)	9%	11%	8%	5%	11%	22%	5%	23%	4%	26%	5%	8%	12%	4%	6%	10%	9%	11%	13%	9%	8%	11%
Satisfied (4)	17%	17%	16%	14%	19%	32%	15%	23%	10%	34%	16%	13%	20%	12%	15%	18%	16%	17%	19%	16%	17%	17%
Very satisfied (5)	9%	9%	9%	9%	12%	11%	9%	9%	10%	9%	8%	8%	10%	9%	16%	10%	7%	7%	5%	10%	9%	10%
SATISFACTION (4-5)	45%	45%	44%	50%	42%	25%	49%	32%	51%	23%	56%	48%	44%	44%	+	42%	46%	52%	37%	46%	44%	45%
DK/NR	18%	16%	20%	22%	14%	9%	21%	12%	25%	3%	12%	23%	12%	29%	18%	16%	21%	13%	24%	17%	20%	15%
chi ² :	63%	61%	65%	71%	56%	34%	70%	44%	76%	26%	68%	70%	56%	73%	62%	59%	67%	65%	61%	63%	64%	60%
mean for these data:	2%	2%	2%	2%	2%	1%	2%	1%	1%	4%	1%	1%	2%	2%	1%	2%	2%	0%	1%	2%	2%	2%
sig. test for means:	3.5	3.4	3.5	3.7	3.3	2.7	3.7	2.9	3.8	2.4	3.5	3.7	3.3	3.8	3.5	3.4	3.6	3.4	3.4	3.5	3.5	3.4

Thinking specifically about your last call to the Canadian Passport Office call centre, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with each of the following aspects of service:

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q60 the ... messages played during waiting... real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
Very dissatisfied (1)	13%	13%	12%	10%	11%	23%	8%	25%	7%	28%	10%	11%	16%	7%	7%	11%	14%	20%	14%	12%	12%	14%	
Dissatisfied (2)						+++		+++		+++			++										
Neutral (3)	4%	5%	3%	2%	4%	7%	2%	11%	1%	12%	1%	2%	6%	2%	1%	3%	5%	7%	4%	4%	3%	5%	
Satisfied (4)	9%	8%	10%	7%	7%	16%	7%	14%	6%	16%	8%	9%	10%	5%	6%	8%	9%	13%	10%	8%	9%	9%	
Very satisfied (5)						++		+++		+++			++										
SATISFACTION (4-5)	35%	33%	36%	34%	38%	34%	38%	28%	37%	25%	44%	27%	36%	37%	53%	35%	33%	22%	33%	35%	34%	36%	
DK/NR	35%	38%	32%	37%	36%	31%	37%	29%	37%	30%	32%	38%	33%	37%	29%	34%	36%	43%	34%	35%	36%	33%	
mean for these data:	6%	5%	7%	7%	5%	3%	6%	4%	7%	3%	4%	8%	4%	7%	6%	6%	6%	4%	7%	5%	6%	5%	
sig. test for means:	41%	43%	38%	43%	42%	34%	44%	33%	44%	33%	36%	46%	37%	45%	35%	40%	42%	46%	41%	40%	43%	38%	
chi ² :	12%	11%	13%	12%	9%	9%	11%	14%	11%	13%	11%	16%	11%	11%	4%	14%	11%	11%	11%	12%	12%	12%	
sig. test for means:	3.3	3.3	3.3	3.4	3.4	3.1	3.5	3.0	3.5	2.9	3.3	3.5	3.2	3.5	3.3	3.4	3.3	3.2	3.3	3.3	3.4	3.3	

Overall, would you say you were very dissatisfied, dissatisfied, neutral, satisfied or very satisfied with the service you received from the Canadian Passport Office call centre?

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q7																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
DISSATISFACTION (1-2)	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
Very dissatisfied (1)	22%	22%	21%	17%	20%	35%	14%	42%	9%	59%	14%	14%	26%	17%	21%	21%	21%	22%	25%	21%	21%	22%	
Dissatisfied (2)	8%	7%	8%	5%	4%	18%	3%	19%	1%	26%	3%	5%	10%	4%	6%	8%	6%	9%	10%	7%	6%	10%	
Neutral (3)	14%	14%	14%	12%	16%	17%	11%	23%	7%	33%	11%	9%	16%	13%	15%	13%	15%	13%	14%	14%	16%	12%	
Satisfied (4)	10%	11%	8%	7%	17%	7%	9%	12%	7%	15%	16%	9%	11%	6%	11%	11%	6%	19%	4%	11%	9%	11%	
Very satisfied (5)	43%	45%	42%	46%	43%	38%	47%	32%	49%	21%	56%	43%	43%	43%	50%	42%	45%	33%	43%	43%	41%	45%	
SATISFACTION (4-5)	25%	22%	28%	28%	18%	19%	29%	12%	35%	3%	14%	32%	18%	34%	18%	25%	27%	26%	29%	24%	27%	21%	
DK/NR	68%	66%	69%	75%	62%	57%	77%	44%	84%	24%	70%	75%	62%	77%	68%	67%	72%	59%	71%	67%	69%	67%	
chi ² :	1%	0%	1%	0%	1%	1%	1%	1%	1%	1%	0%	2%	1%	0%	0%	1%	0%	0%	0%	1%	1%	1%	
mean for these data:	3.6	3.6	3.7	3.8	3.6	3.2	3.9	2.9	4.1	2.4	3.7	3.9	3.4	3.9	3.6	3.6	3.7	3.5	3.7	3.6	3.7	3.6	
sig. test for means:				***		**	***	***	***	***		**	***	***									

If the Canadian Passport Office could only improve in one aspect of our service, which one should we focus on?		PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
		TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q8	real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
	Ease to reach a real person	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
	DK/NR/None	20%	21%	19%	18%	21%	23%	16%	29%	17%	27%	21%	16%	23%	16%	19%	20%	20%	19%	21%	20%	20%	19%
	(Items below 2% incidence)	13%	12%	14%	17%	10%	5%	15%	10%	19%	2%	7%	21%	10%	15%	9%	14%	14%	17%	16%	13%	13%	14%
	Time to get in touch with...	13%	16%	11%	15%	13%	10%	15%	9%	13%	13%	16%	13%	12%	16%	11%	13%	16%	13%	11%	14%	12%	15%
	Other	12%	14%	11%	9%	17%	23%	11%	15%	12%	14%	14%	13%	13%	11%	12%	11%	14%	13%	12%	13%	13%	12%
	Speed to obtain the service	5%	6%	5%	6%	3%	7%	6%	5%	5%	6%	3%	6%	5%	6%	2%	6%	5%	9%	11%	4%	6%	5%
	Web site	5%	3%	8%	5%	4%	6%	5%	6%	4%	8%	5%	3%	5%	7%	5%	5%	6%	4%	4%	6%	5%	6%
	Passport production delay	5%	6%	4%	4%	6%	7%	5%	6%	6%	3%	3%	5%	5%	5%	4%	7%	3%	9%	3%	6%	4%	6%
	Number of options offered...	5%	4%	5%	4%	6%	5%	6%	2%	5%	3%	10%	4%	5%	4%	11%	5%	3%	6%	3%	5%	4%	6%
	Competence of personnel	3%	2%	4%	3%	5%	5%	4%	2%	5%	0%	3%	1%	4%	5%	5%	3%	4%	2%	4%	3%	4%	3%
	Adequacy of the service hours	3%	4%	2%	3%	5%	3%	4%	2%	2%	6%	4%	1%	4%	3%	7%	3%	2%	4%	1%	4%	2%	5%
	Courtesy of personnel	3%	2%	4%	3%	4%	0%	2%	6%	3%	1%	4%	3%	3%	2%	4%	3%	2%	0%	5%	3%	4%	3%
	Availability of the info	3%	3%	3%	3%	1%	5%	3%	2%	2%	3%	5%	2%	3%	4%	2%	3%	3%	0%	2%	3%	4%	1%
	Simplicity of the system	3%	1%	4%	4%	1%	1%	3%	2%	2%	4%	1%	3%	3%	1%	4%	2%	3%	4%	2%	3%	4%	1%
	Business hours/location	3%	2%	3%	3%	3%	0%	3%	2%	3%	2%	1%	3%	2%	3%	4%	3%	2%	0%	4%	2%	2%	3%
	chi ² :	3%	3%	2%	3%	1%	2%	3%	2%	2%	3%	3%	6%	2%	2%	0%	3%	2%	2%	1%	3%	3%	2%
		**			(**)			***		(***)			(*)										

In the end, did you get what you needed from the Canadian Passport Office call centre?

	PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER					
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q9																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
Yes	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
No	25%	26%	24%	21%	25%	36%	15%	52%	0%	100%	0%	21%	29%	17%	23%	26%	21%	33%	29%	24%	25%	25%	
In part	9%	8%	10%	8%	12%	11%	10%	6%	0%	0%	100%	9%	9%	9%	14%	10%	7%	4%	10%	9%	9%	10%	
DK/NR	1%	1%	2%	1%	2%	0%	1%	2%	0%	0%	0%	3%	1%	1%	0%	1%	1%	2%	2%	1%	1%	2%	
chi ² :				(**)			(***)		***			(*)											

How many times did you call to obtain what you needed?

	PERIOD		CALL DURATION (minutes)				REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q10																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
Once	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
2-3	59%	61%	56%	64%	54%	42%	60%	56%	67%	40%	51%	69%	56%	58%	59%	60%	56%	69%	62%	58%	58%	59%	
4-5	27%	25%	29%	25%	31%	32%	27%	26%	25%	34%	26%	25%	27%	30%	32%	27%	29%	17%	22%	28%	27%	26%	
6+	7%	6%	8%	6%	7%	10%	7%	8%	5%	11%	10%	4%	8%	6%	3%	8%	8%	11%	10%	7%	7%	8%	
DK/NR	4%	3%	5%	2%	5%	13%	5%	3%	2%	6%	11%	2%	6%	3%	6%	5%	4%	0%	3%	4%	4%	4%	
	3%	4%	3%	2%	3%	3%	2%	7%	0%	9%	3%	0%	4%	3%	0%	1%	4%	4%	3%	3%	3%	3%	
chi ² :				(***)			---	+++	---	+++		(*)					++						
mean for these data:	2.0	1.8	2.1	1.8	2.1	3.0	2.0	1.9	1.7	2.5	2.6	1.7	2.1	1.9	2.1	2.1	2.0	1.7	2.0	2.0	2.0	2.0	
sig. test for means:		*	*	**		**			***	***		*	*										

As far as you can tell, was the service provided without error?
* * *BASE: received the service they needed * * *

	TOTAL	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
		Script 1	Script 2		0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men
Q11																							
real # of participants:	526	261	265		367	105	46	438	87	526	0	0	107	275	139	59	222	204	33	74	452	299	227
Yes	100%	50%	50%		70%	20%	9%	83%	17%	100%	0%	0%	20%	52%	26%	11%	42%	39%	6%	14%	86%	57%	43%
No	90%	90%	89%		92%	90%	76%	89%	94%	90%	0%	0%	93%	89%	90%	86%	90%	92%	94%	89%	90%	89%	91%
DK/NR																							
chi ² :																							

Have you ever called another federal government call centre?

	PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE			LANGUAGE OF INTERVIEW		GENDER					
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q12																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
Yes	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
No	46%	47%	45%	45%	43%	55%	46%	46%	46%	47%	44%	48%	43%	52%	49%	42%	50%	41%	39%	47%	45%	47%	
DK/NR	3%	2%	5%	3%	5%	2%	4%	3%	2%	3%	8%	3%	2%	5%	0%	2%	5%	0%	5%	3%	2%	5%	
chi ² :		-	+								++				(*)		++						

Would you say that, in general, the Canadian Passport Office call centre is much better than other federal government call centres, a little better, same as others, a little worse or much worse than other federal government call centres?

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q13 * * * BASE: has called another federal call centre * * *																							
real # of participants:	412	208	204	272	90	38	302	110	274	100	35	78	246	81	48	197	131	32	71	341	241	171	
Much better (+2)	25%	22%	29%	27%	24%	21%	30%	12%	34%	6%	14%	29%	20%	37%	17%	29%	25%	16%	23%	26%	24%	27%	
A little better (+1)	24%	25%	23%	27%	23%	18%	26%	18%	28%	10%	34%	32%	21%	26%	33%	24%	23%	22%	30%	23%	26%	22%	
Same (0)	31%	33%	28%	33%	27%	24%	28%	36%	26%	37%	46%	22%	36%	23%	31%	28%	30%	41%	35%	30%	30%	32%	
A little worse (-1)	10%	9%	11%	9%	11%	13%	8%	15%	8%	17%	3%	12%	10%	9%	8%	9%	11%	13%	6%	11%	11%	9%	
Much worse (-2)	6%	7%	5%	3%	6%	16%	3%	14%	2%	19%	0%	4%	8%	1%	8%	6%	6%	6%	6%	6%	6%	6%	
DK/NR	4%	4%	3%	1%	9%	8%	3%	5%	1%	11%	3%	1%	4%	4%	2%	4%	5%	3%	1%	4%	4%	4%	
chi ² :				---	++		(***)		---	+++		(**)											
mean for these data:	0.5	0.5	0.6	0.7	0.5	0.2	0.7	0.0	0.8	-0.4	0.6	0.7	0.4	0.9	0.4	0.6	0.5	0.3	0.6	0.5	0.5	0.6	
sig. test for means:							***	***	***	***			***	**									

Have you ever called a private company call centre?

	TOTAL	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER		
		Script 1	Script 2		0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
Q14																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
Yes	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
No	68%	63%	72%	68%	71%	67%	71%	61%	73%	57%	67%	75%	64%	71%	77%	69%	69%	61%	70%	68%	68%	68%	
DK/NR	29%	35%	22%	28%	27%	32%	26%	35%	25%	38%	27%	23%	32%	26%	23%	27%	28%	37%	25%	29%	29%	28%	
chi ² :	3%	2%	5%	4%	2%	1%	3%	5%	2%	5%	5%	1%	4%	4%	0%	3%	3%	2%	5%	3%	4%	3%	
		---	++				*		(***)														

Would you say that, in general, the Canadian Passport Office call centre is much better than private company call centres, a little better, same as others, a little worse or much worse than private company call centres?

	PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER			
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	In part	Auto-mated serv.	Man-ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng-lish	Women	Men	
Q15 * * * BASE: has called a private company call centre * * *																							
real # of participants:	551	256	295	356	123	59	419	132	383	114	49	120	289	132	72	245	198	33	88	463	309	242	
Much better (+2)	100%	46%	54%	65%	22%	11%	76%	24%	70%	21%	9%	22%	52%	24%	13%	44%	36%	6%	16%	84%	56%	44%	
A little better (+1)	17%	11%	22%	18%	18%	8%	21%	5%	21%	4%	12%	17%	16%	21%	14%	16%	19%	21%	11%	18%	19%	14%	
Same (0)	25%	27%	22%	27%	22%	22%	25%	23%	30%	12%	18%	28%	23%	25%	29%	25%	25%	12%	26%	24%	24%	26%	
A little worse (-1)	35%	38%	32%	36%	37%	29%	35%	34%	34%	29%	55%	28%	36%	40%	31%	38%	32%	39%	41%	34%	36%	34%	
Much worse (-2)	14%	14%	14%	12%	15%	22%	12%	19%	10%	27%	10%	18%	15%	8%	18%	13%	14%	15%	14%	14%	13%	16%	
DK/NR	8%	8%	8%	6%	7%	19%	5%	17%	4%	25%	4%	8%	10%	5%	7%	8%	9%	12%	7%	9%	8%	9%	
	1%	1%	1%	1%	1%	0%	1%	2%	1%	3%	0%	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	2%	
chi ² :		(*)		(*)			(***)		(***)														
mean for these data:	0.3	0.2	0.4	0.4	0.3	-0.2	0.4	-0.2	0.5	-0.6	0.2	0.3	0.2	0.5	0.3	0.3	0.3	0.2	0.2	0.3	0.3	0.2	
sig. test for means:		*	*	*		**	***	***	***	***				*									

In your view, is it better for government to offer the less expensive automated telephone services or to offer the more expensive telephone services with real people?

	PERIOD		CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED		PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER				
	TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men	
Q16																							
real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355	
Automated services	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%	
Manned services	11%	13%	10%	13%	11%	7%	11%	12%	13%	7%	12%	57%	0%	0%	10%	14%	9%	7%	11%	11%	9%	14%	
Quick automated services	55%	52%	59%	54%	58%	51%	54%	58%	52%	65%	53%	0%	100%	0%	64%	53%	54%	65%	63%	54%	58%	52%	
Both	9%	8%	9%	7%	7%	16%	8%	10%	8%	9%	8%	43%	0%	0%	9%	8%	9%	11%	6%	9%	9%	8%	
DK/NR	23%	25%	21%	24%	21%	24%	25%	18%	26%	15%	22%	0%	0%	100%	16%	23%	27%	13%	17%	24%	23%	23%	
chi ² :	2%	2%	2%	1%	3%	2%	2%	2%	1%	3%	4%	0%	0%	0%	2%	1%	1%	4%	2%	2%	1%	3%	
									(**)				***										

Age (computed from year of birth)

		PERIOD			CALL DURATION (minutes)			REACHED AN AGENT		RECEIVED THE SERVICE NEEDED			PREDISPOSITION			AGE				LANGUAGE OF INTERVIEW		GENDER	
		TOTAL	Script 1	Script 2	0 to 5	6 to 10	11+	Yes	No	Yes	No	part	Auto- mated serv.	Man- ned serv.	Both	Less than 30	30-44	45-64	65+	Frnch	Eng- lish	Women	Men
AGE	real # of participants:	811	404	407	523	173	88	593	217	526	201	73	159	449	187	94	353	289	54	126	685	456	355
	Less than 30	100%	50%	50%	64%	21%	11%	73%	27%	65%	25%	9%	20%	55%	23%	12%	44%	36%	7%	16%	84%	56%	44%
	30-44	12%	9%	14%	11%	10%	20%	12%	10%	11%	11%	18%	11%	13%	8%	100%	0%	0%	0%	14%	11%	13%	10%
	45-64	44%	46%	41%	43%	47%	40%	43%	46%	42%	46%	49%	50%	42%	43%	+++	---	---	---	43%	44%	43%	44%
	65+	36%	35%	36%	36%	37%	35%	37%	31%	39%	31%	26%	33%	35%	41%	---	+++	---	---	30%	37%	36%	35%
	DK/NR	7%	8%	5%	7%	5%	3%	6%	9%	++	9%	3%	6%	8%	4%	---	---	+++	---	10%	6%	7%	7%
	chi ² :	3%	1%	4%	2%	1%	1%	2%	5%	+	5%	2%	3%	4%	0%	0%	0%	0%	100%	3%	2%	2%	3%
	mean for these data:	---	+++	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
	sig. test for means:	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***	***
	mean for these data:	43.8	44.5	43.1	44.3	43.1	41.9	43.7	44.3	44.1	44.2	40.0	43.2	44.0	44.2	25.6	37.3	53.1	69.2	44.4	43.7	43.8	43.9
	sig. test for means:	**	**	**	**	**	**	**	**	**	**	**	**	**	**	***	***	***	***	***	***	***	***