GC Task Success Survey

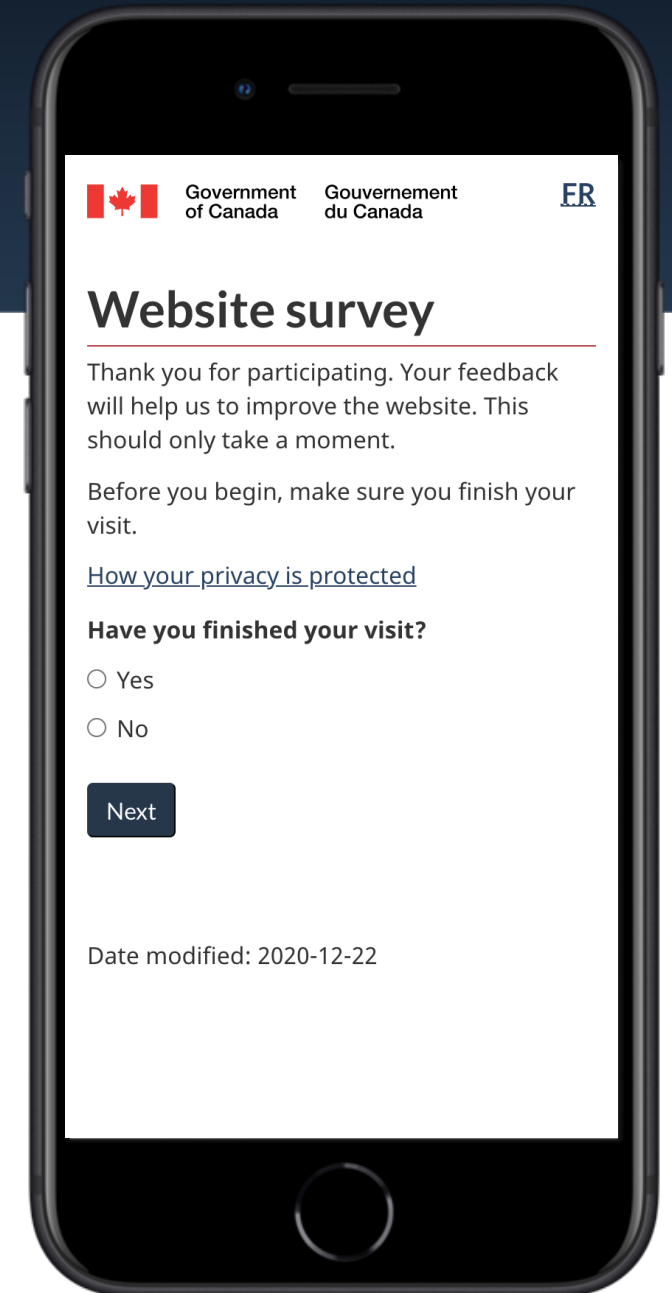## Results for the 2021-22 fiscal year

GC Web Priorities

April 27, 2022

About the survey

GC-wide website exit survey where visitors identify the reason of their visit and rate their online service experience:
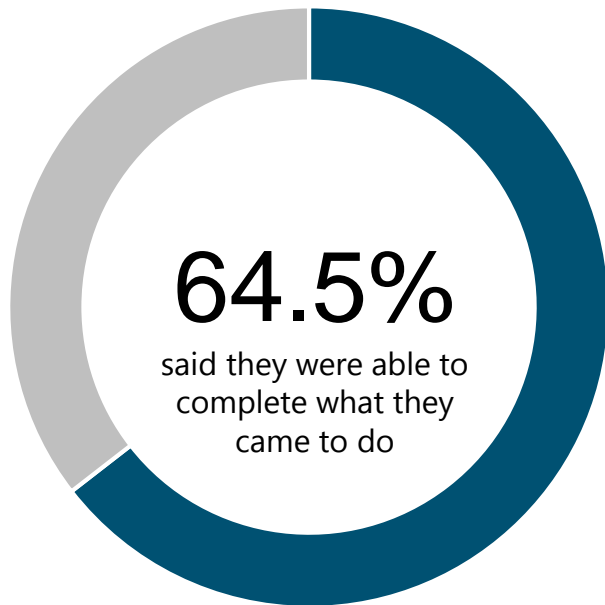
- Measures task completion, ease and satisfaction
- 40 institutions have implemented survey
- Runs continuously, 10% of visitors invited
- Quantitative and qualitative data
- Support channels and working group established
- Centralized enterprise reporting established
- Continuous improvements to survey design
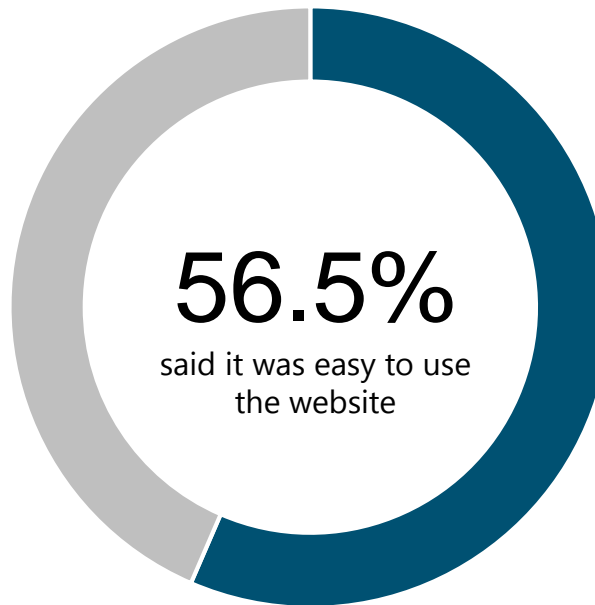- Partnership between SC's Principal Publisher and TBS's Digital Transformation Office

2021-22 results for the GC
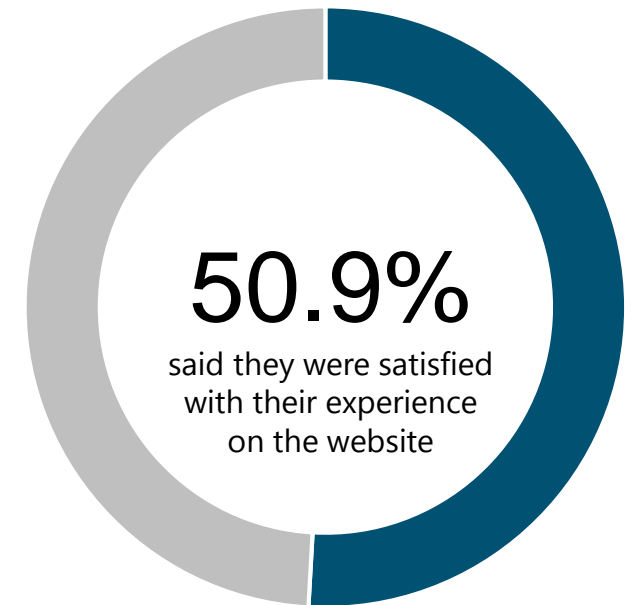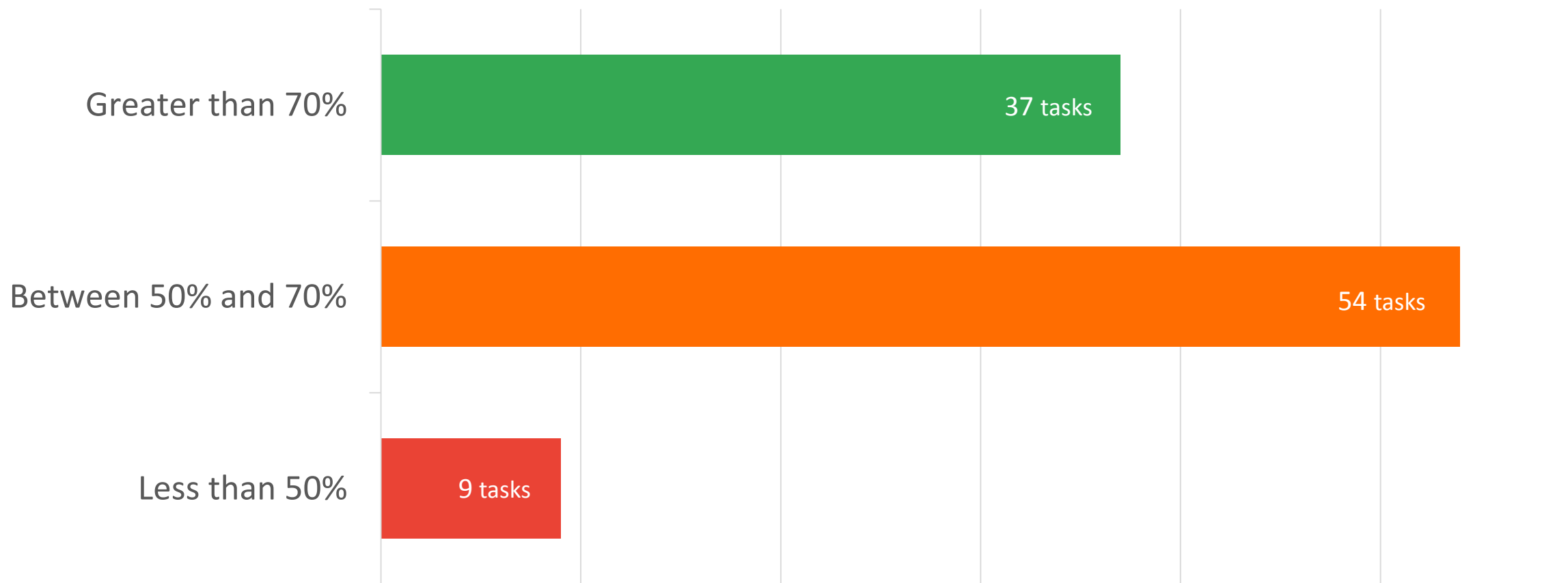
Over **401,000** visitors responded

Task completion

64.5%

said they were able to complete what they came to do

Ease of use

56.5%

said it was easy to use the website

Satisfaction

50.9%

said they were satisfied with their experience on the website

Task completion scores for top 100 tasks

Bar chart showing task completion scores:
- Greater than 70%: 37 tasks (green)
- Between 50% and 70%: 54 tasks (orange)
- Less than 50%: 9 tasks (red)

Handout: 2021-22 results for top 100 tasks

- See what are the priority areas of focus for the GC

- Identify areas for further investigation for your institution

Taking action

Turning data into insight, action and change for visitors

- Prioritize tasks to focus on
- Analyze comments from survey respondents
- Engage key stakeholders
- Corroborate what you see with other data sources and user research
- Take action with your insights
- Measure improvement
- Share successes and lessons learned

Case study: Submit an EI report

ESDC identified a problem by reading feedback from survey respondents:

"Hard to find the button to start EI reporting"

- **Hypothesized** issues impacting findability
- **Prototyped** simple changes using content design (what to include, headings, button colour and call to action)
- **A/B tested** and **measured** impact of changes
- **Implemented changes**, achieved improvements for Canadians, and will continue to monitor and measure task success

Outcomes

- Acted on survey feedback & socialized leveraging TSS data
- Learned to use A/B testing – can now apply to more complex problems

▶ **Use the reporting calendar**

How to submit your report

When you applied for benefits, Service Canada mailed you a benefit statement. This statement included a **4-digit access code**. You need this code and your social insurance number (SIN) to submit your reports.

You can submit your reports by Internet or by telephone.

By Internet

The Internet Reporting Service is simple, fast, convenient and secure.

Submit your report by Internet

If you stay on a page for more than 10 minutes, you'll be disconnected.

How we can help

The Digital Transformation Office and Principal Publisher are here to support you

- Presenting to management committees and key stakeholders

- Support setting up TSS reporting for your institution

- Ensuring your key programs and services receive enough data

- Support undertaking analysis of web analytics data

- Assistance running A/B tests

- Leveraging data science techniques to analyze comments

More on using data science to analyze comments

- We partnered with ESDC's Chief Data Office to use data science in order to automate or streamline the analysis of comments

- Using topic modelling, comments can be grouped in clusters by semantic theme

- Helps obtain insights into visitors' online experience, the issues faced and potential root causes

- Institutions can submit tasks for analysis as we pilot this data science technique and work to refine the model

"An employee told me that the file was in order but **still waiting for a decision** (since April 2021), I have no income and my savings have all passed…"
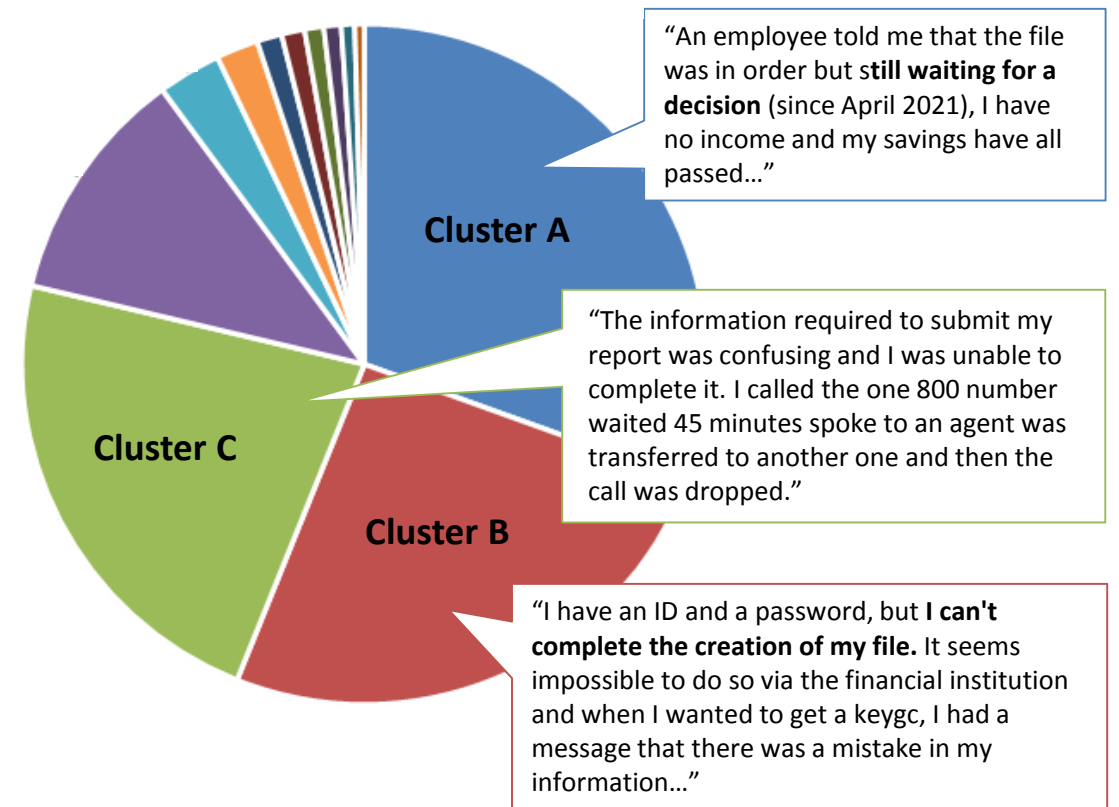
"The information required to submit my report was confusing and I was unable to complete it. I called the one 800 number waited 45 minutes spoke to an agent was transferred to another one and then the call was dropped."

"I have an ID and a password, but **I can't complete the creation of my file.** It seems impossible to do so via the financial institution and when I wanted to get a keygc, I had a message that there was a mistake in my information…"

Thank you for your ~~time~~

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Annex A: Survey questions

1. What was the main reason for your visit today?
2. How satisfied were you with your experience on the website?
3. How easy or difficult was it to use the website?
4. Were you able to complete what you came to do?
   a. If no, why weren't you able to complete what you came to do?
   b. If yes, how can we further improve things?

Testing URL
https://www.canada.ca/en/surveys/gc-task-success-survey.html?srvsrc=testing:n:n:n:n:n:n

Annex B: Survey methodology

- Survey runs continuously to ensure data represents the entire year
- Random sample where every visitor has an equal chance of being invited
- Large sample to provide a more accurate measure of visitors' online service experience
- Visitors are invited at the beginning of their visit to ensure they are not influenced by their experience on the site when committing to take the survey
- Visitors self-report their online service experience immediately following the end of their visit
- Survey is anonymous and unmoderated so visitors can more comfortably share their true feelings