

**Corporations Canada
In-Depth Interviews:
Higher-Volume Intermediary Clients**

Final: November 14, 2006

Initial contact:

1. Obtain agreement to participate in interview. Explain relationship to online survey (i.e. to obtain more detailed, fulsome info from higher-volume clients).
2. Schedule time for interview.
3. Email discussion guide (confirm email address).

Subsequent contact:

- Determine if person is available for interview.
- If not available, schedule for another time.
- Interview would take approximately 30-40 minutes.
- Note that responses are confidential.
- Request permission to include on participant list (name/position/region).
- Record name, position, type of participant (i.e. lawyer, accountant, etc.), type of firm (i.e. law firm, accounting firm, or search house), region, telephone number, and length of interview.

Introduction/Context

I'd like to begin by asking you a couple of background questions about you and your work.

1. First, could you tell me your position in your company, as well as your responsibilities regarding your business clients' incorporation-related needs?

Probe: -position (e.g. lawyer, accountant, etc.)
 -role/function

2. How often do you tend to deal with Corporations Canada on behalf of your business clients? That is, in the past 12 months approximately how many transactions have you completed? NOTE: WE'RE NOT LOOKING FOR A SPECIFIC NUMBER, BUT TO CONFIRM THAT THEY ARE FAIRLY HIGH VOLUME USERS [I.E. CORRECT TARGET AUDIENCE].

Probe: -frequency of use: limited, moderate, high

Perceptions of Corporations Canada

Thinking about your experience with Corporations Canada in the past year,

3. What's your overall impression of Corporations Canada? That is, how satisfied are you with Corporations Canada and the quality of the service it provides? Why do you say that?

Probe: -level of satisfaction
 -reasons for dis/satisfaction

4. Organizations typically have both strengths and weaknesses. In your view, what are the main strengths of Corporations Canada, what does it do particularly well?

Probe: -processes/procedures
 -professionalism of staff/personnel
 -quality of service
 -technical knowledge/expertise
 -understanding of client needs/priorities
 -responsiveness/client-oriented
 -communications

5. And what do you think are the areas in which Corporations Canada performs less well, areas in need of improvement? Why do you say that?

Probe: -processes/procedures
 -professionalism of staff/personnel
 -quality of service
 -technical knowledge/expertise
 -understanding of client needs/priorities
 -responsiveness/client-oriented
 -communications

6. What, if anything, could Corporations Canada do to improve the overall quality of the service it provides to you and your firm?

Probe: -more knowledgeable/competent staff
 -faster turnaround time
 -more accessible service

Assessment of Services

I'd now like to talk about the specific services offered by Corporations Canada,

7. Which Corporations Canada services have you personally used on behalf of your business clients during the past 12 months?

Probe:

- name pre-approval process
- incorporation process
- filing of documents
- certification and copies
- information services

ASK FOR EACH OF THE SERVICES USED:

8. Have you encountered problems/difficulties when using this service? If so, explain.
9. Do you have any suggestions to improve this service to make it more useful?
10. All things considered, how satisfied would you say you are with this service? Why?

SEE APPENDIX FOR ADDITIONAL, SERVICE-SPECIFIC PROBES

Assessment of Online Filing Services

As you probably know, Corporations Canada offers Online Filing Services to its clients,

11. During the last year, have you used the Online Filing Services?

IF YES:

12. And how often do you tend to use the Online Filing Services? That is, do you conduct most transactions electronically? If not, why not?
13. Are there certain types of transaction that you prefer to complete using the Online Filing Services? If so, which ones and why?
14. Overall, how satisfied are you with the Online Filing Services? Why do you say that?

Probe:

- level of satisfaction
- reasons for dis/satisfaction

15. Is there anything that Corporations Canada could do to improve its Online Filing Services to make this more useful to you?

IF NO:

16. Why haven't you used the Online Filing Services? And, what could Corporations Canada do to encourage you to use this service?

Assessment of the Website

Turning briefly to the Corporations Canada website,

17. During the last year, have you visited the website?

IF YES:

18. How often did you visit Corporations Canada website? And, for what reason(s) did you visit the site?

19. What's your overall impression of the website?

Probe: -positive/indifferent/negative

20. What do you think of the website in terms of...?

Probe: -content (e.g. amount, accurate, up-to-date, useful)
 -structure/ease of use/navigation

21. Is there anything that Corporations Canada could do to improve its website to make it more useful to you and your company?

IF NOT VISITED SITE:

22. Why do you not use or visit Corporations Canada website? Any other reasons?

Future Directions

23. Looking to the future, what new tools or services, if any, would you like to see offered by Corporations Canada? Anything else?

24. Do you have any comments or suggestions that we have not already discussed on how Corporations Canada could improve the quality of the information or service it provides to organizations like your? If so, what?

**THANK YOU VERY MUCH FOR YOUR TIME AND THOUGHTFUL FEEDBACK.
IT IS VERY MUCH APPRECIATED.**

Appendix – Suggested Service-Specific Probes

Name pre-approval process

- Probes:
- obtaining a NUANS report
 - application requirements
 - clarity of NUANS forms
 - timeliness of decision/reasons for decision

Incorporation process

- Probes:
- application requirements for a Certificate of Incorporation
 - service fee to issue a Certificate of Incorporation
 - timeliness

Filing of documents

- Probe the forms:
- easy to complete, clear what information is needed
 - appropriate for the type of filing.
 - well structured & intuitively organized.

Certification and copies

- Probes:
- forms are easy to complete
 - process is clear and easy to understand
 - took an appropriate amount of time

Information services

- Probes:
- staff knowledgeable/competent
 - quality of the information/advice
 - timeliness
 - accessibility