

Corporations Canada

Corporations Canada Transactional Survey

April – June 2006 Report

Aussi disponible en français

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EXECUTIVE SUMMARY

In April 2006, Corporations Canada (CC) launched an online Transactional Survey to:

- measure the level of client satisfaction with online transactional services,
- take the pulse of client satisfaction on an ongoing basis,
- offer clients an opportunity to provide feedback on areas requiring improvement, and
- respond to clients in a timely manner on online transactional issues.

This report presents the analysis of the survey results April 5th to June 30th 2006.

The survey measured six elements: 1) overall satisfaction level 2) satisfaction by number of transactions 3) satisfaction by filer type 4) satisfaction by geographic area 5) satisfaction by forms 6) comments and suggestions.

During the period of April to June 2006, 56 percent of clients using the online services responded to the survey. Overall level of satisfaction with CC online service was 82 percent. In addition, 77 percent of respondents were satisfied with timeliness of service, and 81 percent of respondents agreed that it was easy to access the service and to follow the steps to obtain the service. It is worth noting the high participation rate of CC clients and their interest in further improved CC services as reflected by the over 1800 comments and suggestions received during this three-month period.

Overall level of satisfaction increased when more than one transaction was completed by the respondent in the last 30 days. That is, the level of satisfaction was lower for the one-transaction segment compared to the two-to-ten transaction segment. The higher level of satisfaction experienced by clients who did two or more transactions compared to the one-transaction clients might be explained in part by service expectations and experience using the online service.

In addition, third party clients (or intermediaries) filing on behalf of a corporation indicated they were the most satisfied with the overall quality of service with 86 percent indicating they were either satisfied or very satisfied. This rating was followed closely by employees of a corporation (85 percent) and directors of a corporation (80 percent).

When comparing geographic areas, the highest level of satisfaction by clients was registered in Northwest Territories (88 percent), while the lowest level was in Nova Scotia (73 percent). Clients with registered offices in Ontario and Quebec both had high satisfaction levels at 80 percent.

The highest level of satisfaction for forms was expressed by respondents filing *Changes Regarding Directors* (88 percent), while the lowest level of satisfaction was expressed by those filing a *Certificate of Existence* (73 percent).

The two areas of service receiving the lowest level of satisfaction by all segments of clients were the help features and the cost. Help features were rated the least useful for *Certificate of Existence* (60 percent), *Statement of Intent to Dissolve* (64 percent) and *Corporate Name*

Proposal (67 percent). The majority of the complaints related to the \$20 Annual Return fee and for the cost for filing *Articles of Amendment*.

The majority of comments received were positive. However, CC has developed recommendations in response to areas requiring improvement for the short-term, mid-term and long-term. In the short-term, technical issues identified by clients have already been corrected. In the mid-term, CC will act on comments related to website access and features when redesigning the website. In the long-term, CC is developing a client satisfaction strategy by implementing a client relationship management (CRM) system that will capture information to improve client services via the website, over the counter, phone, letters, etc.

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INTRODUCTION

In April 2006, Corporations Canada (CC) launched a new online Transaction Survey designed to measure client satisfaction with its online service (See Appendix B). The survey was offered on an ongoing basis and gave clients the opportunity to provide feedback on areas requiring improvement.

The web-based survey was offered once a month to all CC clients filing an online transaction with CC. Repeat or returning clients on a specific month were not offered the survey if they had already participated.

During April 5th to June 30th, the survey was offered to 23 556 clients of whom 13 270 clients replied. The response rate was 56 percent, yielding a margin of error of +/- 0.56 percent.

CLIENT SATISFACTION

CC clients indicated the following overall satisfaction levels:

- 82 percent of respondents were satisfied with the overall service with an average rating of 4.2 on a five-point scale;
- 77 percent of respondents were satisfied with timeliness of service;
- 81 percent of respondents agree that it is easy to access the service and to follow the steps to obtain the service;
- 10 percent of respondents found it difficult to find the information they were looking for once they were on the CC website;
- 82 percent of respondents were satisfied with the forms' visual appeal and comprehension;
- 73 percent of respondents found the help features useful; and
- 71 percent of respondents found the cost reasonable.

ANALYSIS BY SEGMENT, GEOGRAPHIC AREA, TRANSACTION VOLUME

Client Satisfaction by Segment

1. Segment is defined by number of transactions over the last 30 days as shown below

Segment I: Clients who did one transaction in the last 30 days

Segment II: Clients who did 2–10 transactions in the last 30 days (low volume)

Segment III: Clients who did more than 10 transactions in the last 30 days (high volume)

Overall Satisfaction with Quality of Online Service

Level of	Dissatisfied/Very	Neutral (3)	Satisfied/Very	Average
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Satisfaction	Dissatisfied (1–2)		Satisfied (4–5)	
Segment I	6.7%	13.1%	80.2%	4.1
Segment II	4.5%	8.2%	87.4%	4.3
Segment III	4.3%	4.3%	91.4%	4.5

The overall level of satisfaction with the quality of online service increased with the number of transactions made by the client. Eighty percent of clients who did one transaction in the last 30 days indicated that they were satisfied or very satisfied with the overall quality of online service compared to 87 percent for those who did 2–10 transactions, and 91 percent for high volume clients (i.e. those who made more than 10 transactions in the last 30 days).

At the same time the percentage of those who indicated that they were dissatisfied or very dissatisfied decreased as the number of transactions increased (i.e. overall dissatisfaction was 6.7 percent for those who did one transaction compared to 4.3 percent for the high volume clients).

Summary Conclusions by the “Number of Transactions in the Last 30 Days”

- The satisfaction level — whether in terms of overall quality of online service, timeliness, access to service, communication or cost among the three segments of clients — increased with the number of transactions made by the respondent in the last 30 days.
- Eighty percent of clients who did one transaction in the last 30 days indicated that they were satisfied or very satisfied with the overall quality of online service compared to 87 percent for those who did 2–10 transactions and 91 percent for those who made more than 10 transactions in the last 30 days.
- The one-transaction segment indicated a lower level of satisfaction compared to the 2–10 transactions segment. The 10 or more transaction segment indicated the highest level of satisfaction.
- The satisfaction level for the 2–10 transactions segment is closer to the 10 plus transactions segment.
- The higher levels of satisfaction experienced by clients who did two and more transactions compared to the one-transaction clients might be explained in part by the differences in service expectations and experience using the online service.
- Issues with the help features and the cost remain similar for all segments of clients.

2. Segment is defined by type of filer

Segment I: Sole owner

Segment II: Director of the corporation

Segment III: Employee of the corporation

Segment IV: Third party filing on behalf of the corporation (law firm, accountant, search house)

Who is filing and when?

Segment	Percentage of Respondents	Once	Daily	Weekly	Monthly	Yearly
Segment I	47.33	26.81%	1.98%	4.45%	11.65%	55.11%
Segment II	15.20	22.57%	1.74%	4.42%	12.26%	59.02%
Segment III	15.53	13.94%	2.47%	6.48%	22.27%	54.84%
Segment IV	21.92	10.29%	6.96%	18.78%	40.50%	23.47%

Close to 50 percent of the respondents indicated that they are the sole owner of their corporation. Other filers include: the director of the corporation (15 percent); an employee of the corporation (16 percent) and a third party filing on behalf of the corporation (about 22 percent). However, one has to be cautious in interpreting these numbers. While there is no doubt that online filing is attractive to sole owners as indicated by the numbers, one has to remember that the survey is offered once a month even to returning clients, therefore in reality the percentage of third party clients is most likely higher than reflected in the above table.

The following data from the survey represents information collected for filing patterns:

- Sole owners, directors or employees of a corporation are most likely to file online with CC on a yearly basis (55 percent), whereas third party clients file on a monthly basis (40 percent).
- Sole owners are either: first-time filers who are most likely to create their corporation (28 percent), or yearly filers (55 percent). They are also most likely to comply with the annual return-filing requirement.
- Directors of a corporation follow a similar filing pattern as sole owners (i.e. filing either for the first time or annually).
- Employees of a corporation are filing mostly on a monthly basis (22 percent) or annually (55 percent).
- Third party clients have a more diversified filing pattern with 40 percent of their transactions filed on a monthly basis, close to 30 percent weekly and over 23 percent yearly. Third party clients are those most likely to file on regular basis as indicated by the 7 percent of daily filers.

Summary Conclusions by Filer Type

- Close to 50 percent of the respondents indicated that they were the sole owner of their corporation; 15 percent the director of the corporation, 15 percent an employee of the corporation; and 22 percent a third party filing on behalf of the corporation.
- Sole owners, directors or employees of a corporation are most likely to file online with CC on a yearly basis (over 55 percent), whereas third party clients file online on a monthly basis (40 percent).
- Sole owners comprise of either being first-time filers (28 percent) to most likely create their corporation; or they are yearly filers (55 percent) to most likely comply with the annual return filing requirement.
- Directors of a corporation follow a similar filing pattern as sole owners (i.e. filing either for the first time or annually).
- Employees of a corporation are filing on a monthly basis (22 percent) or annually (55 percent).
- Third party clients have a more diversified filing pattern with 40 percent of their transactions filed on a monthly basis, close to 30 percent weekly and over 23 percent yearly. Third-party clients were most likely to file on regular basis as indicated by the 7 percent of daily filers.
- Third party clients were the most satisfied with the overall quality of service (86 percent) indicating they were either satisfied or very satisfied. They are closely followed by employees of a corporation (85 percent) and directors of a corporation (80 percent).
- Sole owners were the least satisfied (78 percent) indicating they were either satisfied or very satisfied with the overall quality of service.
- For most aspects of the service, whether it is access to the website, communications, help features, visual appeal of forms, timeliness or overall quality of the online service, third party clients were the most satisfied segment, followed by employees of a corporation and directors. The least satisfied segment of clients was the sole owners.
- It is worth noting that the two areas of service receiving the lowest level of satisfaction by all segments of clients were the help features and the issue of cost. The cost issue was the highest among sole owners and directors of a corporation.

3. Segment Defined by Location of Registered Office

More than 80 percent of the respondents to the survey had their office registered in either Quebec (41 percent) or in Ontario (43 percent). Close to 11 percent of respondents had their offices registered in western provinces and territories, mostly in British Columbia (5 percent) and Alberta (4 percent) compared to the Atlantic provinces (2 percent).

The highest response rate by province and territory (P/T) was registered for Nunavut (83.3 percent) while offices registered in Alberta had the lowest response rate (47.1 percent).

P/T	NF	PE	NS	NB	QC	ON	MB	SK	AB	BC	YT	NT	NU	NR¹	Total
No. of Respondents	31	31	130	56	5425	5760	143	92	465	728	5	17	7	380	13270
% of Respondents	.23	.23	.97	.42	40.88	43.4	1.07	.69	3.5	5.48	.03	.12	.05	2.86	99.93%*
Response rate by P/T	72.1	47.7	58.3	51.4	49.8	64.8	55.4	57.1	47.1	54.8	83.3	51.5	77.8	68.8	----

¹ National Capital Region

* Does not sum up to 100 percent due to rounding

Summary Conclusions by Geographic Area

- The highest level of satisfaction is seen in offices registered in Northwest Territories (88 percent) while the lowest level of satisfaction is in Nova Scotia with only 73 percent of respondents indicating that they were either satisfied or very satisfied with the overall quality of service.
- Close to 10 percent of Nova Scotia respondents were either dissatisfied or very dissatisfied with the service.
- Quebec and Ontario registered offices have an over 80 percent level of satisfaction with CC online services.
- Those respondents with their registered office in Yukon or the Northwest Territories were experiencing the highest level of satisfaction with the timeliness of service.
- The lowest level of satisfaction was experienced by those registered offices in Prince Edward Island (19 percent) and Nova Scotia (12 percent).
- Respondents with registered offices in Quebec (78 percent) and Ontario (75 percent) were fairly satisfied with the timeliness of service, indicating that they were either satisfied or very satisfied.
- In most provinces more than 75 percent of respondents indicated that they either agreed or strongly agreed that the access to CC online services was easy.
- Some offices registered in Yukon, Nunavut and Prince Edward Island seemed to experience some difficulty accessing and navigating on CC website.
- Visual appeal of the form does not seem to be an issue for any province or territory as the lowest level of satisfaction was 71 percent.
- Nunavut and Yukon were the least satisfied with the ease of understanding and filling out the forms. In Nunavut, only 57 percent of respondents agreed or

strongly agreed with the forms comprehension statement compared to 94 percent in the Northwest Territories or 90 percent in New Brunswick.

- The help features seem to bear the highest level of dissatisfaction in a large number of provinces and territories. While over 90 percent of registered offices in Nunavut and the Northwest Territories agreed or strongly agreed that the help features were helpful, this number decreased to less than 70 percent for respondents from Alberta, British Columbia, Manitoba, Newfoundland, Saskatchewan and Yukon. The lowest level of satisfaction with the help features was found in Yukon where only 60 percent of respondents indicated that they agreed or strongly agreed with the usefulness of the help features.
- New Brunswick (79 percent) has the highest number of respondents that agree or strongly agree that the cost was reasonable compared to 50 percent in Ontario. Twenty-five percent of respondents in Yukon disagree or strongly disagree with this statement.

4. Segment Defined by Forms Filled by Clients

AI: Articles of Incorporation

CoC: Certificate of Compliance

CNP: Corporate Name Proposal

CE: Certificate of Existence

AC: Articles of Continuance

AD: Articles of Dissolution

SID: Statement of Intent to Dissolve

AR: Annual Return

CROA: Change of Registered Office Address

AA: Articles of Amendment

CRD: Changes Regarding Directors

Form	AI	CoC	CNP	CE	AC	AD	SID	AR	CROA	AA	CRD	Total
Percentage of Respondents	1952	250	422	22	13	138	23	8843	682	206	719	13270
Number of Respondents	14.7	1.88	3.18	.16	.09	1.03	.17	66.64	5.14	1.55	5.41	99.95%*
Response Rate by Form	66.7	25.2	68.4	39.3	41.9	55.2	76.7	59.2	44.7	45.6	41.1	----

* Does not sum up to 100 percent due to rounding

Summary Conclusions by Forms

- Two thirds of transactions during the April–June 2006 period relate to *Annual Return* filings, followed by 14 percent for the *Articles of Incorporation*, 5 percent for *Changes Regarding Directors* and 5 percent for *Change of Registered Office Address*.
- The highest level of satisfaction with CC services was expressed by those respondents filing *Changes Regarding Directors* (88 percent), while the lowest level of satisfaction was expressed by those filing a *Certificate of Existence* (72 percent).
- Seventy-nine percent of those filing an annual return indicated they were either satisfied or very satisfied with the CC overall services compared to 83 percent for those filing *Articles of Incorporation* or respectively 88 percent and 86 percent for those filing a *Change Regarding Directors* or *Change of Registered Office*.
- The least satisfied with the timeliness are those filing a *Statement of Intent of Dissolution* (18 percent) and *Articles of Continuance* (15 percent).
- Over 13 percent of respondents found that it was difficult to understand the *Statement of Intent to Dissolve* form. As well, *Articles of Dissolution* and *Corporate Name Proposal* forms received the least level of satisfaction for their ease of understanding.
- Help features were rated the least useful for the *Certificate of Existence* (60 percent), *Statement of Intent to Dissolve* (64 percent) and *Corporate Name Proposal* (66 percent).
- The level of satisfaction regarding the cost was the lowest for the *Articles of Amendment* form with 25 percent of respondents indicating that the cost was not reasonable compared to 49 percent indicating it was reasonable.

ANALYSIS OF COMMENTS/SUGGESTIONS

Comments Category	Complaints	Suggestions for Improvements	Thank You/ Compliments	No Comments	Difficult to Categorize	Total
Number of comments	394	901	344	204	26	1869
Percent	21.08	48.2	18.4	10.9	1.4	99.98%*

* Does not sum up to 100 percent due to rounding

Over 1800 comments and suggestions were received during the April–June 2006 period. Comments were divided in four main categories: complaints, suggestions for improvement, thank you/positive compliments and no comments.

For the purpose of this analysis, the first two categories are of the most interest to CC in its search to improve online services to its clients. Complaints and suggestions for improvement represent respectively 21 percent and 48 percent of all comments received during this period.

The most common complaints and comments included:

- the \$20 annual fee for the annual return;
- “Why file an annual return?:”
- “If there is no change from the previous year, why should we reenter the information?” (It was suggested that the system should ask if there are any changes from the previous year, if there were no changes, proceed to payment.);
- the name search in “NUANS confusing and time consuming;” and
- “Too much information to give CC.”

The most common suggestions for improvement included:

- add more text to the help buttons;
- when there is an input error, the system should indicate which line error is in. (This suggestion was verified, the system does indicate the error but clients do not see it);
- clearer instructions;
- have a direct link to the CC website;
- provide a reminder for the password from Strategis website (especially for low volume clients who tend to forget it);
- ensure format of Corporation number sent in paper format is the same as the one asked on CC website. (Paper letters from CC include dash and letter (e.g. 122222-m) after the corporation number, which is not required online and is confusing to clients.);
- improve printing capacity; and
- allow saving documents.

RECOMMENDATIONS/SUGGESTIONS

CC has developed recommendations in response to areas requiring improvement for the short-term, mid-term and long-term. In the short-term, technical issues identified by clients have already been corrected. In the mid-term, CC will act on comments related to website access and features when redesigning the website. In the long-term, CC is developing a client satisfaction strategy by implementing a client relationship management (CRM) system that will capture information to improve client services via the website, over the counter, phone, letters, etc.

APPENDIX A: Objectives, Expected Outcomes and Methodology

OBJECTIVES

- To measure the level of client satisfaction with the online transactional services (excludes information services)
- To take the pulse of client satisfaction on an ongoing basis
- To offer clients an opportunity to provide feedback on areas requiring improvement
- To respond to clients in a timely manner on online transactional issues

EXPECTED OUTCOMES

-
- Improved online transactional products and services
- Increased client-centric approach to service
- Access to data for internal and external online services benchmarking purposes

METHODOLOGY

- Ongoing web survey of clients filing online
- Returning clients will be offered survey no more than once a month
- Survey will be displayed at the end of the transaction
- Very short and easy-to-complete one-page survey
- Questions will measure client satisfaction with access to service, communications, help features, cost, timeliness and overall satisfaction
- Survey is flexible and will have the ability to vary the questions

APPENDIX B: QUESTIONNAIRE

Corporations Canada Electronic Filing Centre - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address https://stratpre1.ic.gc.ca/secure/cgi-bin/sc_mrksv/corpdtr/corpfiling/main.cg?lang=e Go Links

Industry Canada Industrie Canada

Canada

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Corporations Canada Online Filing Business Corporations (Canada Business Corporations Act)

strategis.gc.ca

- Corporations Canada's Home
- What's New
- Guide to Federal Incorporation
- Online Filing
 - Browser Information
 - Business Corporations (Canada Business Corporations Act)
- Choosing A Name
- Search for a Federal Corporation
- Forms, Policies, Fees and Legislation
- General Information
- FAQ
- Other Related Sites

Corporations Canada

Tell us what you think

Welcome to Corporations Canada clients survey! We are seeking to continuously improve our online service to you. Your participation in this short survey on your latest transaction will help us better meet your needs. Please rest assured that your responses will remain confidential and anonymous. All results of the survey will be used in aggregate form only ([Privacy Statement](#)).

This survey is optional. If you do not wish to fill this survey at this time, please click on the **Continue** button at the bottom of this page to complete your transaction.

1. Please indicate how much you agree with the following statements:

	Strongly disagree	1	2	3	4	5	Strongly agree	NA
It was easy to find Corporations Canada's website	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Once on the website, it was easy to find what I was looking for	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It was easy to follow the steps in order to get the service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forms were visually appealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Forms were easy to understand and fill out	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help features were useful	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The cost is reasonable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

* NA: Not Applicable

2. How satisfied were you with the amount of time it took to complete the transaction?

Very dissatisfied Very satisfied

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

Corporations Canada Electronic Filing Centre - Microsoft Internet Explorer

File Edit View Favorites Tools Help

Address https://stratpre1.ic.gc.ca/secure/cgi-bin/sc_mrksv/corpdtr/corpfiling/main.cg?lang=e Go Links

3. How satisfied were you with the overall quality of the on-line service?

Very dissatisfied Very satisfied

1 2 3 4 5

☐ ☐ ☐ ☐ ☐

4. Could you tell us more about you? Are you:

☐ Owner of the corporation

☐ Director of the corporation

☐ Employee of the corporation

☐ Third party filing on behalf of the corporation

☐ Other, please specify:

5. How often do you file documents on-line?

☐ This is the first time

☐ Daily

☐ Weekly

☐ Monthly

☐ Yearly

6. Please comment on any areas we could improve in relation to filing documents with us.

Maximum allowable characters: 1000

Thank you for participating in our survey.

Your opinions and comments will be used to improve our service to you.

If you have any questions regarding this survey, please contact [Corporations Canada](#) or 1-866-333-5556

☐ Don't show me this page until February 20 2006 01:55 PM

Continue

PROGRESS INDICATOR

✓ Step 1: Corporation Search (done)

✓ Step 2: Corporation Information Verification (done)