



Customer Perceptions of Value - Presentation of Key Findings -

2020



Executive Summary

- The PVI is relatively stable compared to Wave 1 (although there is some softening)
 - PVI is highest for Ski Lift Operators (7.5) and Operating Engineers (7.1)
 - PVI is lowest for Amusement Devices (6.3) and Accredited Training Providers (6.5)
- Across the survey, scores generally highest for Ski Lift Operators and lowest for Amusement Devices.
- Key drivers of the PVI are the same as in Wave 1 with the exception of the website, the importance of which has increased.
- To increase the PVI, focus on improvements in the areas of:
 - Compliance and Regulations
 - » Being fair and flexible when enforcing compliance
 - » Giving rewards for continued and improved compliance
 - » Providing sufficient education about regulations
 - » Understanding that economic and market pressures influence decisions
 - Reassuring customers they can voice disagreement without negative consequences.
 - The website; specifically, making it easier for customers to manage their dealings with TSSA.

Background/Objectives

Objectives:

- Assess changes in the TSSA's Perceived Value Index (PVI) (2017/18 to 219/20).
- Provide actionable insight to support TSSA's commitment to enhancing and maintaining value provided to Ontario's businesses.

Methodology

Online survey; invitations sent to ~70K customers
 Field dates: Nov 12, 2019 – Jan 17, 2020

COMPLETIONS BY PROGRAM AREA				
	2017/18		2019/20	
	Completions	%	Completions	%
Total (Response Rate)	5,888	7%	4776	7%
Fuel Safety	3168	54%	2754	58%
Boilers & Pressure Vessels	2053	35%	1745	37%
Certificate Holder	n/a	n/a	1383	29%
Elevating Devices	1274	22%	1068	22%
Operating Engineers	1194	20%	831	17%
Amusement Devices	133	2%	104	2%
Accredited Training Provider	n/a	n/a	111	2%
Ski Lift Operator	n/a	n/a	37	1%
Training & Certification	626	11%	n/a	n/a
Upholstery & Stuffed Articles	271	5%	n/a	n/a
Other	n/a	n/a	180	4%

Methodology – Data Stacking & Weighting

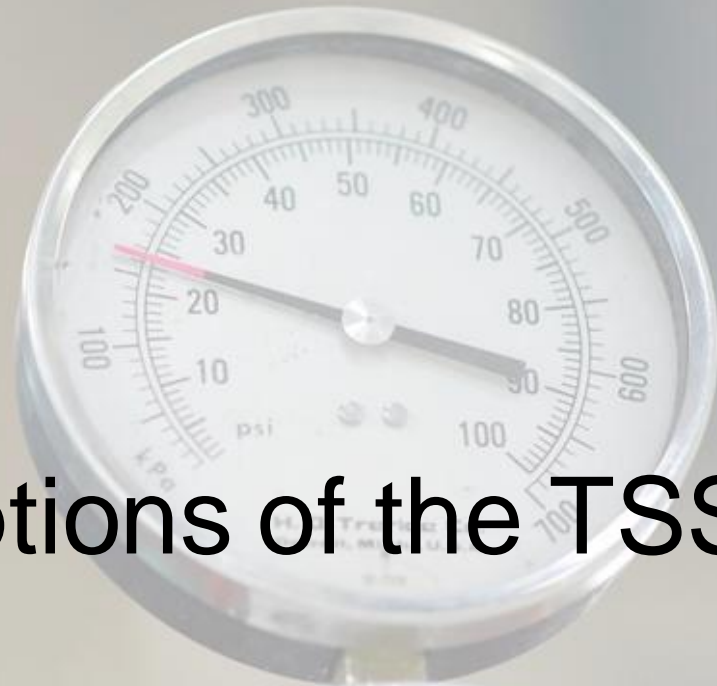
Data Stacking

- When a customer self-identified as being involved in more than one program area (e.g., Fuels and BPV) that customer's responses were counted separately for each area.
- In these cases, instead of one case per respondent, data were counted as one case per program area. Using stacked results creates a larger “sample size.”

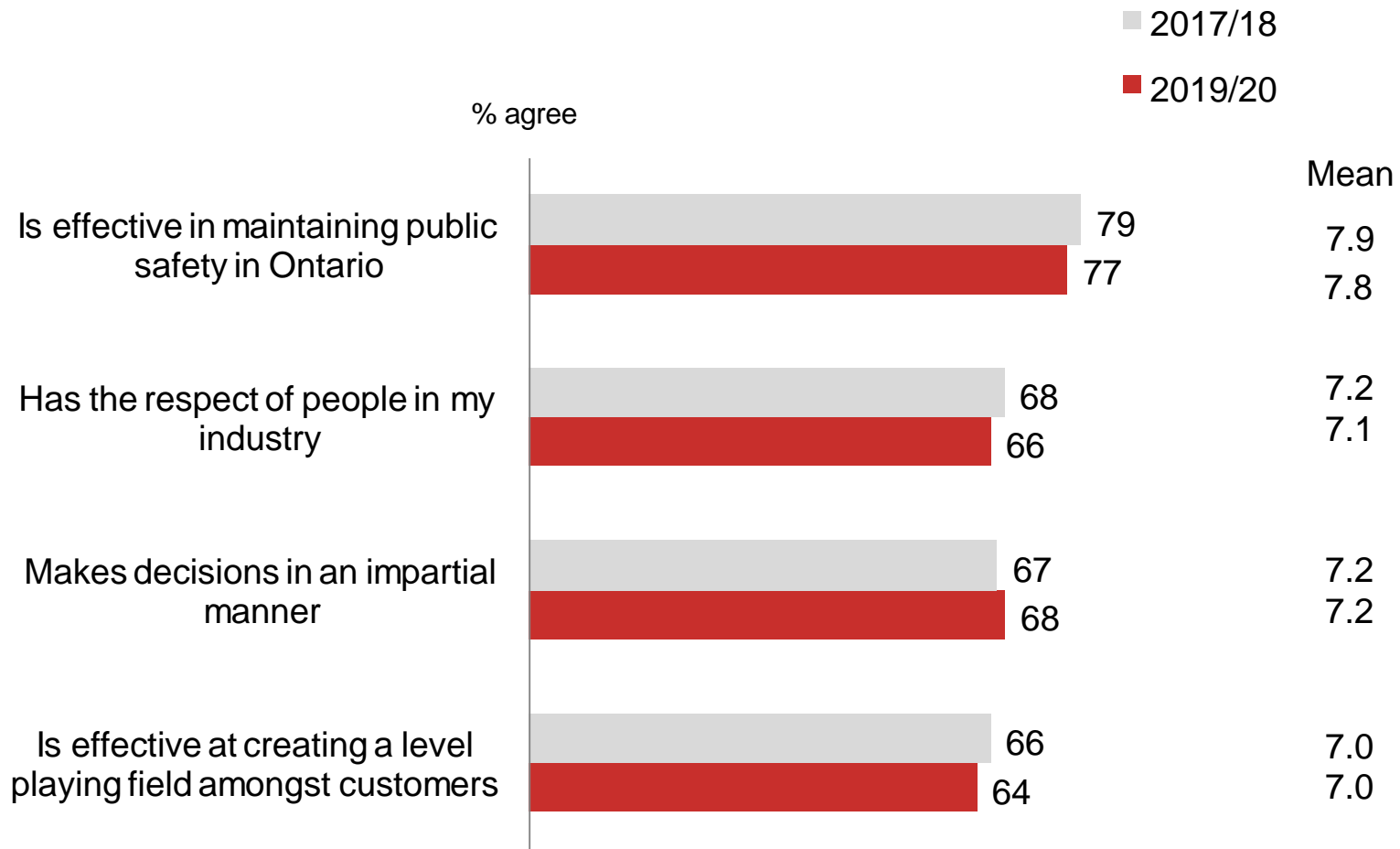
Data Weighting

- To ensure that each program area was represented in its correct proportion, based on the relative number of customers in that area, respondent level data were weighted by program area.
- Total results are weighted; program area results are unweighted.

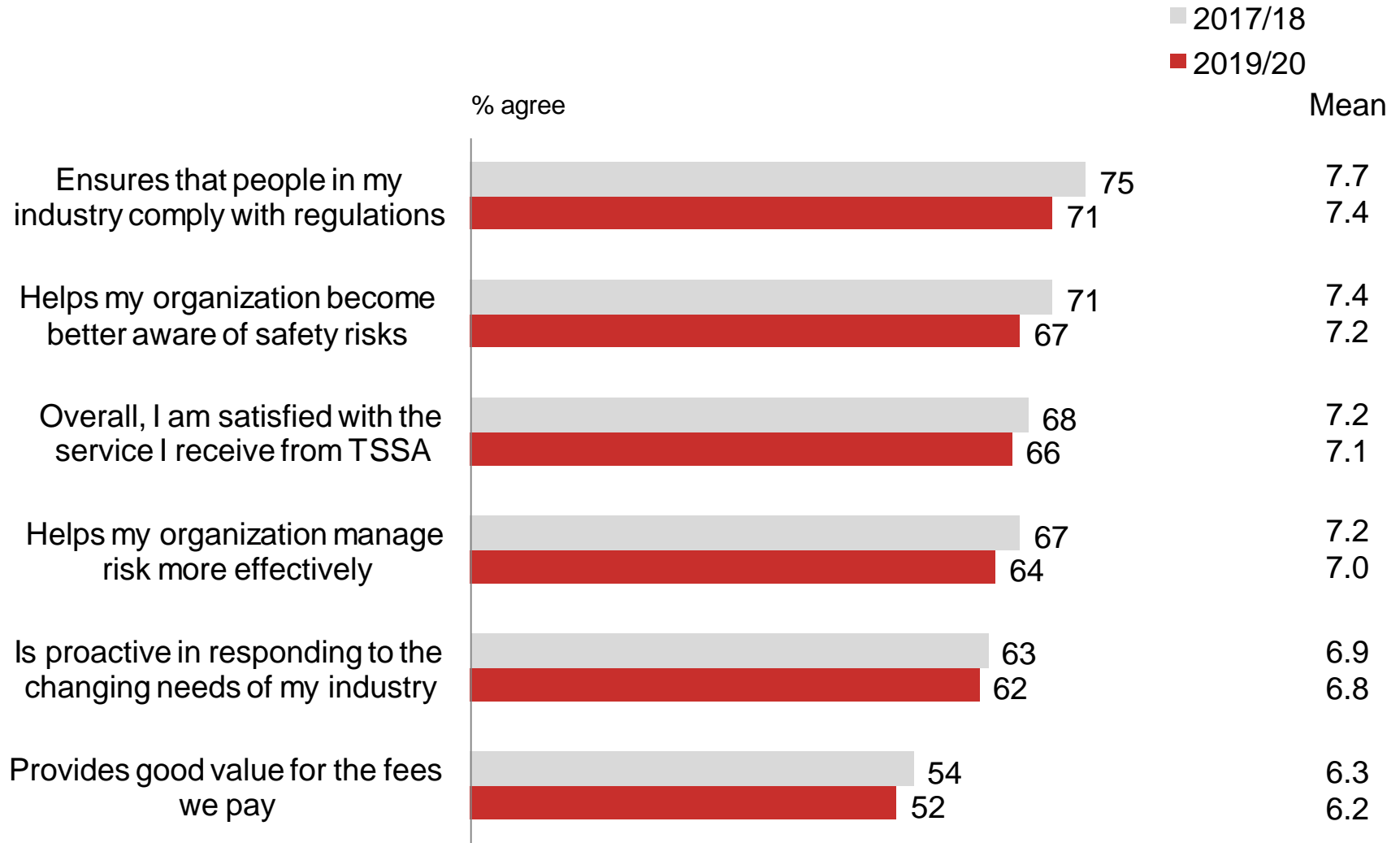
Overall Perceptions of the TSSA



Impressions of TSSA as an Organization



Impressions of Interactions with TSSA



Perceived Value Index (PVI)



Overall Perceptions of Value

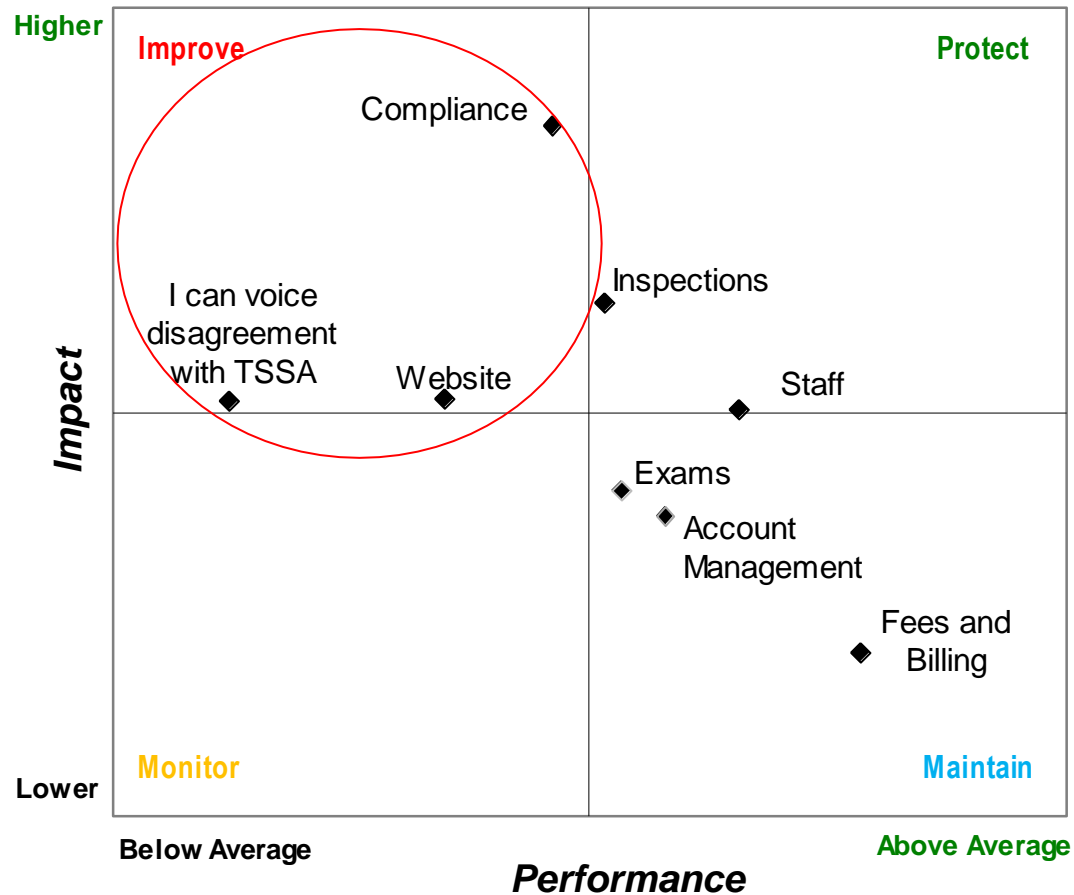
(Composite Index out of 10)

	2017/18	2019/20
Perceived Value Index (PVI)	6.9	6.8

COMPONENTS OF PVI		
	2017/18	2019/20
TSSA has the respect of people in my industry	7.2	7.1
TSSA provides good value for the fees we pay	6.3	6.2
Overall, I am satisfied with the service I receive from TSSA	7.2	7.1

PVI BY PROGRAM AREA		
	2017/18	2019
Ski Lift Operator	n/a	7.5
Operating Engineers	7.5	7.1
Elevating Devices	7.1	7.0
Boilers & Pressure Vessels	7.0	6.8
Certificate Holder	n/a	6.8
Fuel Safety	6.7	6.7
Accredited Training Provider	n/a	6.5
Amusement Devices	6.6	6.3

How to Increase the PVI: All Program Areas




Areas to Improve:

To increase the PVI, focus on improvements in the areas of:

- Compliance and Regulations
 - Being fair and flexible when enforcing compliance
 - Giving rewards for continued and improved compliance
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- Reassuring customers they can voice disagreement without negative consequences.
- Website; specifically, making it easier for customers to manage their dealings with TSSA.

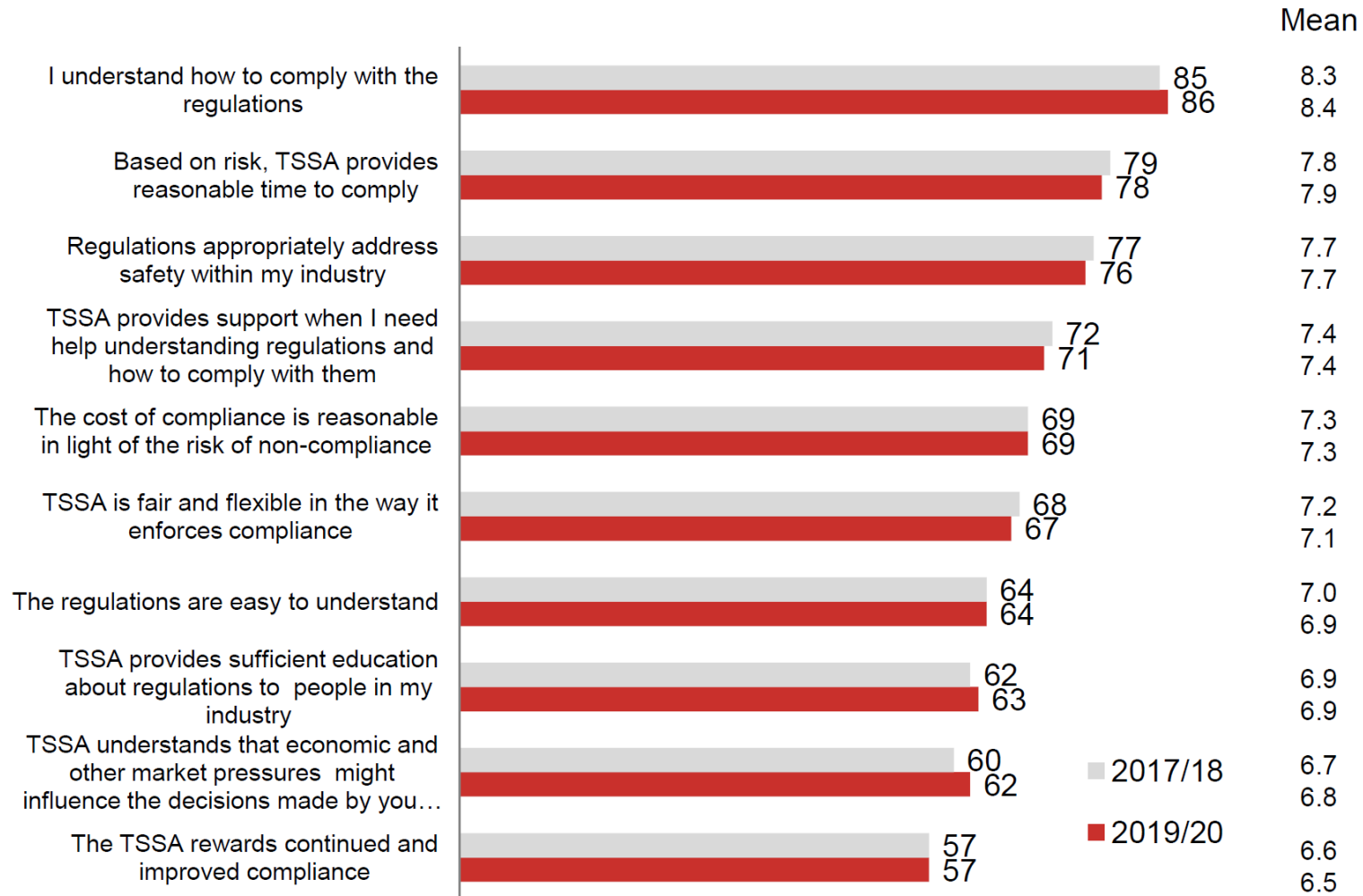
Don't Lose Site Of:

- **Areas to Protect:**
 - Perceptions of inspections and staff interactions.
- **Areas to Maintain:**
 - Exams, Account Management and Fees and Billing

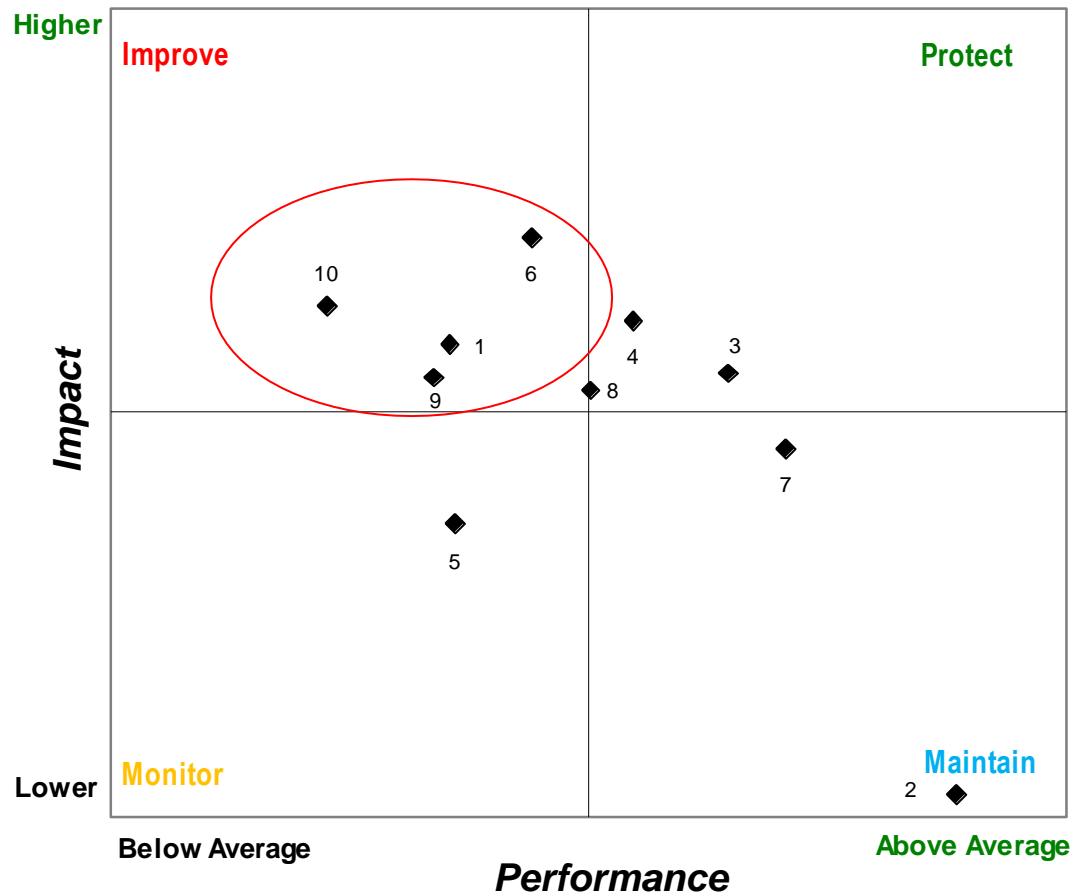
A person wearing a red jacket and dark pants is seated on a ski lift. They are holding ski poles and have their skis on their feet. The background is a blurred view of trees and a bright sky. The text "Regulations and Compliance: (Area to Improve)" is overlaid in the center of the image.

**Regulations and Compliance:
(Area to Improve)**

Perceptions of Regulations and Compliance

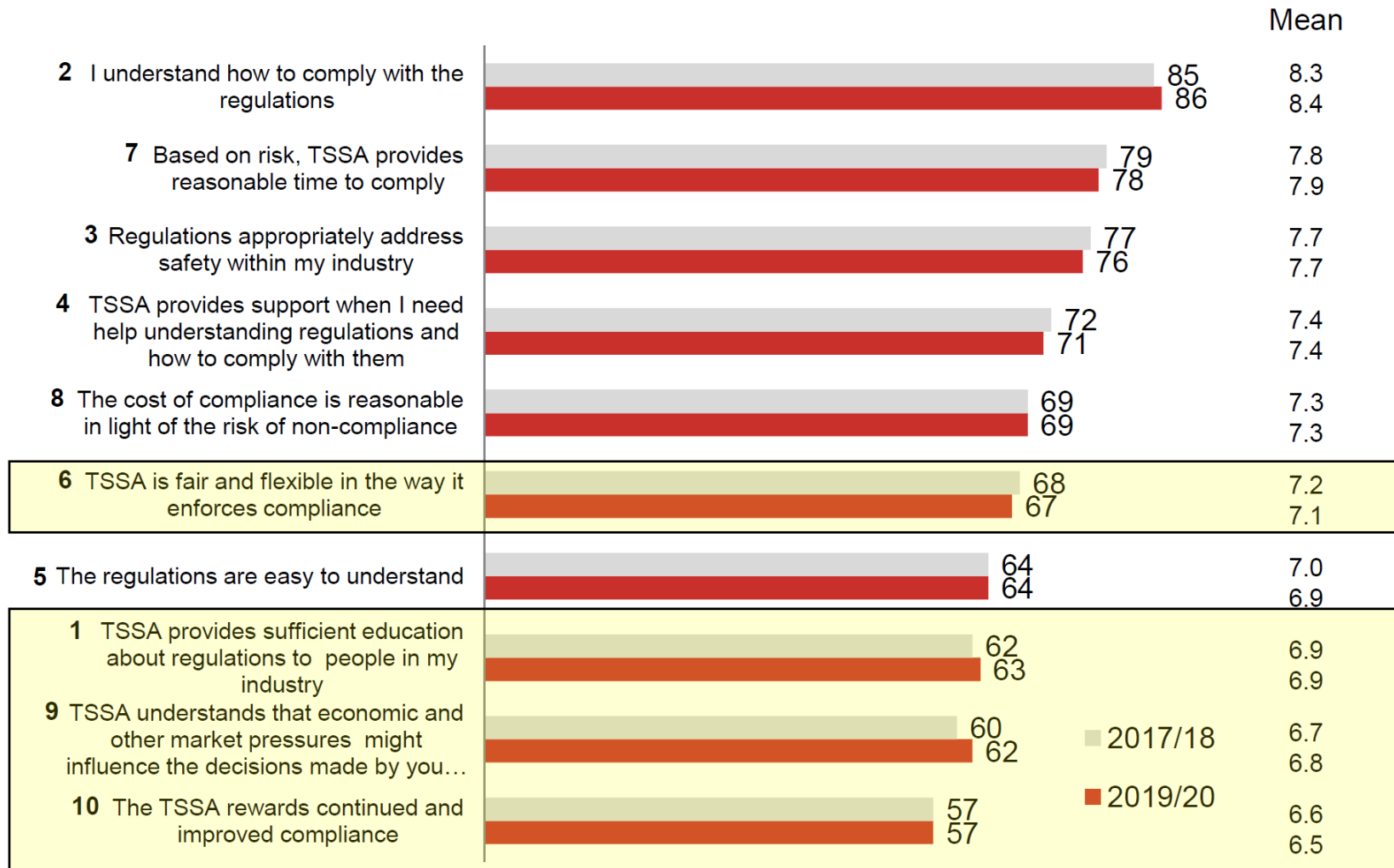


Regulations and Compliance (2019/20)



- 1 TSSA provides sufficient education about regulations to people in my industry
- 2 I understand how to comply with the regulations
- 3 Regulations appropriately address safety within my industry
- 4 TSSA provides support when I need help understanding regulations and how to comply with them
- 5 The regulations are easy to understand
- 6 TSSA is fair and flexible in the way it enforces compliance
- 7 Based on risk, TSSA provides reasonable time to comply
- 8 The cost of compliance is reasonable in light of the risk of non-compliance
- 9 TSSA understands that economic and other market pressures might influence the decisions made by you or others in your industry
- 10 The TSSA rewards continued and improved compliance

Perceptions of Regulations and Compliance



What are you looking for?



Report an Incident



TECHNICAL STANDARDS
& SAFETY AUTHORITY

TSSA Website: (Area to Improve)

CO Safety Awareness Week Kick Off



New Zipline and
Freefall Descenders
Advisories



Liquid Fuels
Upgrade Training:
What it Means for
You



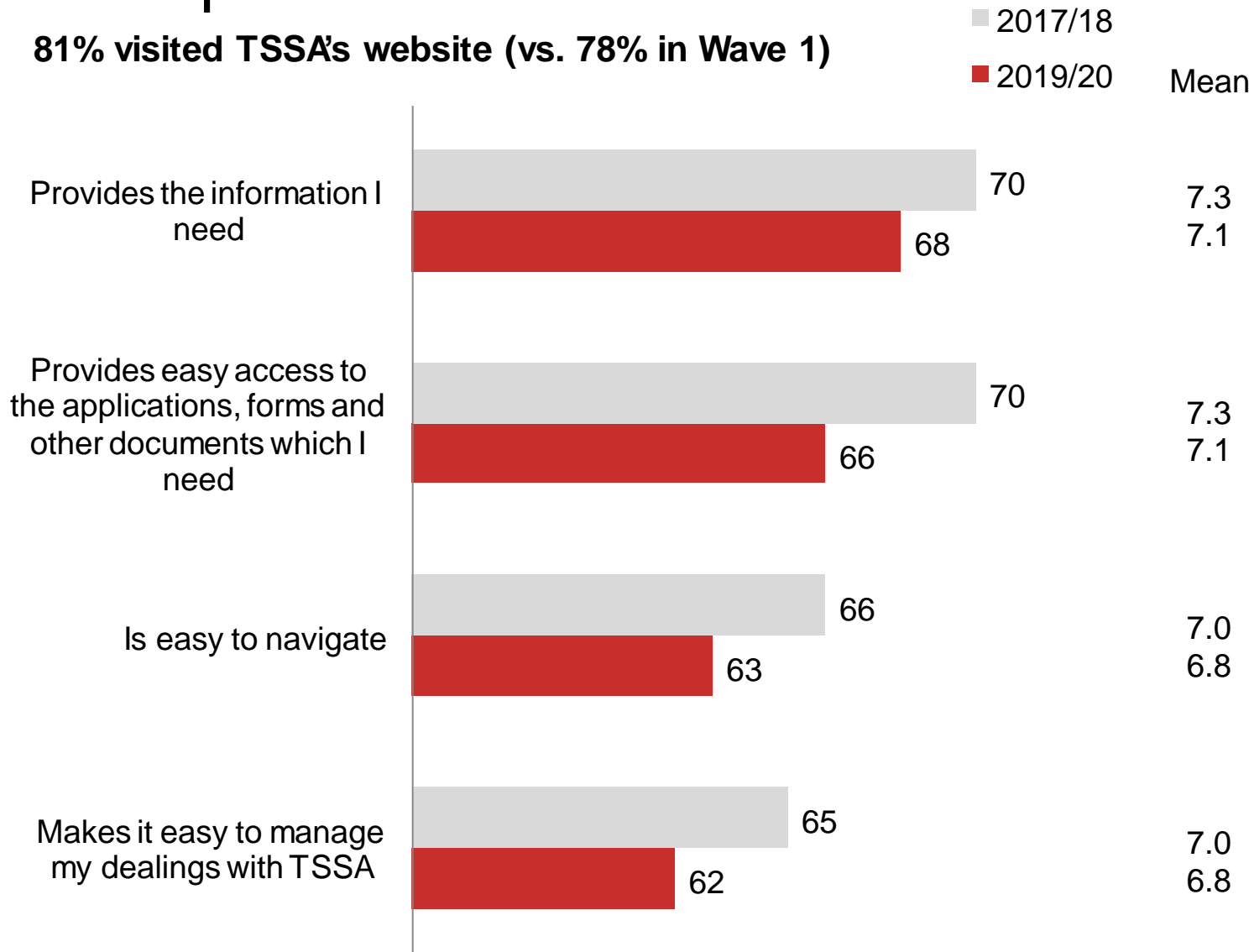
TSSA's CO Safety
House Unveiled



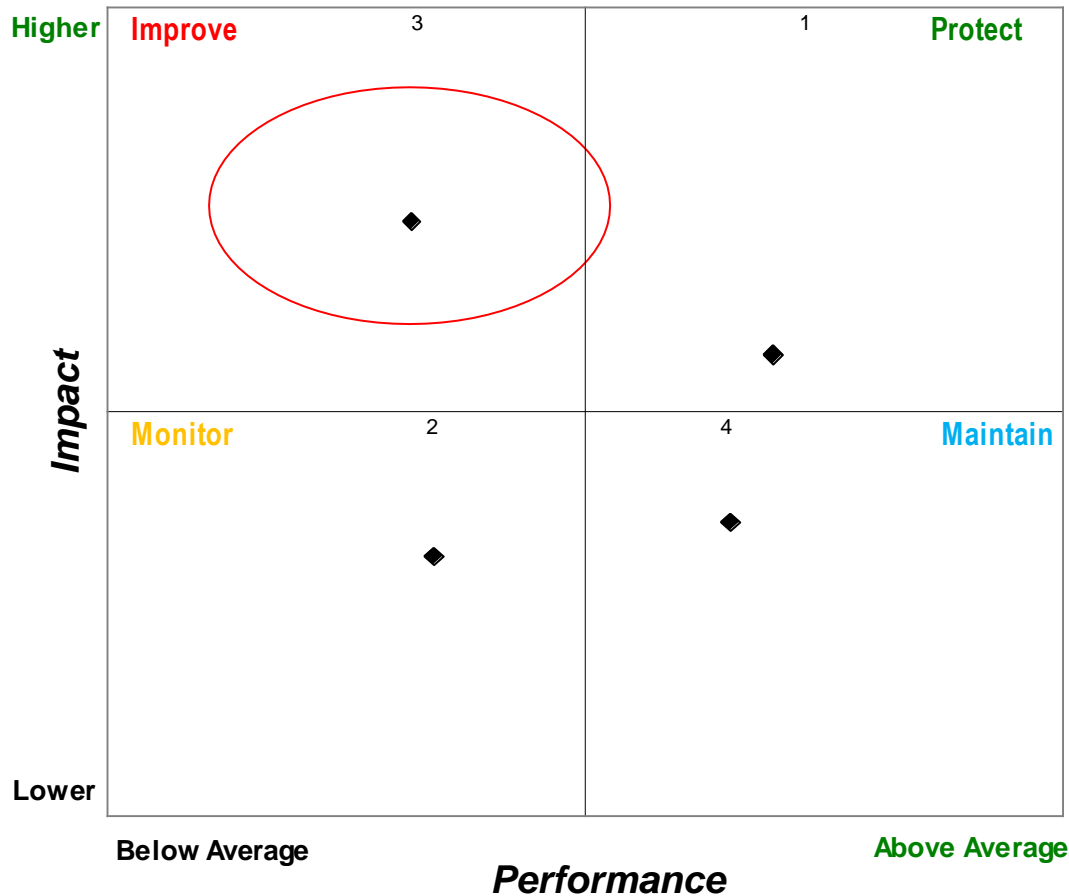
2018 STRATEGIC
PLAN

Perceptions of Website

81% visited TSSA's website (vs. 78% in Wave 1)



Opportunity Analysis: Website (2019/20)



- 1 Provides the information I need
- 2 Is easy to navigate
- 3 Makes it easy to manage my dealings with the TSSA**
- 4 Provides easy access to the applications, forms and other documents which I need




**Voicing Disagreement:
(Area to Improve)**

Voicing Disagreement with TSSA



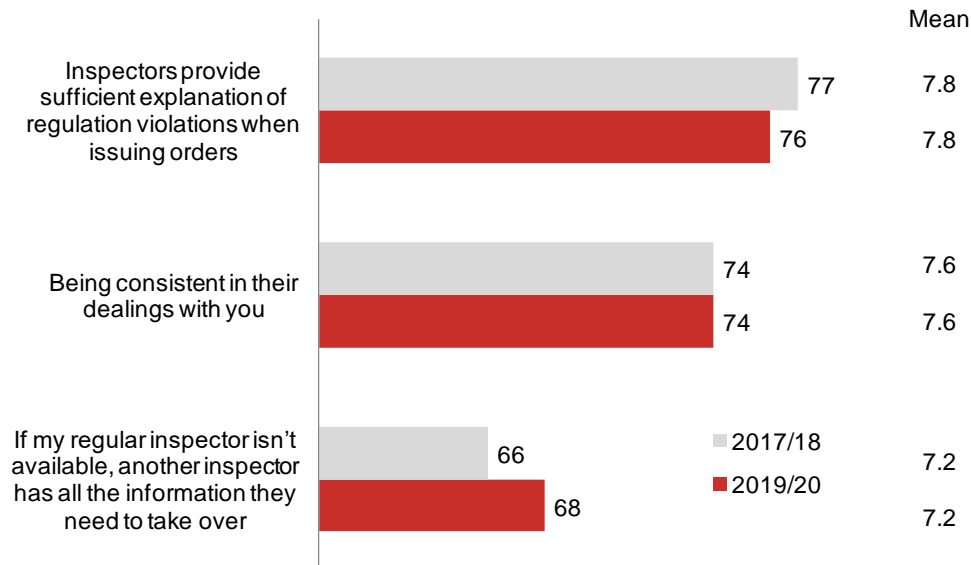
VOICING DISAGREEMENT WITH TSSA BY PROGRAM AREA (MEANS)								
	Amusement Devices	Boilers & Pressure Vessels	Elevating Devices	Fuel Safety	Operating Engineers	Ski Lift Operator	Certificate Holder	Accredited Training Provider
2017/18	5.7	6.2	6.3	6.0	6.7	n/a	n/a	n/a
2019/20	5.8	6.2	6.4	6.0	6.5	7.4	6.2	6.3

A person wearing a red jacket and black pants is seated on a ski lift. They are holding two blue ski poles and have their feet secured in ski boots on red skis. The background is a blurred view of trees, suggesting a mountainous or wooded area. The text "Inspections & TSSA Staff" is overlaid in the center of the image.

Inspections & TSSA Staff

Perceptions of Inspections

Across the various aspects of the inspections processed assessed in the survey, satisfaction was highest for “inspectors provide sufficient explanation of regulation violations when issuing orders” and lowest for “if my regular inspector isn’t available, another inspector has all the information they need to take over.”



Perceptions of TSSA

Overall, across all staff types, opportunity analysis identifies the following areas to **protect in order to maintain, if not improve, customer satisfaction** with the quality of service they receive:

- “being courteous and professional”,
- “being consistent in their dealings with you”, and
- “helping you understand what you need to do to be compliant.”

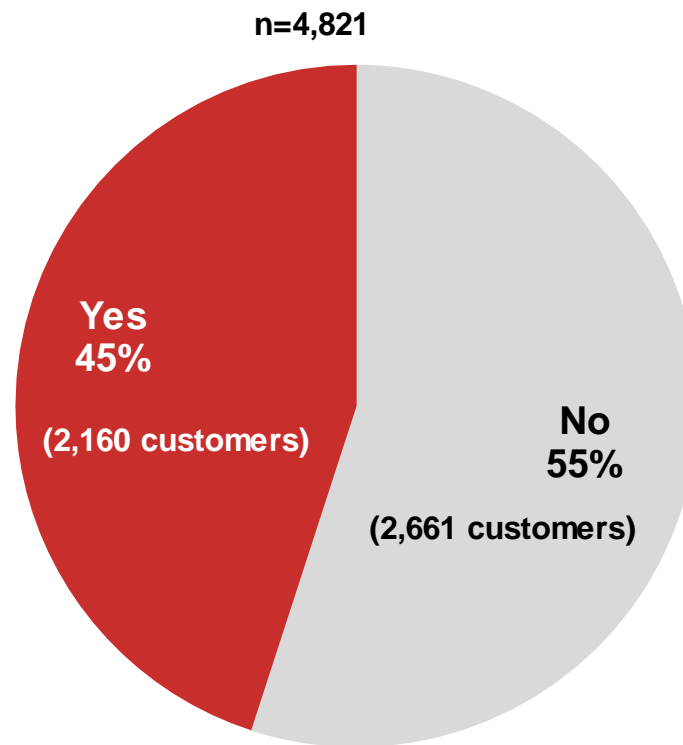
One aspect of staff interactions has been identified as **an area to improve**:

- “providing support to ensure that my organization complies with regulations.”

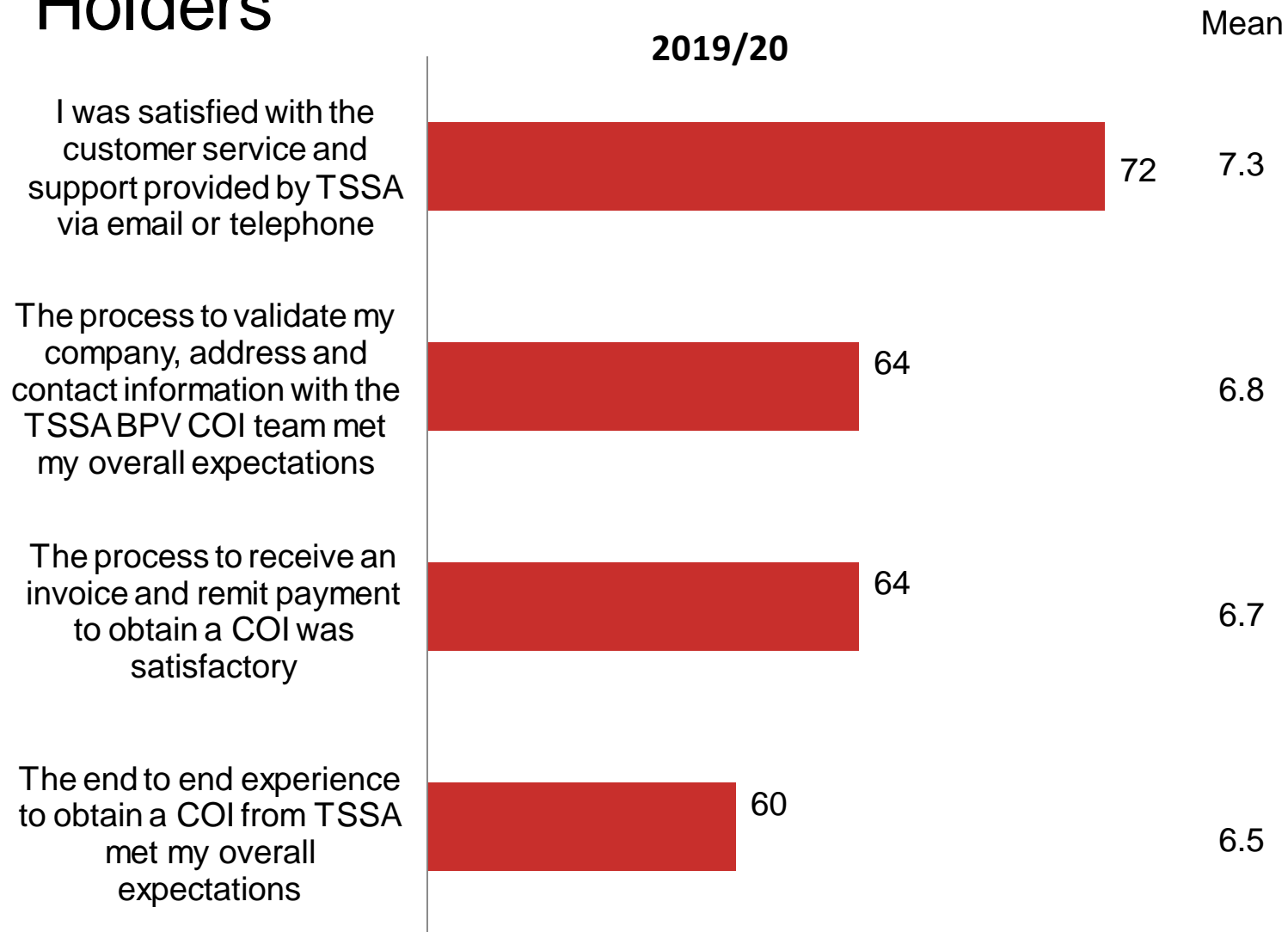
BPV Certificate of Inspection (COI)

“Do you have a BPV Certificate of Inspection (COI) from the TSSA?”

A new section which focused on the process of obtaining a COI was added to survey in 2019.



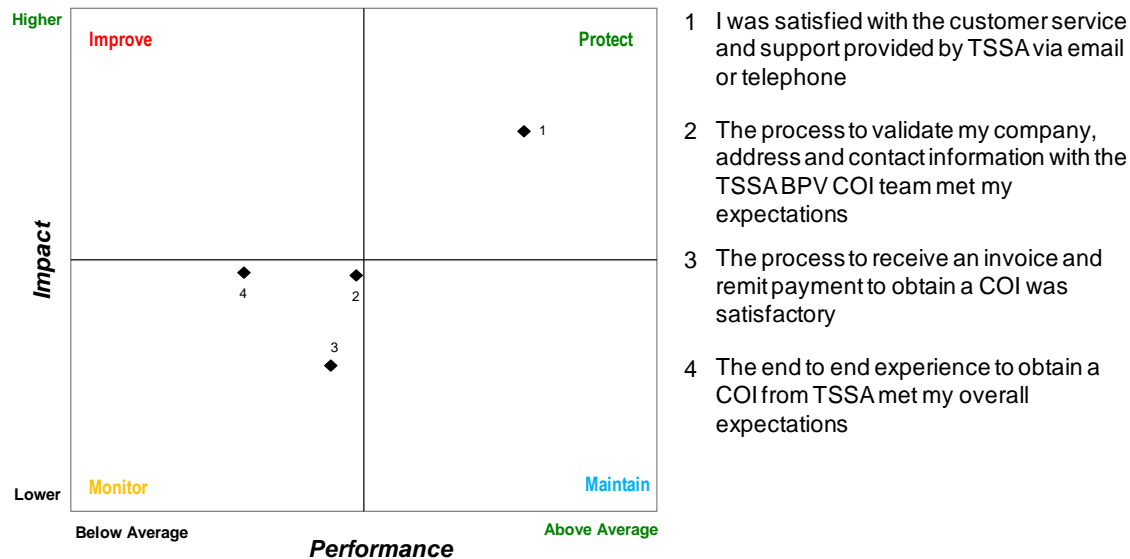
Perceptions of Obtaining BPV COI: BPV COI Holders



Perceptions of Process of Obtaining a COI

To improve the process of obtaining a COI, results indicate that the TSSA should focus on improving the end to end experience to obtain a COI.

Agreement that this process met expectations was lowest, and this aspect of the experience is close to the 'improve' quadrant.





Questions?