

Evaluating user satisfaction - A collaborative approach

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2

Approach to evaluating the access programme

- **New access programmes** to be adopted soon
- **Follow-up of the implementation** is necessary
- Different forms of evaluation are possible
- A **portrait before** the new access programme is desired - Comparison objective over time
- As a first step, a targeted assessment will **impact on services**
- **Customer satisfaction assessment** - Support and expertise available within the CISSS (Quick Win)

3

Expertise and collaborative approach

- Involvement of the **English language liaison officer**
 - Expertise: knowledge of the English-speaking community and access processes
 - Support for the project and the implementation of the proposed solutions
- Involvement of the **Quality Department** of the CISSS de la Montérégie-Centre
 - Expertise: frequent performance of several types of satisfaction assessment
 - Logistical support: tools, training - models already available
 - Credibility within the institution
- Involvement of the **Regional Committee** for Access Programmes in the Montérégie
 - In connection with its mandate to monitor the implementation
 - Expertise: population knowledge/service users
 - Offers different views
- Involvement of the **directorates concerned**
 - Expertise: knowledge of services and access processes
 - Responsible for implementing the proposed solutions

4

Evaluation of user satisfaction

- **Why do** we want to assess user satisfaction?
- In what area, location, sector, etc.?
- What are the **limitations** of user satisfaction assessment?
- What **agreements do** we need to get in advance?
- What will the **results of the** evaluation be used for?
- What is the **best tool** to achieve our goal?

5

What is the best tool for assessing user satisfaction?

- The satisfaction **survey**
- The telephone **interview**
- The **focus** group
- The **Mystery Shopper**
- Etc...

6

The satisfaction survey

Positive aspects

- More questions
- Larger number of respondents
- Ease of contacting respondents (e-mail address)

Negative aspects

CISSS is not a specialised survey company

Longer response time

The same comments recur

More complex to analyse and synthesise

7

The telephone interview

- Telephone interviews with a **limited number of users**
- **Interviewers** needed
- Limited to 5-6 questions, 15 minutes
- Dialogue with the user on their service experience
- Allows a better understanding of the user's **experience** (including emotions)
- **User suggestions** for improvement

8

The focus group

- Allows to **gather** (in person, Teams or Zoom) users (5-6) who have an **opinion** on a subject
- 5-6 questions
- Allows for an **exchange** and a **greater number of ideas**
- Send information on the topic and focus group questions in advance
- Requires a **facilitator** and **note-taking** for synthesis

9

The mystery shopper

- The mystery shopper can play the **role** on the phone or in person
- Allows validation of satisfaction with a service (e.g. telephone response)
- The mystery shopper has a request **scenario** and an evaluation grid to complete
- **Ethics** of using a mystery shopper (manager's agreement, team informed of mystery shopper activity)
- Examples of mystery shopping:
 - Mystery shopper in waiting room
 - Telephone request

10

Choice of the method for assessing satisfaction

Clarification of the object of evaluation

- Assessing the satisfaction of **English-speaking people**
- Concerning **the telephone reception of** certain services that will be in the next **access programme**

Method for assessing satisfaction proposed by the Quality Directorate and adopted by the committee

- **Mystery shopper**
- Already done at the CISSS de la Montérégie-Centre - Tools and expertise available

Timing of the assessment

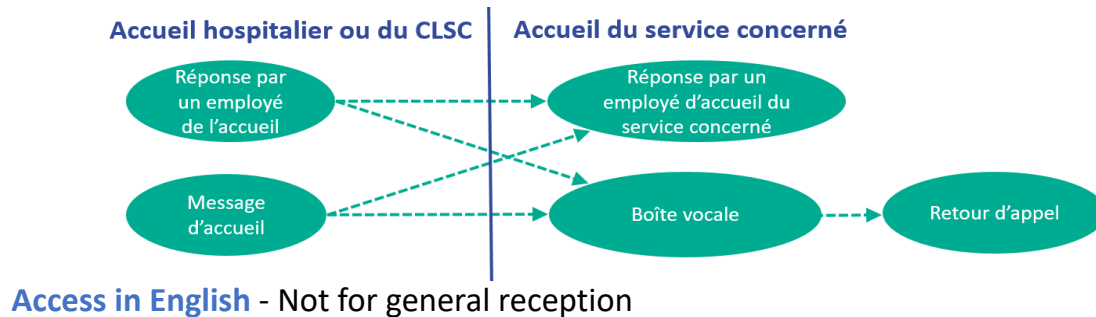
- Before the programme is implemented: **Winter 2023**
- After the implementation of the programme: 2025? 2026?

11

What is targeted in the evaluation

Telephone reception

- Ends when the reception is finalised
- Several aspects to be evaluated



12

The sectors assessed

Prerequisites

- Have already been audited in a previous similar exercise by the Quality Department - tools available, openness to the approach
- Have services that will be in the next access programme
- Agree to participate and contribute to the project

Sectors concerned:

- ✓ Hospital reception
- ✓ CLSC Home



- ✓ Oncology Home
- ✓ Mental Health Home
- ✓ Youth Home
- ✓ Home Support Home

13

Steps carried out by the quality directorate and the liaison officer - **Involvement of the committee and the managers of the directorates concerned**

- Development and choice of scenarios (with committee/managers)
- Development and validation of the question sheet (with committee and managers)
- Selection of members to act as mystery shoppers (with committee)
- Coaching for the role of mystery shopper
- Announcement of the activity to the employees concerned (with managers)
- Conducting mystery shopping activity (with committee)
- Analysis of results (with committee/managers)
- Identification/implementation of areas for improvement (with committee/managers)

14

Examples of possible scenario themes (developed by stakeholders)

- Mother calling because she wants a pregnancy follow-up
- Parent calling because their newborn is losing a lot of weight
- Caregiver calling about her mother who seems to be losing her independence
- Person who wants to contact their speaker but can't remember their name

Many scenarios are already being developed

- managers will validate those that are relevant
- The committee will select those to be used
- The managers and the committee will decide whether to create more

15

Question sheet

- The questions aim to document the **English telephone reception** and the **trajectory/continuity of the** reception. Different possible trajectories
- Example of possible questions:
 - Response by a CISSS employee**
 - Is the responder able to express him/herself in English at the user's request?
 - If not, does it find a way to ensure communication?
 - Whether or not the respondent speaks English, does he or she understand the request made in English?
 - Response by recorded greeting**
 - In the general welcome message, is the English message well positioned? Is it clear?
- The form will be **reviewed by the committee and validated by the managers concerned**

16

Selection of mystery shoppers (Features)

- Can **easily complete a** question **sheet**
- Has a **good memory** for recording relevant information
- Is **neutral**. No preconceived ideas about the service they are calling
- Is not in a complaint process or in **conflict of interest** with the health care institution concerned
- Commits to **confidentiality** throughout and after the activity
- Receives **training** to play the role of mystery shopper

17

Mystery shopper roles (During the activity)...

- Focuses on **understanding the** telephone response when the user is English-speaking
- Uses, as is, the **scenarios** given to it
- Complete the **question sheet**
- Note the **facts throughout the** telephone call (reception, transfer, quality of the telephone response)
- Adds **comments, suggestions for improvement**

18

Following this first evaluation process...

- **Analysis of** the results and synthesis
- Identification of **areas for improvement/solutions**
Taking into account the imponderables
- **Implementation of** proposed solutions. Examples:
 - Decrease the number of menu choices
 - Shorten the length of the welcome message
 - Indicate callback times on the voicemail message
- **Monitoring the implementation of** the proposed solutions
- **Comparative monitoring in a** few years
- Identification of **other objects** of evaluation

19