

# 2018 Consumer Survey Results



## **OBSI consumer survey results**

At OBSI, we are committed to continuously improving our services. The feedback we get from those we serve is important to help us focus our quality improvement initiatives. We send surveys to all consumers who have had a complaint investigated by us. Surveys are sent to consumers approximately 30 days after an investigation is closed.

We want to express our sincere thanks all those who participated in our 2018 surveys for sharing their feedback.

There were more than 260 responses to the consumer survey, representing about 35% of cases closed during the year.

We saw a fairly even distribution of feedback in 2018 between banking (48% of responses) and investment complainants (52% of responses).

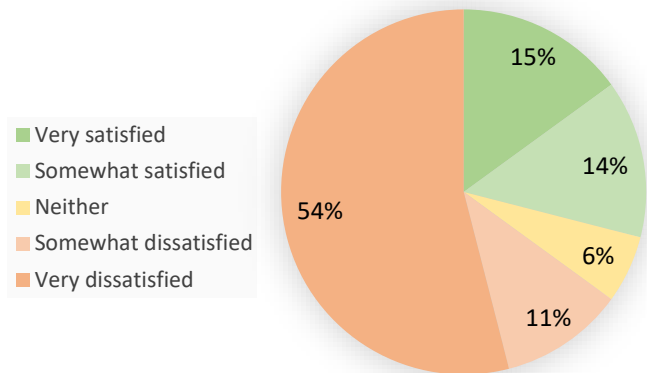
OBSI's consumer survey is one of the tools we are using to continuously improve our service. An overview of the results of this survey was included in our 2018 annual report. In this document, we present the responses to each of the questions in more detail, as well as some of the changes we are making to address the feedback we heard from consumers.

### **Overall satisfaction**

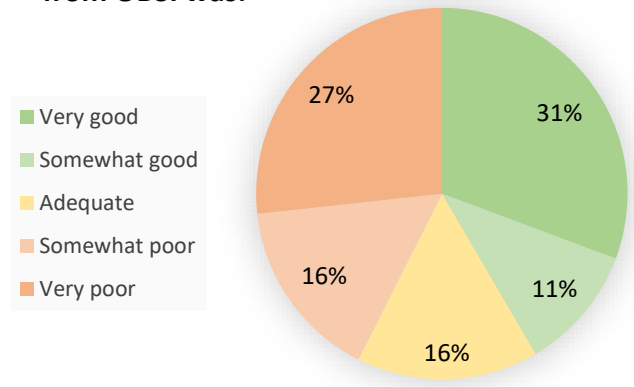
We find, perhaps unsurprisingly, that consumer observations regarding our overall service are strongly influenced by how satisfied consumers are with the outcome of their complaint, and satisfaction with outcome is highly correlated with whether we recommended compensation in a case.

In 2018, we recommended compensation in 32% of the cases that we closed. In the survey, 29% of consumers indicated in that they were very or somewhat satisfied with the outcome of their case. However, we note that 58% of the consumers who responded to our survey say the service they received from OBSI was very good, good or adequate.

### Were you satisfied with the outcome of your complaint?



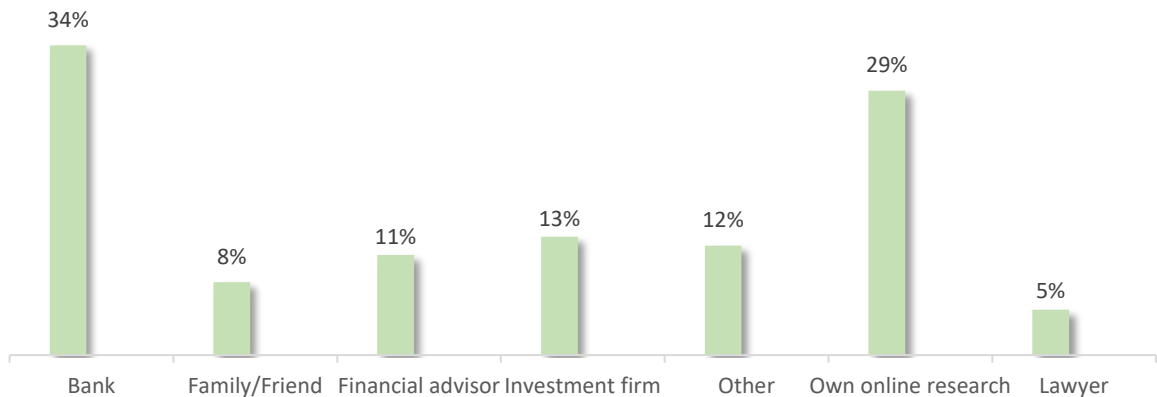
### Overall, do you think the service from OBSI was:



### Finding out about OBSI

All participating firms have an obligation to inform consumers that they can take their complaint to OBSI after receiving a response from the firm or when 90 days have passed. We note that one-third of consumers indicated finding out about OBSI from their bank, 29% from their own research, 13% from their investment firm 11% from their financial advisor. About one-quarter of consumers indicated they had difficulty finding out about OBSI.

### How did you find out about OBSI?

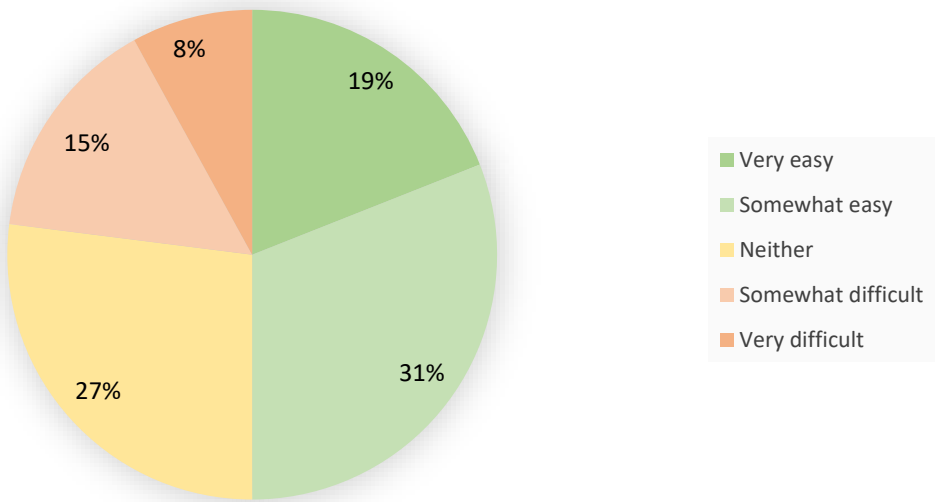


### Communicating with us

The survey asked consumers both, “how did you communicate with OBSI staff?” and “how would you have preferred to communicate with OBSI staff?” and gave them the option to select more than one means of communicating. Most consumers rely on email and the phone to communicate with us. There was a marked shift, however, from relying on mail to email overall, when comparing to previous years.

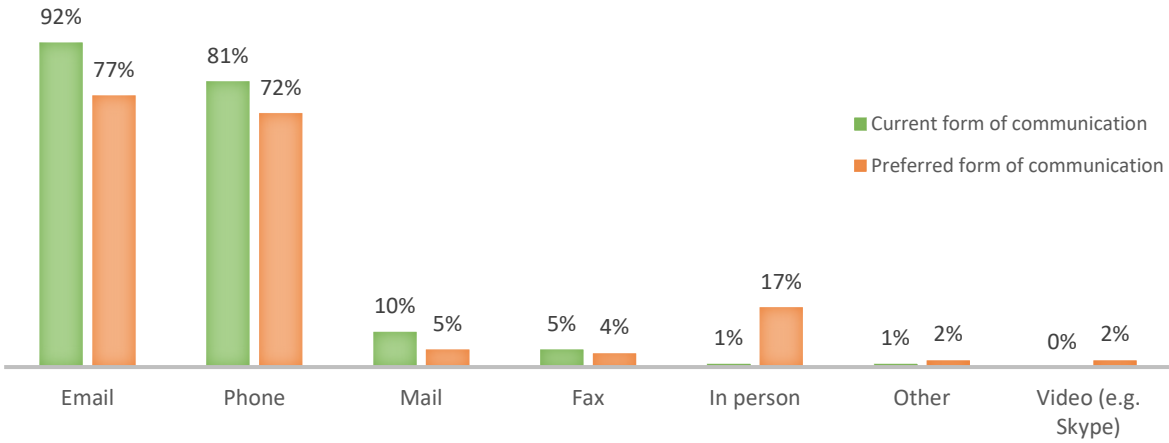
Almost all consumers said OBSI provided the information and help needed to understand the complaint process and the Terms of Reference.

**How easy was it to find out about OBSI and its services?**

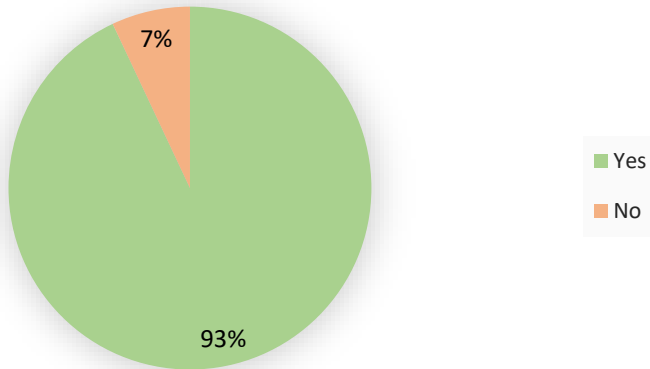


**How consumers communicated with OBSI and how they would have preferred to communicate with OBSI\***

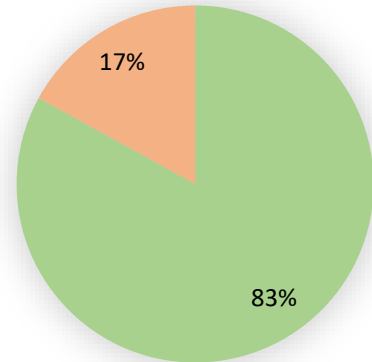
\*Consumers could select more than one option



**Were you provided with information on OBSI's complaint process and Terms of Reference?**



**When you requested assistance with your complaint, did OBSI help you to understand the complaint process and/or its Terms of Reference?**



**Questions about complaint intake and investigation**

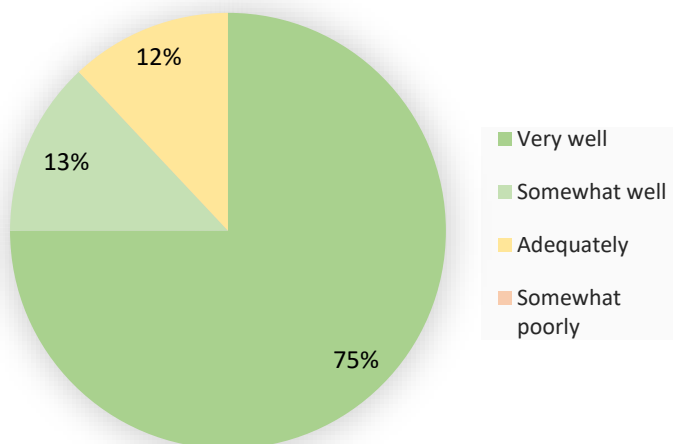
The questions and responses in this section are reported based on consumer satisfaction with the outcome of their case because of how strongly this influences how consumers feel about the service they have received.

Consumers reported positively that they were easily able to navigate the OBSI intake process. Those satisfied with their case outcomes overwhelmingly reported that the OBSI process was easy to understand and follow. Those dissatisfied with their case outcomes were more split.

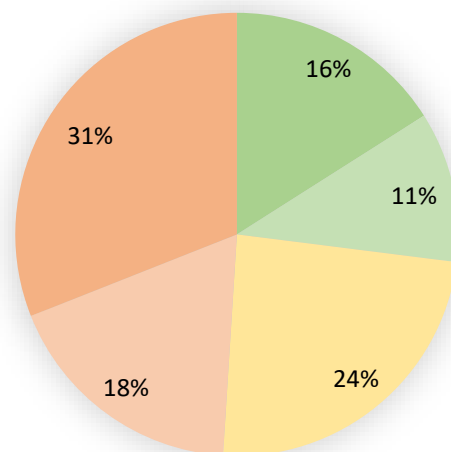
In addition to responding that they were treated with courtesy and professionalism by OBSI staff, most consumers reported OBSI staff were helpful and clearly explained the steps in the investigation process. Most consumers said they were kept informed of the status of their complaint. But some, especially those dissatisfied with the outcome, felt they weren't.

**How well did OBSI staff understand your problem or complaint?**

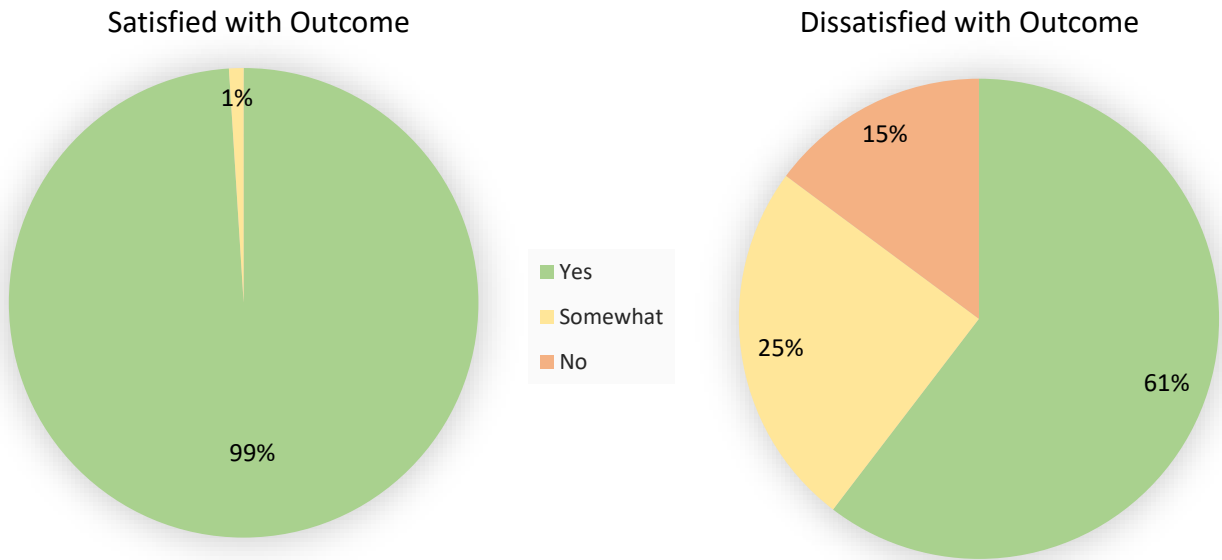
Satisfied with Outcome



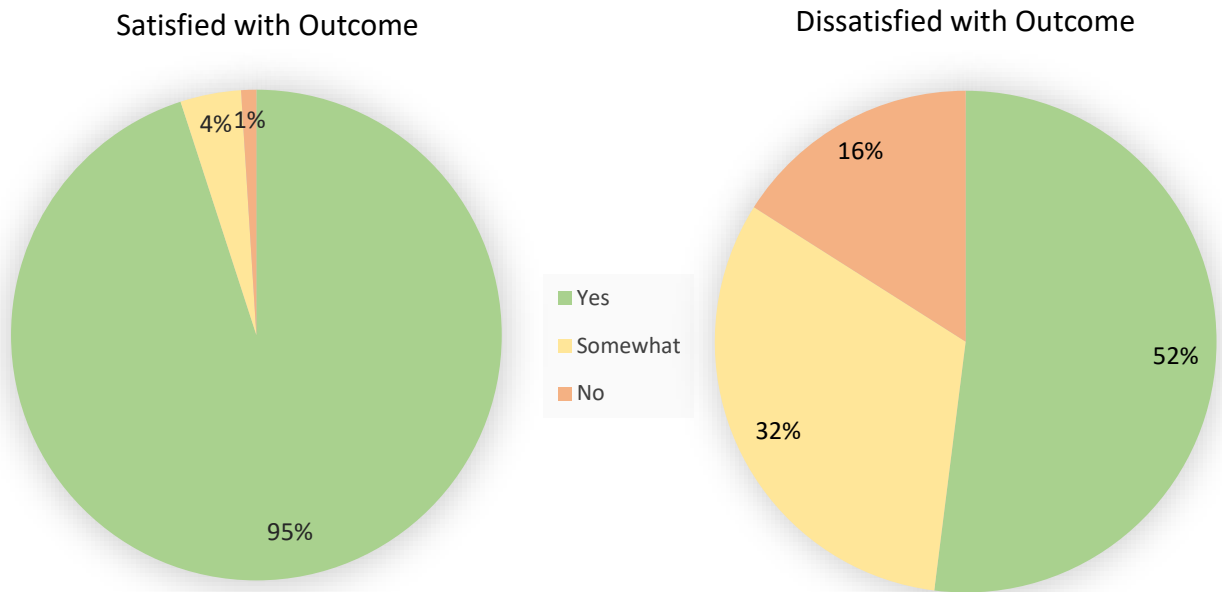
Dissatisfied with Outcome



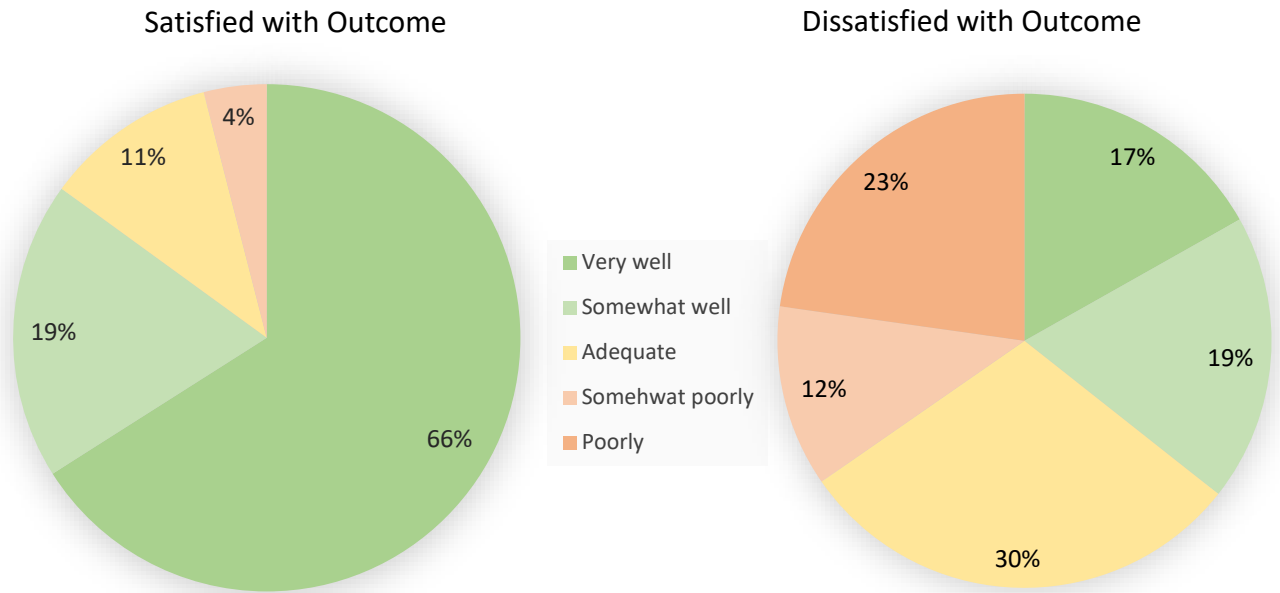
**Were the OBSI staff you dealt with courteous and professional?**



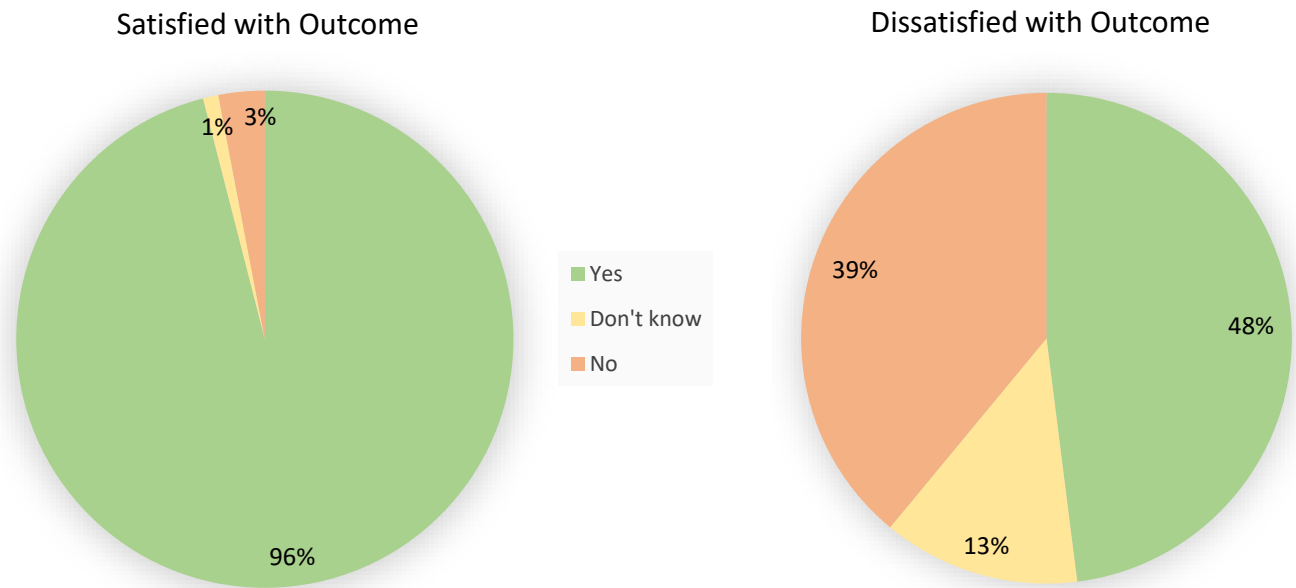
**Did the OBSI staff clearly explain the steps in the investigation process?**



**How well were you kept informed of the status of your complaint?**



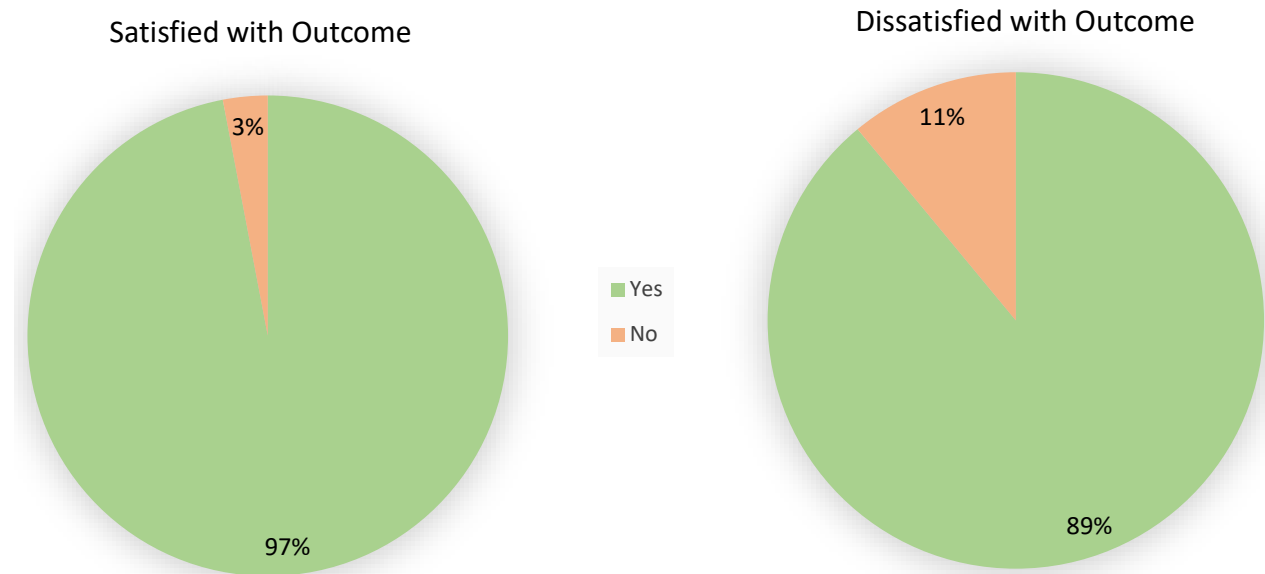
**Did OBSI deal with your complaint promptly? (120/180 explanation included)**



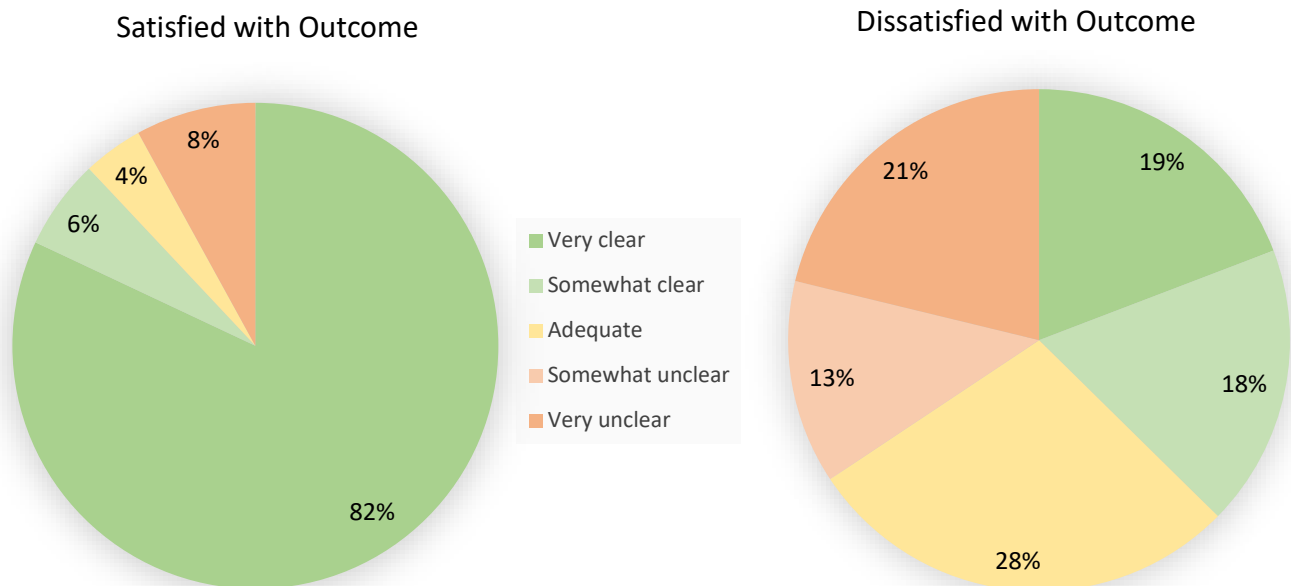
## Questions about case conclusion

Most consumers reported that our process was easy to follow and that their complaints were dealt with promptly. They also reported that our final conclusions are clear. However, among those dissatisfied with their case outcomes, one-third felt the written conclusion was unclear.

### Did OBSI provide you with a final written conclusion or recommendation?



### Was OBSI's final written conclusion or recommendation clear?



## Next steps – continuing our focus on consumer communication

Providing excellent service to all consumers is a priority to OBSI and we are encouraged by the positive overall results of our 2018 consumer survey. Although how consumers feel about our service is likely to always be influenced by their case outcome, our goal is to ensure that regardless of outcome, all consumers who come to us for help feel heard, know that they have been treated fairly, and feel that the outcome of the investigation has been clearly explained to them.

Based on the feedback we have received from consumers this year, we have noted areas where we can improve. It is important for us to provide consumers with information and services they consider helpful. We also want to do what we can to ensure that consumers feel that they are kept informed of the status of their complaint.

To address some of the key findings and feedback we have hear from consumers concerns we will be:

- Auditing our 30-day standard for minimum contact given that some consumers report not feeling well informed about the status of their case. We will review our records to see if the standard has been met or exceeded and consider ways to improve our communications with consumers. We also will be building fields into our case management system to capture contact dates and will be creating dash-board reports, so investigators and managers can more easily monitor case contacts.
- Launching a consumer portal in 2020, which will allow consumers to log in and get updates on their cases in real time online.
- Increasing training and communications efforts to overcome communication barriers. In addition, we are working to ensure that the tone of our verbal and written communications is constructive, professional and clear, building on our recent initiatives to improve the quality and clarity of our letters and other messages.

In the coming months, the new initiatives described above will be introduced. We will continue to survey consumers throughout the year. We also conduct similar surveys of participating firm satisfaction with our services. The feedback provided by both consumer and firm survey respondents is important to help us continue to improve the quality of the service we provide.