



2025 Firm Survey Results



Firm survey 2025 results

Overview

OBSI's annual Firm Survey is one of the tools we use to continuously improve our services. The feedback received is important to helping us understand the experiences of our participating firms and determine the focus of our quality improvement initiatives. OBSI's fiscal year runs from November 1 to October 31. Surveys were distributed in late November 2025.

Who was surveyed?

In 2025, OBSI sent surveys to 277 participating firms, including:

- 210 federally regulated banks and credit unions whether they had a complaint with OBSI or not in the past year
- 67 investment firms that had a complaint handled by OBSI in the past year.

The overall response rate was 41%.

What was asked?

We asked qualitative and open-ended questions to collect firm feedback about our overall service and staff performance. Comment boxes were available at the end of each question or section for additional remarks. Our survey questions were unchanged from the previous year. As with our consumer surveys, we expect a certain degree of outcome bias to influence the feedback we receive.

Survey results

Overall, the 2025 firm survey results show positive feedback across both sectors.

Many firms commented favourably on the professionalism and courtesy of our staff, the clear delivery of our written conclusions or recommendations, and the effectiveness of staff in providing a resolution to client complaints.

Additionally, we received favourable ratings for staff's knowledge about applicable laws and regulations, good understanding of the firms' applicable policies and adherence to our Terms of Reference when dealing with complaints.

Most firms agreed that we added value to their firm's complaint-handling process and the majority said OBSI kept them informed during all its stages.

The survey results below are filtered by responding banks and responding investment firms. We used a rating of favourable, neutral, and unfavourable to present the responses to most of our survey questions. Firm responses where 'not applicable' was selected are not included. Percentages may not total 100 due to rounding.

OBSI OVERALL SERVICE	Sector	Favourable	Neutral	Unfavourable
OBSI dealt promptly with complaints concerning our firm.	Banking	69%	23%	8%
No/Yes/Somewhat	Investments	84%	16%	0%
OBSI provided a final written conclusion or recommendation within 120 days for all banking-related complaints or 180 days for all investment-related complaints. No/Yes	Banking	85%		15%
	Investments	100%		0%
OBSI staff who investigated the complaint(s) were knowledgeable about applicable laws and regulations. No/Yes	Banking	85%		15%
	Investments	95%		5%
OBSI staff demonstrated a good understanding of our firm's applicable policies. No/Yes	Banking	85%		15%
	Investments	95%		5%
OBSI's final written conclusions or recommendations were written in clear, simple and not misleading language. No/Yes	Banking	92%		8%
	Investments	100%		0%
OBSI followed its Terms of Reference and its procedures for dealing with complaints. No/Yes	Banking	92%		8%
	Investments	100%		0%

OBSI STAFF	Sector	Favourable	Neutral	Unfavourable
OBSI's staff was courteous and professional. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	100%	0%	0%
	Investments	100%	0%	0%
OBSI's staff promptly answered our firm's questions. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	77%	8%	15%
	Investments	100%	0%	0%
OBSI's staff clearly explained the complaint-handling process. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	75%	25%	0%
	Investments	100%	0%	0%
OBSI's staff kept our firm informed during all stages of the complaint process. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	85%	0%	16%
	Investments	100%	0%	0%
OBSI's staff was effective in providing a resolution for our client's complaint(s). Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	83%	8%	8%
	Investments	95%	0%	5%
OBSI added value to our firm's complaint handling process. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	85%	0%	16%
	Investments	74%	16%	11%
OBSI's staff clearly explained our firm's membership fee. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	73%	18%	9%
	Investments	79%	14%	7%
It was easy to contact OBSI for membership-related inquiries. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	81%	18%	0%
	Investments	92%	0%	7%
OBSI's staff kept our firm appropriately informed on important developments concerning OBSI policy. Strongly disagree/Somewhat disagree/Neither agree nor disagree/Somewhat agree/Strongly agree	Banking	77%	15%	8%
	Investments	94%	6%	0%

OBSI OUTREACH & COMMUNICATIONS					
Please indicate how useful OBSI's outreach activities and communications were to your firm.		Sector	Very useful	Somewhat useful	Not useful at all
Website		Banking	73%	27%	0%
Not useful at all/Somewhat useful/Very useful/Not applicable		Investments	59%	41%	0%
e-Newsletter		Banking	38%	63%	0%
Not useful at all/Somewhat useful/Very useful/Not applicable		Investments	57%	43%	0%
Social media		Banking	0%	67%	33%
Not useful at all/Somewhat useful/Very useful/Not applicable		Investments	29%	43%	29%
Case studies		Banking	50%	50%	0%
Not useful at all/Somewhat useful/Very useful/Not applicable		Investments	67%	27%	7%
In-person meetings/seminars		Banking	40%	60%	0%
Not useful at all/Somewhat useful/Very useful/Not applicable		Investments	67%	33%	0%

FIRM PORTAL					
		Sector	Favourable	Neutral	Unfavourable
Have you used OBSI's Firm Portal to access or share information about client complaint(s)?		Banking	92%		8%
No/Yes		Investments	89%		11%
How easy was it to use the Firm Portal?		Banking	92%	0%	8%
Very difficult/Somewhat difficult/Neither difficult nor easy/Somewhat easy/Very easy		Investments	82%	6%	12%

Next steps

Preliminary assessment of the results indicates the need for additional improvements to our Firm Portal, to help firms understand our approach to fees and to continue to focus efforts on managing case timeliness.