

# PLUGGED IN

SPECIAL EDITION

November 2007



## Survey Says...

### Overall Contractor Satisfaction Index for ESA is 70

The Electrical Safety Authority (ESA) has regularly conducted electrical contractor satisfaction surveys with contractor customers. Over the years survey vehicles have been modified to gather data about new product and service offerings, but this year ESA worked in tandem with the Contractor Advisory Committee (CoAC) to develop a more comprehensive contractor satisfaction survey.

The development of this new survey was driven by the CoAC to establish a new baseline for satisfaction and provide ESA with some areas of short, medium and long-term focus using a new set of contractor-driven questions and a new approach to conducting the survey. Research firm Millward Brown was retained to work with the CoAC and ESA.

A third-party consultant gathered feedback from contractors that was used to develop the survey categories and questions. A total of nine contractor focus groups were conducted across the province, including one with CoAC members. Survey categories surfacing from the focus groups included these core areas of ESA's business: Application Process, Communication, Corporate Performance, Customer Service Centre, Fees, Inspectors, Training, and Technical Advisors.

In the spring, survey activity was initiated and 5,000 ESA customers were contacted to participate in a telephone interview. A total of 1,182 telephone interviews were completed. The survey company was very pleased with the level of engagement and the willingness of contractors to share their views. Survey participants responded to a series of 55 questions/statements and rated ESA's performance on each ranging from "I Strongly Agree" to "I Strongly Disagree". Millward Brown converted each response to a numerical value out of a possible score of 100 to calculate overall satisfaction index for each core area and for the overall business performance.

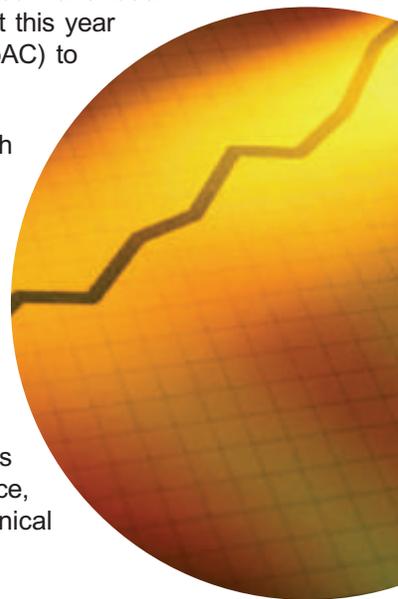
The findings from this survey:

- Established a new satisfaction benchmark for the business
- Clarified issues that impact contractors' satisfaction with ESA
- Identified areas of concern that ESA should address in order to improve contractor satisfaction

A summary of the findings from the Millward Brown research is included in this issue of "Plugged In".

### Next Issue

- Recalls
- Code Changes
- Licensing Update
- Contractor Information Sessions



**Electrical  
Safety  
Authority**

www.esasafe.com  
1-877-esa-safe

# The Results

The overall satisfaction index score for ESA is 70 out of a maximum possible score of 100.

Satisfaction indices for the key service areas that contractors identified were:

Service Area	Index
Application Process	75
Customer Service Programs	73
Inspectors	72
Other ESA Training	72
Corporate Performance	71
Technical Advisor Service	68
Code Training	67
Communication	65
Fees	61

The overall satisfaction index for ESA varied from 70 based on specific contractor profile breakdowns as follows:

ACP Contractors	72
ECAO Members	71
Non-Represented	70
OEL Members	69
Non-ACP Contractors	69

Service areas that contractors identified as being low impact drivers to satisfaction are in the left-side boxes of the chart. These areas are not as important to contractors and are less likely to impact overall satisfaction. Improving these areas likely won't impact satisfaction in a positive way, but could reduce overall satisfaction if mismanaged or neglected.

**Low Impact Strengths** - ESA is thought to be doing a good job in these areas but they are not as important to contractors.

**Application Process:** The performance areas most likely to influence satisfaction include:

- notification number is provided within 48 hours
- easy to phone in a request for a permit
- easy to check the status of a permit using the automated phone system

*Opportunity - the on-line application program offers room for improvement.*

**Customer Service Centre:** The performance areas that rated highest include:

- courteous
- calls are answered quickly
- knowledgeable about fees

*Opportunity - representatives could work to improve their understanding of contractor needs.*

**Training:** The performance areas most likely to influence satisfaction include:

- instructors are knowledgeable
- training on subjects other than the Code is valuable

*Opportunity - contractors are interested in non-Code-related training, and offering affordable training for groups.*

**Low Impact Weaknesses** - These areas are of lowest importance to contractors, and rated lowest in terms of satisfaction.

**ACP Program:** The performance areas that rated highest include:

- the program works well
- the program is fair to contractors

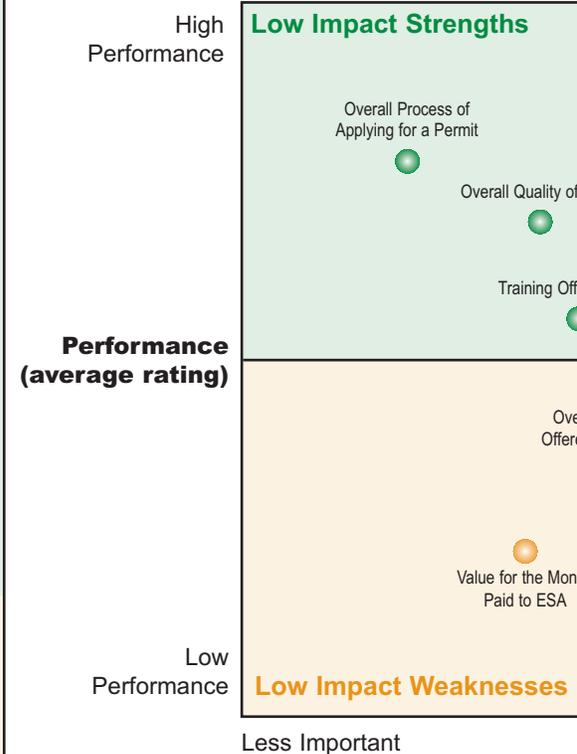
*Opportunity - clarify the qualifications for membership.*

**Fees - Value for Service:** The performance areas most likely to influence satisfaction include:

- fees for inspection services are clear
- fees for inspection services are consistent

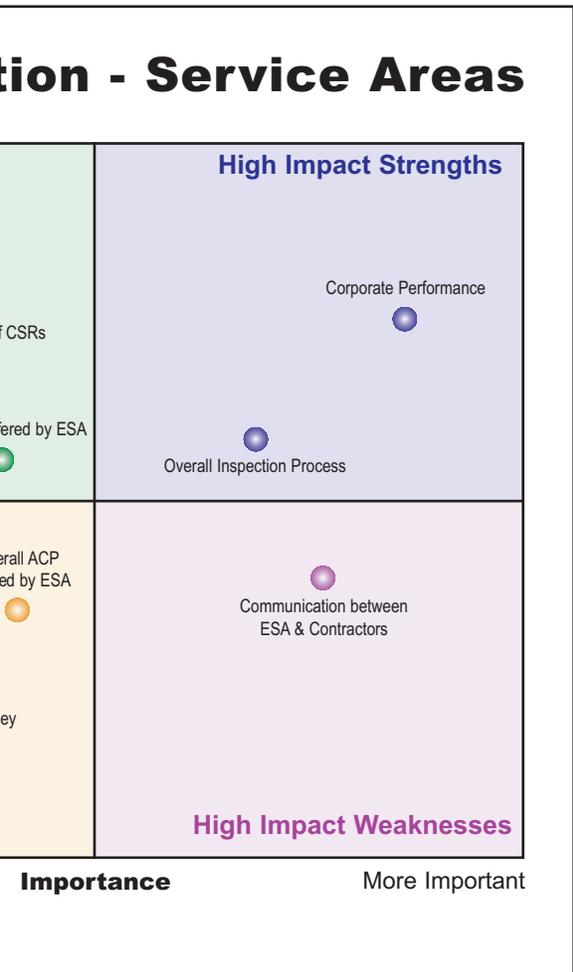
*Opportunity - ensure contractors see value for the money paid.*

## Drivers of Satisfaction



To support ESA's commitment to improving customer satisfaction Millward Brown's research not only measured contractor **satisfaction with ESA**, but it also told ESA what was **important to contractors**. In the "Drivers of Satisfaction - Service Areas" chart below, Millward Brown has plotted satisfaction scores against importance ratings to illustrate high and low impact drivers of satisfaction. This information will be used to assist ESA in prioritizing efforts to address service areas of greatest concern to contractors.

Service areas that contractors identified as being high impact drivers to satisfaction are in the right-side boxes of the chart. These areas are most important to contractors and are likely to impact overall satisfaction. Improving these areas has the greatest potential to increase overall satisfaction with ESA.



**High Impact Strengths** - These areas are important to contractors, and the satisfaction index indicates ESA is performing well.

**Corporate Performance:** The performance area that rated highest includes:

- easy to do business with
- Opportunity -*
- improve understanding of contractor business needs (customer-focused).
- increase operating efficiency.

**Inspections:** The performance areas that rated highest include:

- inspectors respect the business needs of contractors
- inspectors are prepared to listen if contractors have questions
- Opportunity -*
- ensure inspectors interpret the Code consistently.
- increase the ease with which inspectors can be contacted.
- improve inspection schedules/scheduling.

**High Impact Weakness** - this area is important to contractors and ESA is underperforming.

**Communication:** The performance area that rated highest includes:

- uses effective methods to communicate with contractors
- Opportunity -*
- increase face-to-face communication with contractors.
- ask for contractor input when making decisions.
- keep contractors informed on product recalls.

## ESA Responds to Survey Findings

As a result of the Contractor Satisfaction Survey findings, ESA has initiated activities to improve communication with contractors given its importance to contractors and the low satisfaction rating this area received. ESA plans to increase efforts to respond to contractor needs through established channels:

1. More face-to-face meetings
  - ✓ In 2005, ESA hosted 27 contractor meetings with 500 attending across the province. In 2006, 36 meetings have attracted more than 900 attendees. ESA plans to continue these sessions in spring 2007, and is identifying other opportunities to increase face-to-face contact with contractors.
  - ✓ ESA representatives will work to increase attendance at local Association meetings and conferences.
2. ESA solicits input from contractors through
  - ✓ the Contractor Advisory Council (CoAC) and Provincial Code Committee
  - ✓ inspector representation at OEL Chapter meetings
  - ✓ ESA representation at local Association meetings and conferences
  - ✓ regional contractor meetings
  - ✓ ongoing consultation with stakeholders, including contractors, to support changes to regulation - Electrical Contractor and Master Electrician Licensing
  - ✓ communication feedback channels such as ESA's corporate website at [www.esasafe.com](http://www.esasafe.com), our "Plugged In" newsletter at [plugged.in@electricalsafety.on.ca](mailto:plugged.in@electricalsafety.on.ca), and [esa.feeschedule@electricalsafety.on.ca](mailto:esa.feeschedule@electricalsafety.on.ca)
  - ✓ surveys
3. ESA posts product recalls at [www.esasafe.com](http://www.esasafe.com) and will consider other options such as "Plugged In" to list new recall notices.

In addition, ESA will work to maintain and improve contractor satisfaction with the Inspection Process and Corporate Performance given that contractors rated these areas as important in the survey.

Improvements to the Inspection Process will focus on:

1. Consistent Code interpretation
  - ✓ yearly Code training will continue for all inspectors
  - ✓ new inspector orientation and Code training, including in-class and field instruction
2. Ensuring inspectors make their scheduled appointments
  - ✓ In 2006, ESA hired and trained 17 new inspectors, and plans to introduce and train at least 17 additional new inspectors in late 2006
  - ✓ ESA continues to introduce improvements to the Fieldworker computer system to utilize inspector time more effectively
  - ✓ ESA is exploring the new ways of assigning inspector work to gain greater efficiencies

ESA will never lose sight of its corporate obligations and overall corporate performance.

1. The strategic business direction focuses on safety and operational excellence - this drives all business action plans.
2. Enhanced communication with customers will be used to assist ESA in better understanding and responding to customer needs.

**We'd like your input. Please send us your comments to:**  
**[Plugged.In@electricalsafety.on.ca](mailto:Plugged.In@electricalsafety.on.ca)**



**Electrical  
Safety  
Authority**

[www.esasafe.com](http://www.esasafe.com)  
1-877-esa-safe