

Ombudsman's Message

Measuring success through our customers' voice

With 3,708 in-depth investigations successfully completed in 2009—a six per cent increase over 2008—we issued more than 2,000 recommended resolutions to Canada Post, 64 per cent of which required the Corporation to take additional corrective action to satisfactorily resolve the customers' postal-service issues. A detailed view of the 2009 complaint-investigation trends is included in our annual report, which is available at www.ombudsman.postescanadapost.ca.

While we pride ourselves on meeting and, in many cases, exceeding our key performance indicators, we also recognize that the true value of our services can be measured only from the customer's perspective. To enable us to hear clearly what our customers are saying about our service—and what changes they feel are needed—in January 2009, we launched our own Customer Insight program. In asking customers about their experiences when dealing with our Office, the program puts the voice of our customers at the forefront of our operations in a factual and objective manner. This enables us to pinpoint and prioritize opportunities for improvement that actually matter to the customer without compromising the standards of practice espoused by the Ombudsman profession.

On a scale of one (poor) to 10 (excellent), our average customer experience rating was:

- 8.4 for the complaint-intake process;
- 9.0 for the case manager assigned to the investigation of the complaint; and
- 7.5 for the Office of the Ombudsman in general.

The *Canadian Postal Service Charter*, released in 2009, reinforces the role of the Ombudsman in ensuring that all Canadians have a fair and independent means of recourse if they feel that Canada Post has not lived up to its service commitments.

We believe that the ultimate measure of value is derived from our customers' likelihood to recommend our services to others. Our rating in this category was 7.5, a healthy vote of confidence given that the outcome of our investigations does not always support what the customers initially expect as a fair resolution to the problem they experienced with the postal service.

Despite the fact that we conducted 214 more investigations year over year, our ability to improve our final response time to customers by four per cent year over year is a tribute to the competence of our staff and its unwavering commitment to our ambitious business-excellence goals. It is also a tribute to the outstanding collaboration and timely support we enjoy in the course of our investigations from the Canada Post organization.

Thanks to the rich data that we have collected and analyzed through our Customer Insight program and our continued focus on process excellence, I am confident that we are well positioned to deliver the high level of quality service that Canadians deserve from our Office.



Nicole Goodfellow

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