

**NARRATIVE**  
RESEARCH

## 2021 Employers Study

Draft Summary Report Prepared for:

Workers Compensation Board of Prince Edward Island



December 2021

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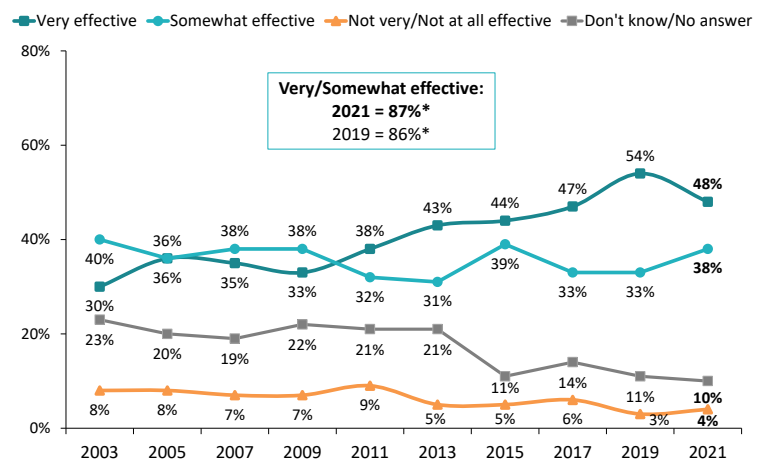


The Workers Compensation Board (WCB) of Prince Edward Island commissioned Narrative Research (formerly known as Corporate Research Associates, Inc.) to evaluate the service performance of the WCB from the perspective of one of its key client groups, namely registered employers. The 2021 Employers Study is designed to obtain feedback from employers with respect to the service they receive from the WCB. This is the tenth iteration of this study, which has been conducted every two years beginning in 2003. A quantitative research study was undertaken in 2021 consisting of 500 random telephone surveys with a representative sample of employers from the WCB’s employer database. A sample of this size drawn from this population of the WCB’s database would be expected to provide overall results accurate to within ± 4.4 percentage points (in 95 out of 100 samples). This survey was administered by telephone from September 27 to October 14, 2021.

### Effectiveness of the WCB

A robust majority of PEI employers continue to perceive the WCB as ‘very effective’ or ‘somewhat’ effective. Overall, a combined 87 percent employers believe the WCB is effective in providing service, including four in ten employers who believe the WCB is ‘somewhat’ effective in this regard, and nearly one-half who believe it is ‘very’ effective. Of note, the proportion viewing the service to employers as ‘very effective’ has declined slightly this year for the first time since 2009, although the overall results remain quite strong. Meanwhile, four percent of employers say the WCB is not very or not at all effective, on par with the preceding wave. Consistent with results observed over the last two years, one in ten employers do not offer a response.

### Effectiveness in Providing Service to Employers



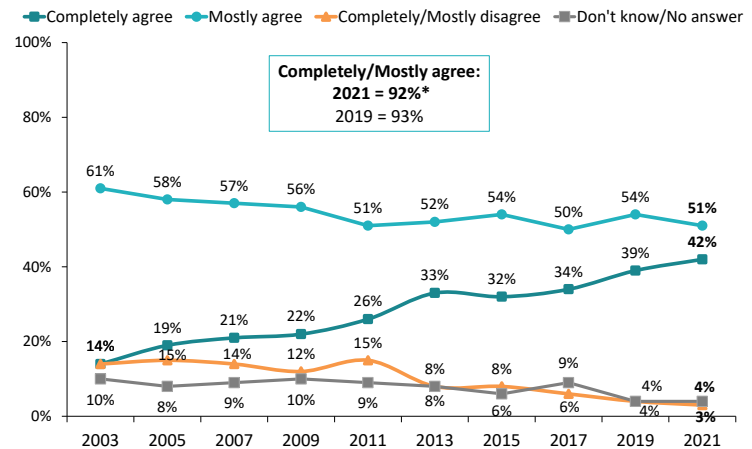
Q.2: How effective is the WCB specifically in terms of providing service to you? Do you think the WCB is very effective, somewhat effective, not very effective, or not at all effective? (n=500) \*Due to rounding.



## Fairness to Employers

Nearly all PEI employers continue to agree that the Workers Compensation Board is fair to PEI employers. Meanwhile, disagreement with this statement remains at an all-time low.

### Workers Compensation on PEI is Fair to Employers

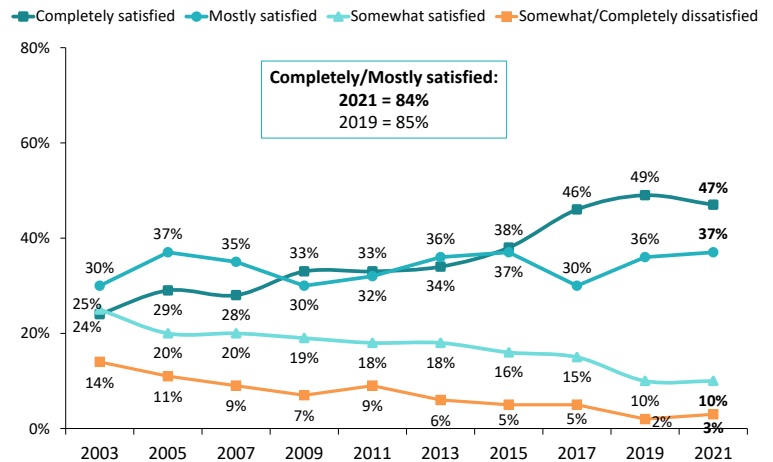


Q.5: Please indicate whether you completely agree, mostly agree, mostly disagree, or completely disagree with the following statement: Workers Compensation on PEI is fair to employers? (n=500) \*Due to rounding.

## Satisfaction with the WCB

A steady and strong majority of employers are satisfied with the WCB overall. Consistent with the 2019 results, more than eight in ten employers are currently either completely or mostly satisfied with the WCB, including nearly one-half that is completely satisfied. Very few employers are dissatisfied with the WCB.

### Overall Satisfaction with WCB



Q.3: And overall, are you completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with the WCB? (n=500)

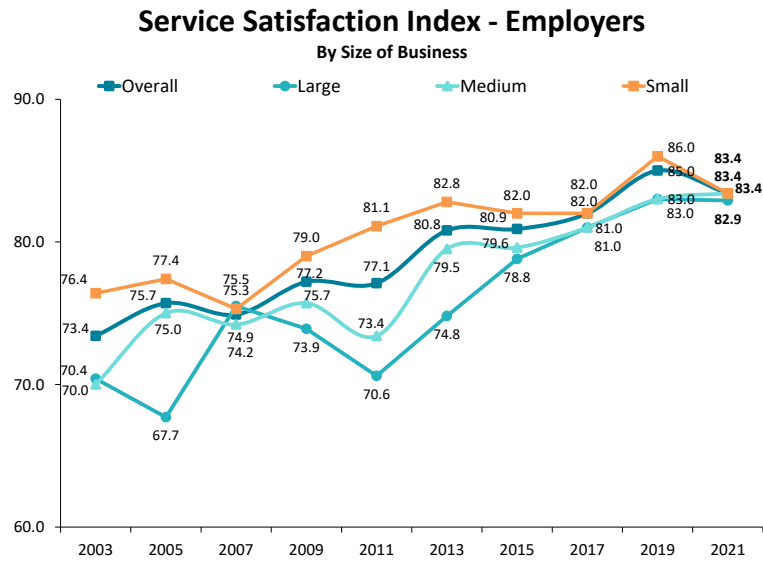
A regression analysis was performed to identify key drivers of overall satisfaction with the WCB. This year, overall satisfaction with the WCB is driven by perceptions regarding the *accessibility of WCB staff, fair assessment of employers on their claims cost experience by the WCB, and perceived fairness of WCB to employers*. As discussed in previous years, the term “fairness” is open to interpretation and thus makes it a difficult construct to target and improve. Accordingly, Narrative Research again performed an additional regression to better understand the underpinnings of perceived fairness among employers. The regression analysis for 2021 identified three variables as significant drivers of the WCB’s perceived fairness, namely: perceptions on the *clarity of letters received from the WCB; whether the WCB assesses employers fairly based on claims cost experience; and whether the WCB does a good job of keeping employers informed*.



## WCB Service Satisfaction Index

To provide a method for tracking the WCB’s performance with respect to opinions of employers, an Index was created in 2003 that combined key aspects of the WCB’s service to employers.

Currently, the WCB’s Service Satisfaction Index stands at 83, down 2 points from 2019, just shy of the highest level ever recorded.



## Evaluating the WCB’s Service

Consistent with previous years, WCB staff members’ ability to answer questions is rated the most *critically important* factor when evaluating service provided by the organization. One in seven employers rate this factor as *critically important*, while approximately six in ten employers rate the clarity of letters, accessibility, and promptness as *critically important*. One-half of employers indicate reporting, politeness, and frequency of contact as *critically important*. Approximately four in ten employers also consider other administrative requirements to be *critically important*.

Importance of Evaluating WCB’s Services % Critically Important										
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021
Ability to answer questions	62%	67%	64%	63%	65%	68%	63%	65%	67%	69%
Clarity of letters	63%	61%	62%	56%	57%	61%	60%	60%	61%	64%
Accessibility	51%	58%	53%	56%	53%	59%	56%	60%	58%	63%
Promptness	52%	59%	53%	54%	53%	59%	55%	60%	58%	58%
Politeness	48%	45%	49%	48%	44%	50%	50%	47%	47%	48%
Frequency of contact	34%	35%	34%	36%	34%	41%	42%	45%	40%	48%
Reporting	39%	43%	51%	42%	43%	49%	45%	47%	44%	50%
Other administrative requirements*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	33%	34%	39%

Q.6a-h: How important are each of the following in terms of evaluating the service provided by the WCB? Would you say [READ AND ROTATE STATEMENTS] is critically important, important, but not critical, not very important, or not at all important? (n=500) \*New in 2017.



## Employer Services

Employers continue to offer high ratings of various aspects of WCB services, on par with those reported in 2019. At least eight in ten employers are satisfied with the various aspects of WCB services examined in the research. Commendably, all seven aspects examined yield almost identical (and high) ratings to those recorded in 2019. Nine in ten employers are satisfied with politeness. Just slightly fewer are satisfied with the clarity of letters, clarity of forms, and length of time to handle administrative aspects. Eight in ten are satisfied with the ability to answer questions, while similar proportions are satisfied with accessibility, and promptness.

Satisfaction Rating with WCB's Services										
% Completely/Mostly satisfied										
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021
Politeness	76%	76%	77%	78%	80%	83%	87%	84%	89%	<b>88%</b>
Clarity of letters	74%	76%	73%	88%	74%	80%	84%	84%	87%	<b>87%</b>
Clarity of forms	67%	74%	67%	77%	77%	77%	77%	82%	85%	<b>84%</b>
Length of time to handle administrative aspects	n/a	n/a	n/a	n/a	n/a	77%	84%	82%	84%	<b>84%</b>
Ability to answer questions	66%	71%	67%	73%	75%	75%	81%	76%	82%	<b>82%</b>
Accessibility	70%	73%	68%	74%	75%	78%	80%	78%	81%	<b>82%</b>
Promptness	67%	72%	69%	72%	75%	76%	78%	75%	82%	<b>81%</b>

Q.7a-g: Next, please indicate whether you are completely satisfied, mostly satisfied, somewhat satisfied, somewhat dissatisfied, or completely dissatisfied with the following statements. Please mention if a specific statement does not apply to your organization. (n=500)

## Gap Analysis

By collecting ratings of importance and satisfaction it is possible to conduct a statistical gap analysis that compares clients' *expectations* on a set of service factors, on one hand, with an *organization's performance* on those same factors, on the other hand. Gap scores are calculated as the percentage of clients who rate a factor as critically important and are less than completely satisfied with performance on that factor. Higher gap scores indicate greater gaps between expectation and performance, and represent areas in which attention could be focused to achieve organizational improvement. Compared with 2019, the gap scores this year generally remain on par, with the exception of *clarity of letters* and *length of time to handle administrative aspects* which both increased very slightly. Four factors have relatively similar gap scores in the 23%-27% range: *ability to answer questions*, *clarity of letters*, *accessibility*, and *promptness*. *Politeness* and *length of time to handle administrative aspects* have comparatively smaller gap scores.



## Assessment and Rating System

Again this year, most employers offer favourable ratings of the WCB’s assessment and rating system. Specifically, over nine in ten employers agree the WCB does a good job of keeping them informed, and that the workers’ compensation on PEI provides a benefit to employers, on par with 2019 results. Reflecting improvement since 2019, a record high 86 percent of employers agree that the WCB assesses employers fairly based on their claims cost experience (up 3 percentage points since 2019). Consistent with 2019, over eight in ten employers also indicate that WCB clearly explains the assessment system.

Assessing the WCB’s Service % Completely/Mostly agree										
Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021
The WCB does a good job of keeping me informed	78%	84%	76%	81%	82%	87%	94%	91%	93%	<b>93%</b>
Workers’ compensation on PEI is providing a benefit to employers	81%	83%	86%	85%	86%	85%	87%	88%	92%	<b>93%</b>
The WCB assesses employers fairly based on their claims cost experience	64%	64%	71%	74%	71%	73%	78%	75%	83%	<b>86%</b>
The WCB clearly explains the assessment system	75%	74%	78%	77%	78%	80%	81%	79%	84%	<b>84%</b>

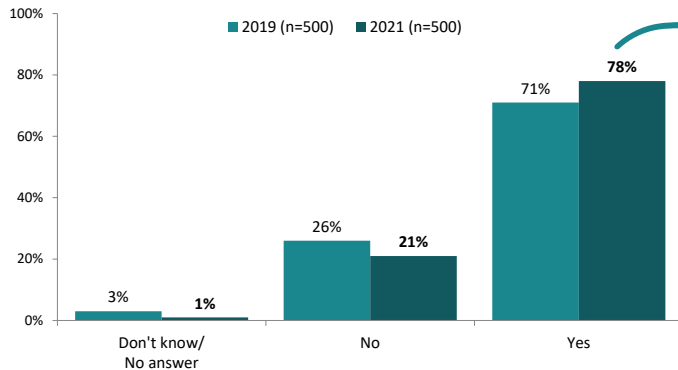
Q.8a-d: I would now like to ask you to agree or disagree with a few statements about the WCB. For each statement, please indicate whether you completely agree, mostly agree, mostly disagree, or completely disagree that....: (n=500)



## Online Services/Website

Nearly eight in ten employers have used WCB’s online services or visited its website, up seven percentage points compared to 2019. Use is even more elevated among employers outside the province (94%). Satisfaction with WCB’s online services is robust. Eight in ten employers who have availed themselves of WCB’s online services or website are satisfied with WCB’s online services.

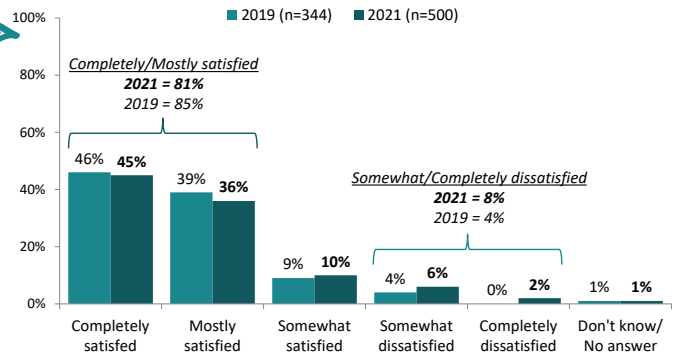
### Company Has Used WCB’s Online Services or Visited Website



Q.12: To the best of your knowledge, has your company ever used the WCB’s online services, or visited the WCB’s website for any reason? *Question is new in 2019.*

### Satisfaction with WCB’s Website or Online Services

Among Those Who Have Used the Organization’s Online Services or Visited Website



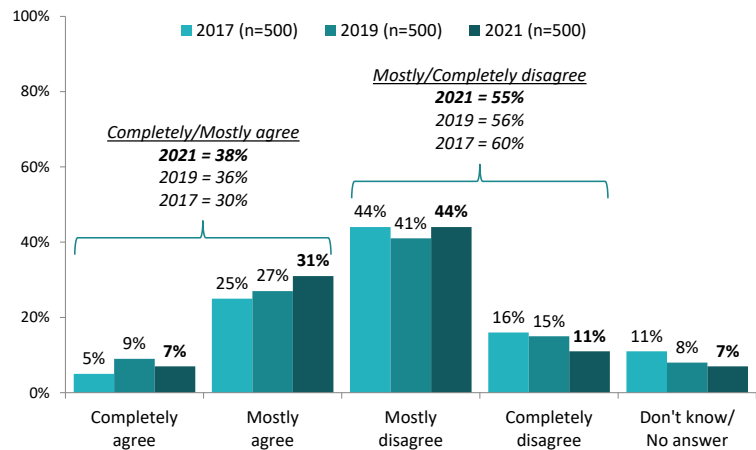
Q.13: [IF 'YES' IN Q.12] And were you completely satisfied, mostly satisfied, somewhat dissatisfied, or completely dissatisfied with the WCB’s website or the WCB’s online services, the last time you used the organization’s website or online services? *Question is new in 2019. Slight question wording change in 2021.*

## Conducting Business with the WCB

Just over one-half of employers do not agree that there is a lot of ‘red tape’ in their organization’s interactions with the WCB.

Meanwhile, nearly four in ten employers agree they do experience some administrative issues in their organization’s interactions with the WCB. These results are on par with those from 2019. Employers from outside the province are less likely than employers in other regions to report experiencing red tape.

### Administrative ‘Red Tape’ in Interactions with the WCB



Q.9: All things considered, do you completely agree, mostly agree, neither agree/disagree, mostly disagree, or completely disagree that there is a lot of administrative ‘red tape’ in your organization’s interactions with the WCB? *Question is new in 2017.*

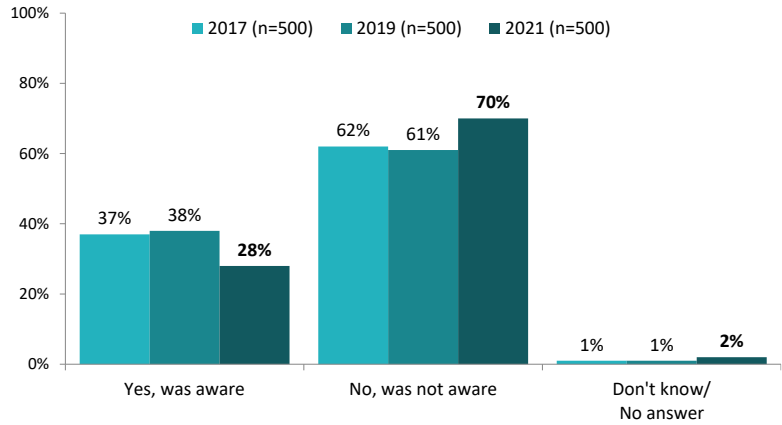


## Education Consultant

Awareness that the WCB has an Education Consultant who provides free workshops has decreased notably since 2019.

Seven in ten employers are not aware that WCB has an Education Consultant who provides free workshops to employers and workers on various occupational health and safety topics, up nine percentage points relative to 2019.

### Aware That WCB Has Education Consultant Providing Free Workshops on Occupational Health and Safety



Q.11: And prior to today, were you aware that the WCB has an Education Consultant who provides free workshops to employers and workers on various occupational health and safety topics? *Question is new in 2017.*