



**NARRATIVE**  
RESEARCH

## 2019 Employers Study

Summary Report Prepared for:  
**Workers Compensation Board of Prince Edward Island**



January 2019

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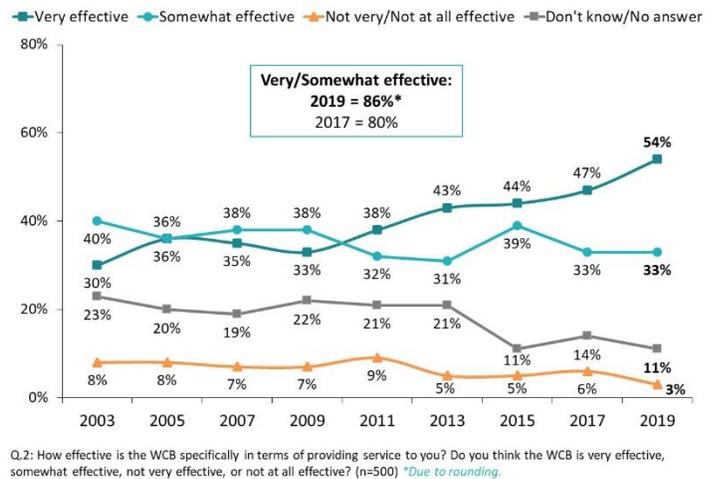


The Workers Compensation Board (WCB) of Prince Edward Island commissioned Narrative Research (formerly known as Corporate Research Associates, Inc.) to evaluate the service performance of the WCB from the perspective of one of its key client groups, namely registered employers. The **2019 Employers Study** was designed to obtain feedback from employers with respect to the service they receive from the WCB. This is the ninth iteration of this study, which has previously been conducted every two years beginning in 2003. A quantitative research study was undertaken 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 the 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 October 21 to November 5, 2019.

### Effectiveness of the WCB

The percentage of PEI employers who say the WCB is very effective in providing service is at an all-time high. Specifically, 86 percent of employers believe the WCB is effective in providing service, and over one-half of employers believe the WCB is very effective in this regard. Of note, the proportion viewing the service to employers as very effective has steadily been increasing since 2011. Meanwhile, three percent of employers believe the WCB is not at all effective which is a decline compared with previous findings. One in ten employers did not offer a response.

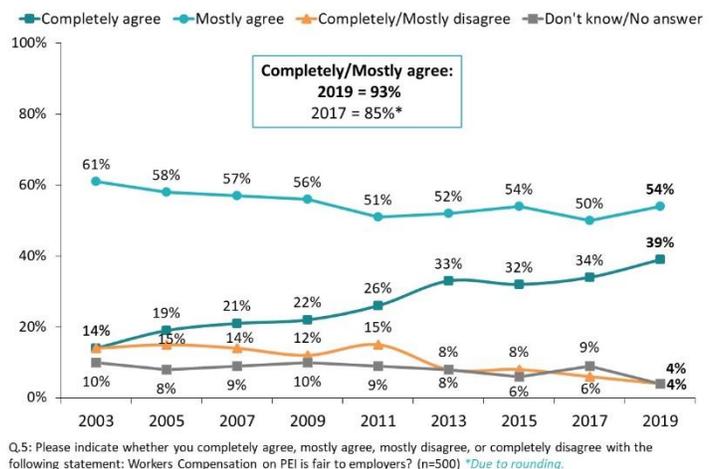
### Effectiveness in Providing Service to Employers



### Fairness to Employers

The percentage of PEI employers who agree that the WCB is fair to employers is at a new record high of 93 percent, including four in ten employers who completely agree in this regard. Meanwhile, disagreement with this statement continues to be low and indeed has declined further.

### Workers Compensation on PEI is Fair to Employers





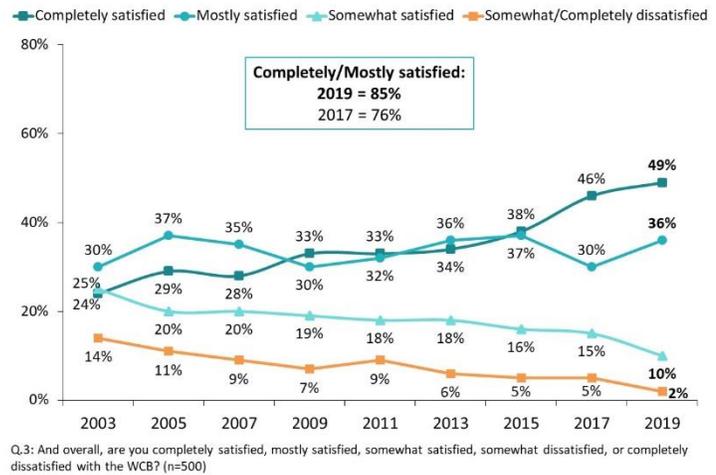
## Satisfaction with the WCB

A growing majority of employers are satisfied with the WCB overall. Up from three-quarters in 2017, more than eight in ten employers currently are either completely or mostly satisfied with the WCB, including one-half that is completely satisfied. Very few employers are dissatisfied with the WCB.

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 *fairness to employers*, *accessibility*, *perceived benefit of WCB to employers*, and *the politeness of staff*. 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 2019 identified three variables as pivotal drivers of the WCB’s perceived fairness, namely: perceptions regarding whether workers’ compensation on PEI *provides a benefit to employers*, whether the *WCB assesses employers fairly based on claims cost experience*, and the *knowledge of staff*.

### Overall Satisfaction with WCB

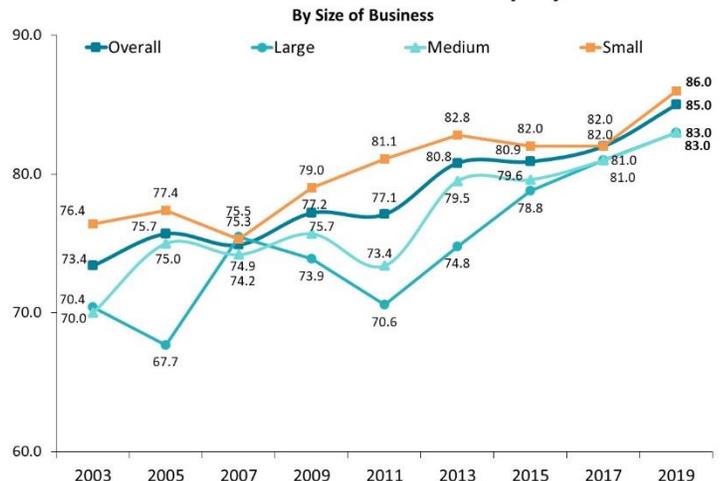


## WCB Service Satisfaction Index

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.

The WCB’s Service Satisfaction Index has once again climbed and is at its highest level ever recorded at 86.

### Service Satisfaction Index - Employers





## Evaluating the WCB's Service

Consistent with previous years, employers continue to rate the ability of WCB staff to answer questions as the most critically important aspect of service. Two-thirds of employers rate this factor as critically important, while approximately six in ten employers rate *clarity of letters*, *accessibility*, and *promptness* as critically important. At least four in ten employers indicate *politeness*, *reporting*, and *frequency of contact* as critically important.

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

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 offer high ratings of various aspects of WCB services, with ratings currently standing at the highest recorded levels for the vast majority of metrics. At least eight in ten employers are satisfied with the various aspects of WCB services examined in the research. In fact, all seven aspects examined show some modest improvements evident over 2017. This year, employers are most satisfied with the *politeness of staff*. This is closely followed by *clarity of letters*, *clarity of forms*, *length of time to handle administrative aspects*, the *ability to answer questions*, *promptness of WCB staff*, and *accessibility*. These levels of general satisfaction are commendable.

Satisfaction Rating With WCB's Services From Table 7a-g, % Completely/Mostly satisfied									
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019
Politeness	76%	76%	77%	78%	80%	83%	87%	84%	89%
Clarity of letters	74%	76%	73%	88%	74%	80%	84%	84%	87%
Clarity of forms	67%	74%	67%	77%	77%	77%	77%	82%	85%
Length of time to handle administrative aspects	n/a	n/a	n/a	n/a	n/a	77%	84%	82%	84%
Ability to answer questions	66%	71%	67%	73%	75%	75%	81%	76%	82%
Promptness	67%	72%	69%	72%	75%	76%	78%	75%	82%
Accessibility	70%	73%	68%	74%	75%	78%	80%	78%	81%

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. Four factors have relatively similar gap scores in the 23%-27% range: *ability to answer questions*, *accessibility*, *promptness*, and *clarity of letters*. *Politeness* and *length of time to handle administrative aspects* have comparatively smaller gap scores. Compared with 2017, a number of gap scores have modestly decreased, most prominent being *promptness* and *clarity of letters*. In fact, all gap scores are the lowest ever recorded.

## 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 believe the WCB is doing a good job of *keeping employers*

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

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)

*informed* and the *WCB is providing a benefit to employers* (the later is up 4 percentage points). Reflecting improvement since 2017, over eight in ten agree that *the WCB clearly explains the assessment system* (up 5 percentage points), and that *the WCB assesses employers fairly based on their claims cost experience* (up 8 percentage points).

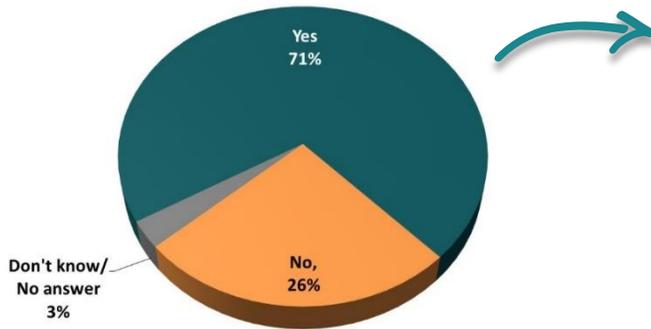


## Online Services/Website

Seven in ten employers have used the WCB’s online services or visited its website. Use is even more elevated among employers outside the province (92%). Satisfaction with WCB’s online services is robust. More than eight in ten employers who have availed themselves of WCB’s online services or website are satisfied, including almost one-half of employers who are completely satisfied.

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

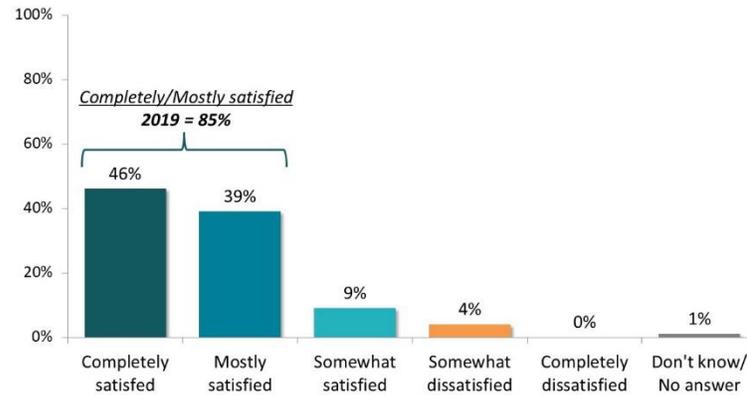
2019 Only



Q.13: 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? (n=500) Question is new in 2019.

### Satisfaction with WCB’s Online Services

Among Those Who Have Used the Organization’s Online Services or Visited Website  
2019 Only



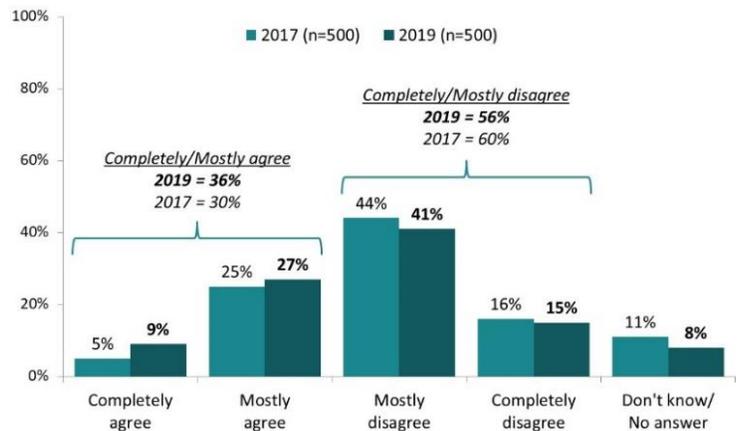
Q.14: [IF YES IN Q.13] And were you completely satisfied, mostly satisfied, somewhat dissatisfied, or completely dissatisfied with the WCB’s online services, the last time you used the organization’s website or online services? (n=344) Question is new in 2019.

## Conducting Business with the WCB

A modest majority of employers disagree that there is a lot of ‘red tape’ in their organization’s interactions with the WCB.

In contrast, over one in three employers (36%) experience ‘red tape’ administrative issues when interacting with the WCB, a slight increase over 2017.

## 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.

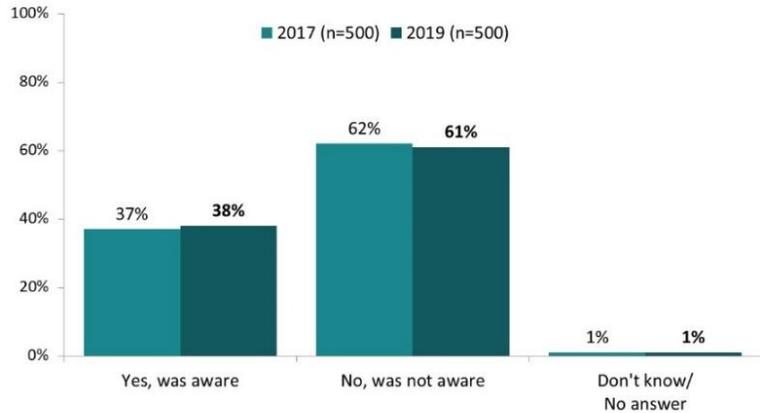


## Education Consultant

Awareness that the WCB has an Education Consultant who provides free workshops has not shifted.

Six in ten employers are not aware that the WCB has an Education Consultant who provides free workshops to employers and workers on various occupational health and safety topics.

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



Q.12: 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.*