



VSA Customer Service Survey Drives Planning

The 2014 Customer Satisfaction Survey, conducted by Ipsos Reid, was completed in early 2014. The survey revealed that 58% offered a rating of 8, 9 or 10, with 69% of licensed salespeople reporting positive interactions with the VSA over the past two years when a rating of 7 was included. Additionally, 94% felt that VSA service has stayed the same or is getting better.

Salespeople gave the highest ratings for the VSA bulletins and website, the course registration process and the salesperson licence application and renewal process. In addition, overall service attitude was rated highly for every interaction.

A total of 1350 salespeople responded to the survey – they represented all regions, length of time with a licence and different dealership types. Female salespeople, who now represent 15% of the industry, and those who have been licensed less than five years, gave the most positive ratings.

Dealer spokespeople were also given an opportunity to share their thoughts from the dealership perspective. While dealer spokespeople gave slightly lower satisfaction ratings overall, they praised the VSA for having exceptional customer service and effective problem solving methods. Informal visits by a VSA employee, dealership inspections and licence renewal received some of the highest ratings. As an example, dealers were satisfied with all aspects of the inspection process, with almost half giving a score of 10 to every area of the inspection experience.

While the survey results were quite positive, it was commissioned as a tool for the VSA to improve customer service satisfaction. As a result, plans are now underway to implement the following changes:

1. Email communications will be segmented for clarity. Important decisions and policies will be separated from industry initiated time-sensitive warnings, upcoming routine deadlines and general educational content.
2. The website will be updated and refreshed regularly, with a focus on industry usability.
3. Dealership visits by VSA managers will be added as a way to learn of dealership issues and concerns.

Salesperson Satisfaction with Specific Interactions

This graph represents salesperson satisfaction with VSA interactions in the past two years. Full survey results are [available online](#).

