



## VSA Customer Satisfaction Improves

The VSA commissioned Ipsos to conduct its first [Customer Service Survey in 2014](#). The survey results were positive and identified some opportunities for change. Now, two years later, the 2016 Customer Service Survey indicates that those changes resulted in improved customer service satisfaction ratings from both dealers and salespeople.

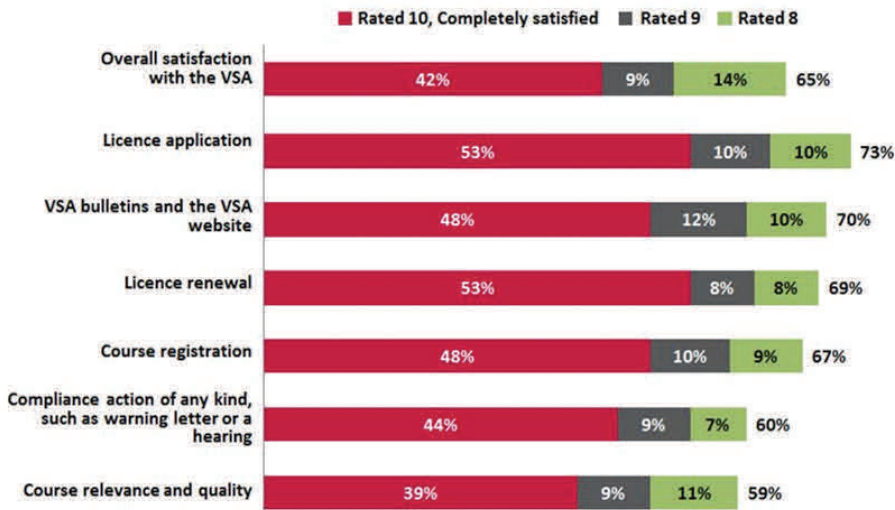
For salespeople, overall satisfaction with the VSA went up by 7%, with 65% of licensed salespeople giving a high rating of 8, 9, or 10 – in comparison to 58% in 2014. Improvements were seen across all services. Satisfaction with the licence application process went up by 10%, from 63% to 73% of salespeople. VSA communications, the licence renewal process, and compliance action also saw positive improvements. As in 2014, female salespeople and those who obtained their licence after 2010 are the most satisfied with the VSA.

Dealer spokespeople were also given an opportunity to share their thoughts. While they gave slightly lower satisfaction ratings than salespeople, the survey found that 60% are satisfied with their interactions with the VSA. Ipsos highlighted this jump from 48% in 2014 as a significant improvement. Dealer spokespeople reported good customer service overall, with noteworthy increases in specific areas.

While encouraged by the improvements made since 2014, the VSA staff will use the results from this recent survey to continue to improve customer service at the VSA. A total of 1355 salespeople and 182 dealers responded to the survey, representing all regions, dealership types and years in the industry.

### Salesperson Satisfaction with Specific Interactions

This graph represents salesperson satisfaction with VSA interactions in the past two years.



## New Online Learning Platform Launches

With customer service and course satisfaction in mind, a new, integrated learning platform has been introduced for both the Salesperson Certification Course webinar self-study and the Continuing Education modules. Replacing the old, text-heavy format, the new Articulate platform looks similar to PowerPoint while offering self-correcting quizzes for enhanced learning and resource links. The program interfaces with the Microsoft CRM database that serves all departments at the VSA. As a result, access to the Continuing Education modules immediately following registration and payment is now available.