



**Technical Standards  
and Safety Authority**

**2024  
Customer  
Value Survey**

April 22, 2024

Prepared by



# Background and Objectives

- Assess changes in the TSSA's Perceived Value Index (PVI) over the past four surveys conducted (in 2017/18, 2019/20, 2022, and 2024).
- Provide actionable insights to support TSSA's commitment to enhancing and maintaining value provided to Ontario's businesses.

# Methodology

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**Sample**

TSSA provided a customer database with 108,288 contacts and email addresses

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**Sampling Method**

CAWI (Computer Assisted Web Interviewing)

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**Fieldwork dates**

January 25, 2024 – February 29, 2024

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**Sampling Size**

3,803

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**Margin of Error**

+/- 1.59 % at a 95% confidence level

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## Key Findings

The Perceived Value Index (PVI) score has remained relatively stable over the last four survey waves, starting at 6.9 in 2017/18, dropping slightly to 6.8 in 2019/20, then back to 6.9 in 2022, and dropping slightly again to 6.8 in 2024.

The Drivers Analysis on the PVI identified that Exams is a primary area of improvement since it has a relatively high impact on the PVI score but has the lowest level of satisfaction. The analysis also identified two primary areas for maintenance: Compliance and Fees and Billings. These two areas also have a high impact on the PVI score and have a high level of satisfaction.

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## Key Findings

Overall, most areas in 2024 have remained flat or decreased slightly compared to the previous years, while other areas have shown slight increases.

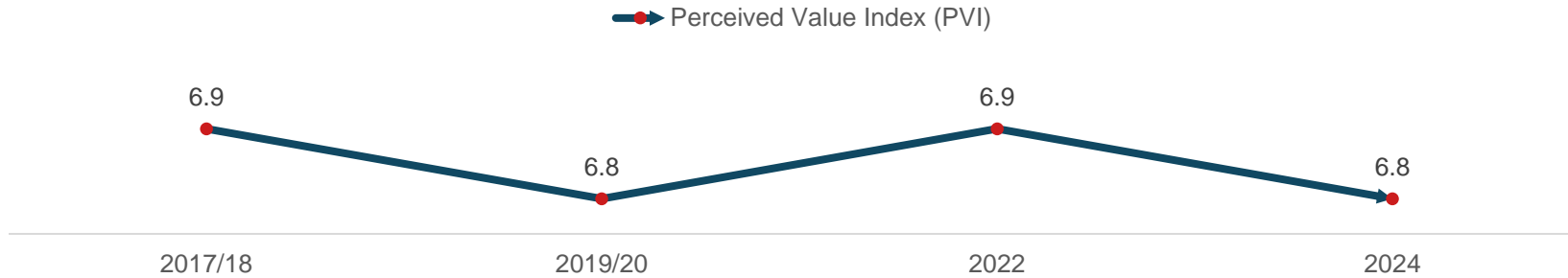
Respondents were asked if the quality of service from TSSA over the last two years has been better, worse or the same. 25% said the service has been better, 16% said it has been worse, and 59% indicated it has been the same.

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## Key Findings

Those who have visited TSSA's website were asked to assess how much they agree or disagree with statements about the website. Respondents scored the website the highest on providing needed information, with 46% of respondents giving it a score of 8 or above out of 10, and an average score of 7.2 out of 10.

# Overall Perceptions of Value



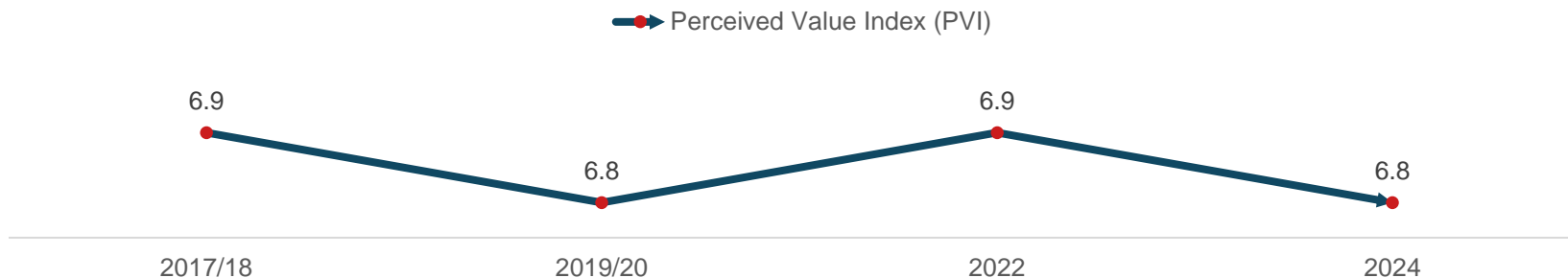
Components of PVI				
	2017/18	2019/20	2022	2024
TSSA has the respect of people in my industry (n=3,707)	7.2	7.1	7.3	7.2
TSSA provides good value for the fees we pay (n=3,701)	6.3	6.2	6.5	6.4
Overall, I am satisfied with the service I receive from TSSA (n=3,755)	7.2	7.1	7.0	6.8

**Q7.** Next, we're interested in your impressions of how the TSSA interacts with you and others in your industry, using the same 10-point scale.

**Sample size:** Shown in chart above

**Framework:** All respondents excluding Don't Know responses

# Overall Perceptions of Value (con't)



PVI by Program Area				
	2017/18	2019/20	2022	2024
Ski Lift Operator	n/a	7.5	7.1	6.4
Operating Engineers	7.5	7.1	6.5	6.0
Elevating Devices	7.1	7.0	7.0	6.9
Boilers and Pressure Vessels	7.0	6.8	6.7	6.5
Certificate Holder	n/a	6.8	n/a	n/a
Fuel Safety	6.7	6.7	7.0	6.9
Accredited Training Provider	n/a	6.5	n/a	n/a
Amusement Devices	6.6	6.3	7.0	6.2

**Q7.** Next, we're interested in your impressions of how the TSSA interacts with you and others in your industry, using the same 10-point scale.

**Sample size:** Varies per program area

**Framework:** All respondents excluding Don't know responses



# Understanding the Drivers Analysis

To identify priority areas for future action, a regression analysis was done for overall satisfaction and for each TSSA staff. The results of each regression analysis are presented in a quadrant chart. The chart shows the difference between how satisfied respondents are with each item, and the impact of that item on respondents' overall satisfaction with the quality of service.

**Mean satisfaction scores** (i.e., Performance) are plotted horizontally (along the X-axis). They represent satisfaction mean scores of their most recent interaction with TSSA staff.

**Impact on overall satisfaction scores** are plotted vertically (along the Y-axis).

As a result of the analysis, the services are distributed among four areas:

## 1. Areas to Improve:

Services that have the highest impact on overall satisfaction, but with lower individual satisfaction scores. The regression analysis identifies that these services are the strongest drivers of satisfaction. If TSSA can increase satisfaction in these areas, this will have the largest impact on overall satisfaction with services.

## 2. Areas to Monitor:

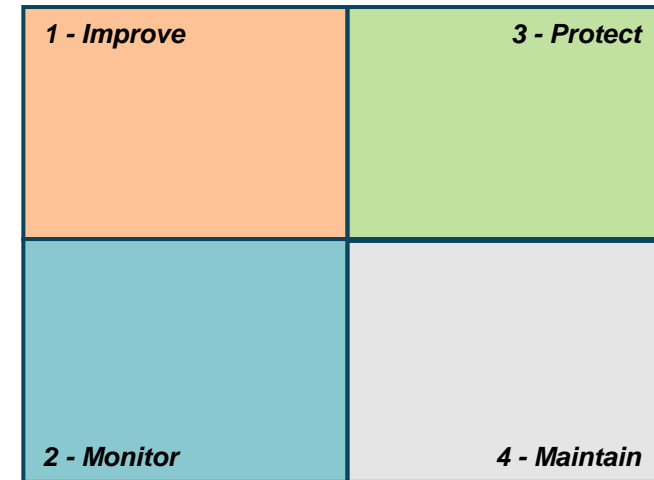
Services that have lower impact on overall satisfaction and have lower individual satisfaction scores. This should be the secondary area of focus to improve the satisfaction scores.

## 3. Areas to Protect:

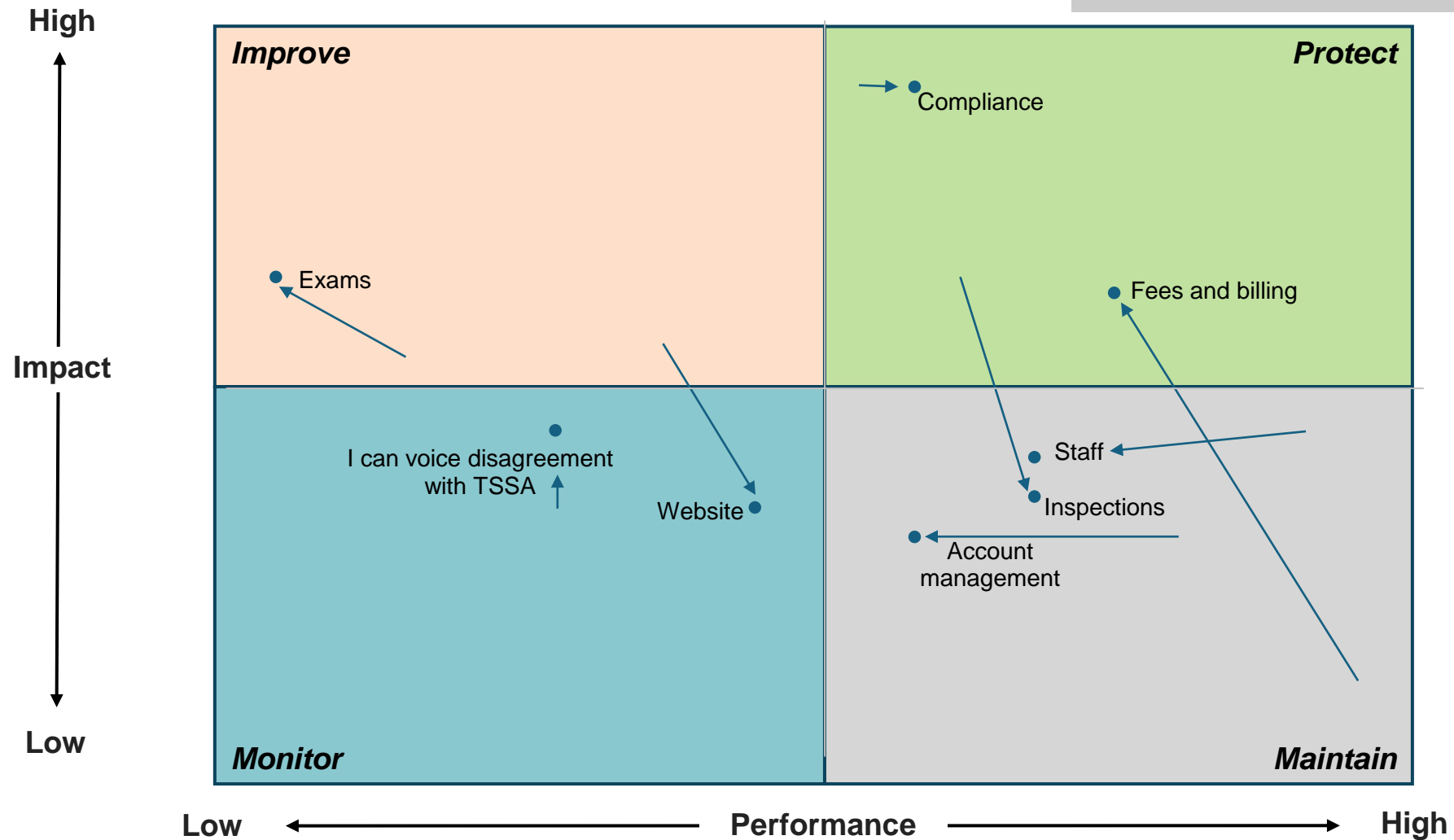
Services that have a relatively high impact on overall satisfaction and high individual satisfaction scores. The focus here is on continuing the current level of service and satisfaction.

## 4. Areas to Maintain:

Services that have a lower impact on overall satisfaction but high individual satisfaction scores. The focus here should also be to continue current satisfaction levels.



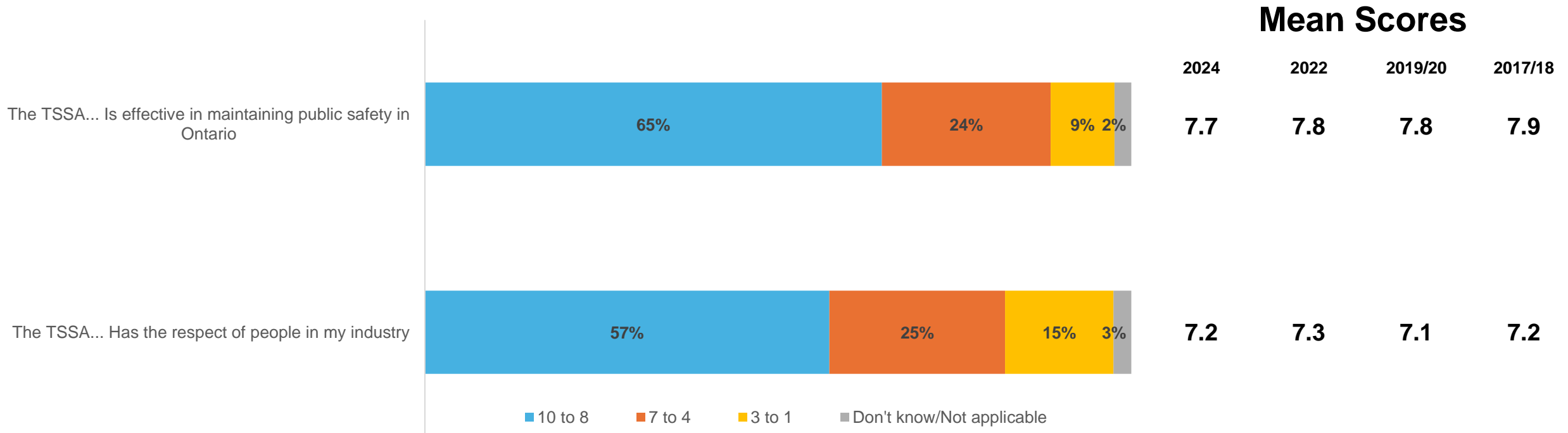
# Perceptions of Value Matrix 2024



R<sup>2</sup> = 0.82

# Impressions of TSSA as an Organization

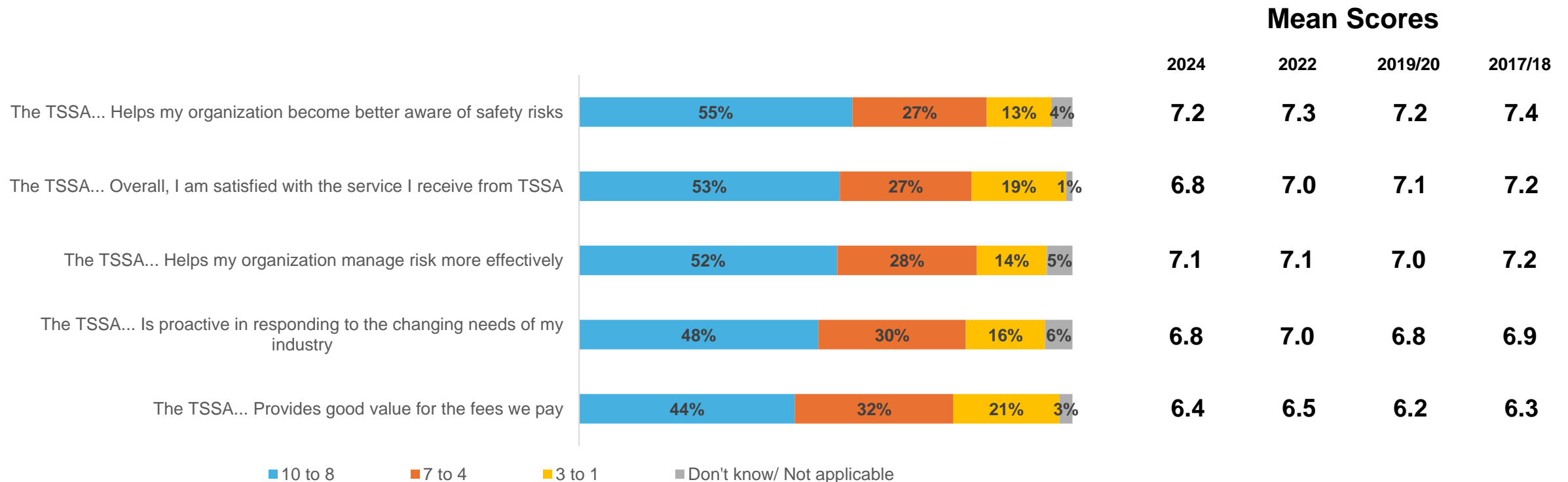
Since 2017/18, the average score respondents have provided TSSA when it comes to both maintaining public safety and having the respect of people in the industry have remained relatively stable (7.7 out of 10 and 7.2 out of 10, respectively).



**Q6.** The following statements are about your impressions of the TSSA as an organization. Please rate the extent to which you agree or disagree using a 10-point scale where 1 means you disagree strongly and 10 means you agree strongly.  
**Sample size:** 3,803  
**Framework:** All respondents

# Impressions of Interactions with TSSA

Using the 10-point scale, respondents were asked to score their impressions of how TSSA interacts with them and others in their industry. Average scores remained consistent since 2017/18.



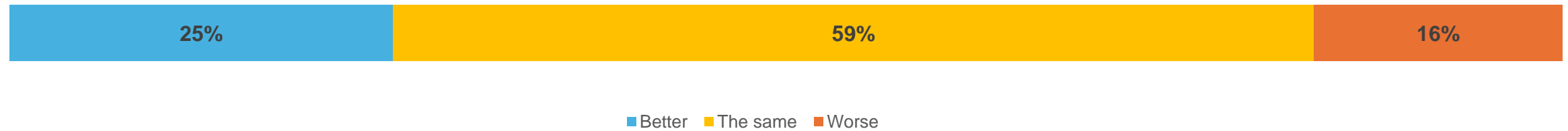
Q7. Next, we're interested in your impressions of how the TSSA interacts with you and others in your industry, using the same 10-point scale.

Sample size: 3,803

Framework: All respondents

# Quality of Service over the Last Two Years

Respondents were asked if the quality of service from TSSA over the last two years has been better, worse or the same. 25% said the service has been better, 16% said it has been worse, and 59% indicated it has been the same.



# Voicing Disagreement with TSSA

Using a 10-point scale, respondents were asked how much they agree or disagree with the following statement: “I can voice disagreement with TSSA without worrying about negative consequences”. 41% of respondents provided a score of 8 or above, indicating strong agreement with the statement. 17% provided a score of 1 to 3, indicating strong disagreement. Overall, the year-over-year average score remained consistent since 2017/18.



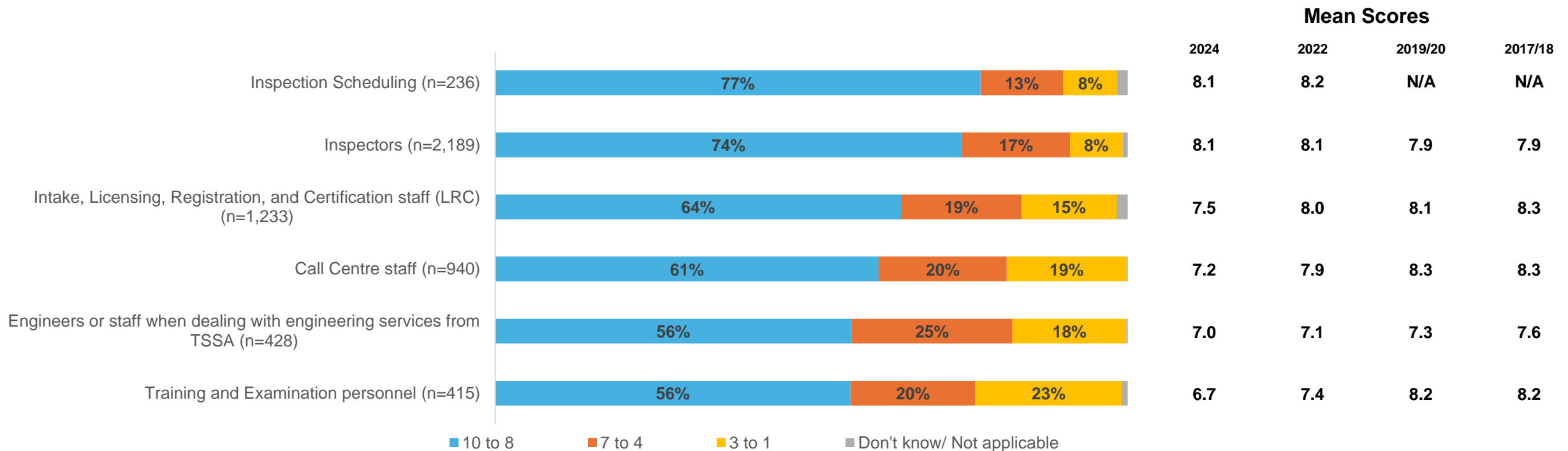
■ 10 to 8   ■ 7 to 4   ■ 3 to 1   ■ Don't know/Not applicable

## Mean Scores

Year	2024	2022	2019/20	2017/18
Mean Score	6.5	6.5	6.2	6.3

# Satisfaction with the Quality of Service By Professional Field

Below shows the overall satisfaction scores with TSSA staff broken out by professional field. Year-over-year averages suggests a slight decline in almost all fields since 2017/18, with the most noticeable drop being among training and examination personnel. Meanwhile, year-over year averages for inspectors and inspection scheduling has been consistent.

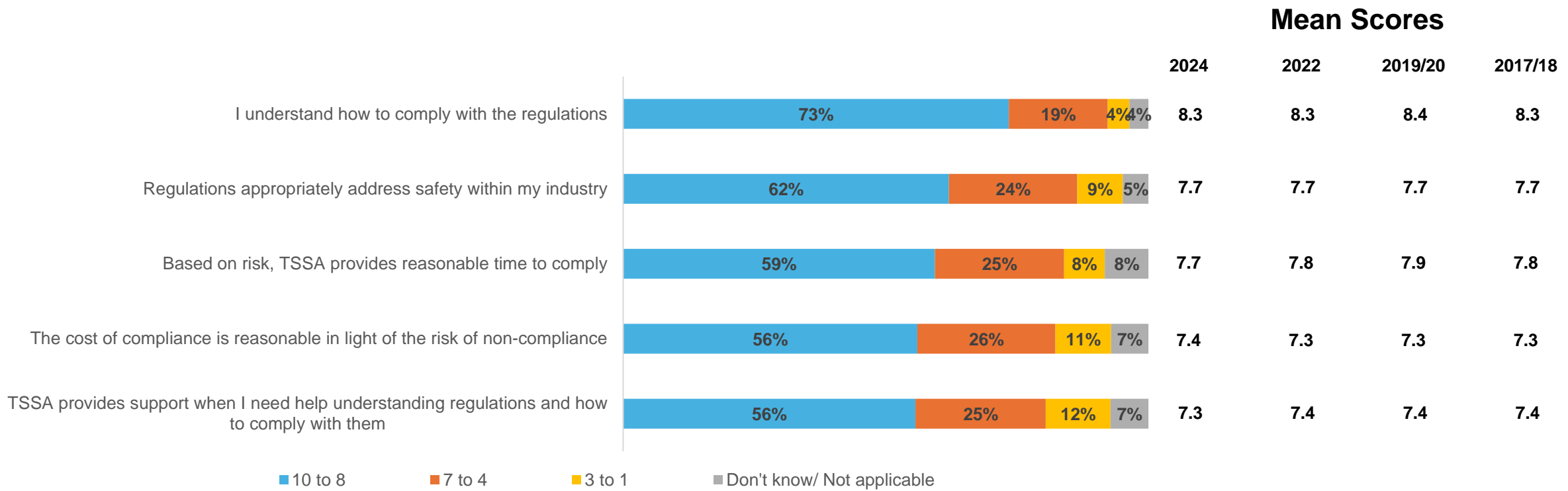


**Q11a/Q12a.** Thinking about your most recent interaction with TSSA \_\_\_\_\_, specifically the last person you dealt with, how satisfied were you with the quality of the service you received from them overall?  
**Sample size:** Shown in chart above  
**Framework:** Respondents who dealt with at least one TSSA staff in the last two years.

# Perceptions of Regulations and Compliance



Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on regulations and compliance. Year-over-year averages suggest that views on these statements have remained relatively consistent since 2017/18.



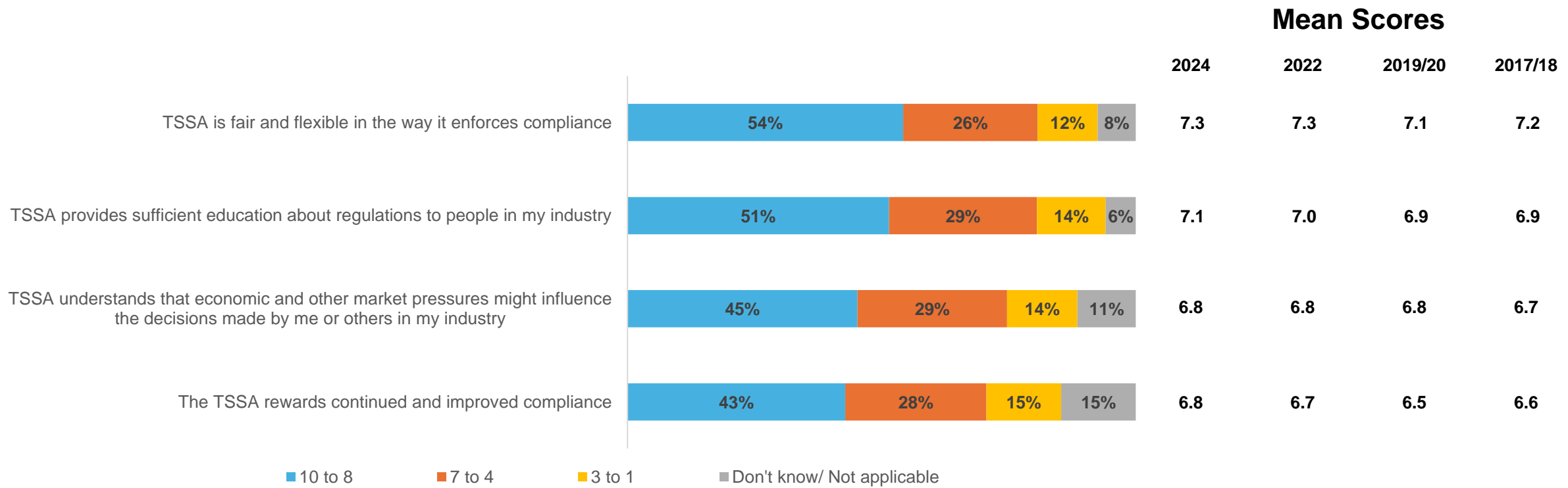
**Q13a.** The next statements relate to your understanding and impressions of the regulations enforced and administered by TSSA. Using a 10-point scale, please indicate how much you agree or disagree with the following statements.  
**Sample size:** 3,803  
**Framework:** All respondents



# Perceptions of Regulations and Compliance (con't)



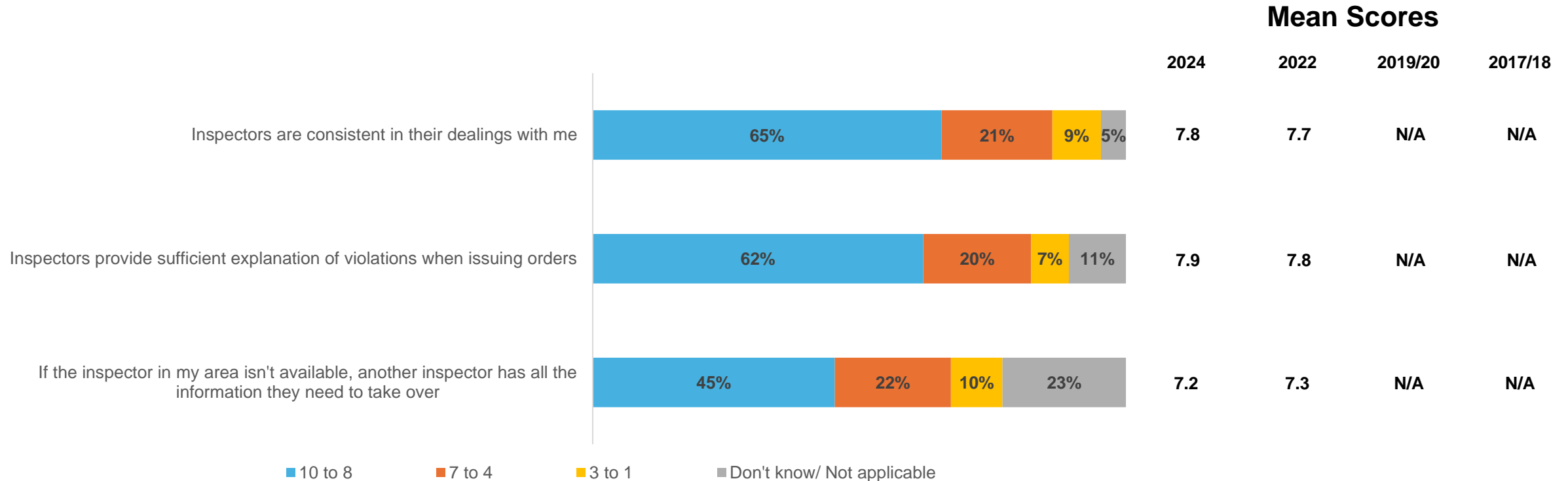
Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on regulations and compliance. Year-over-year averages suggest that views on these statements have remained relatively consistent since 2017/18.



**Q13a.** The next statements relate to your understanding and impressions of the regulations enforced and administered by TSSA. Using a 10-point scale, please indicate how much you agree or disagree with the following statements.  
**Sample size:** 3,803  
**Framework:** All respondents

# Perceptions of Inspections performed by TSSA

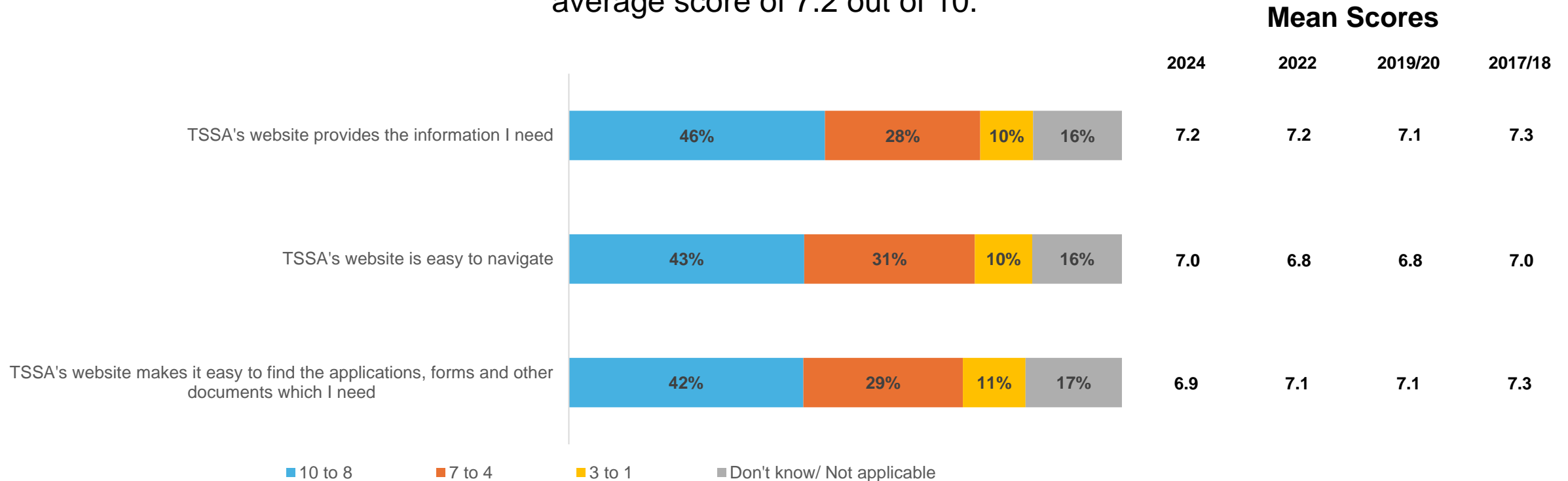
Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on inspections performed by TSSA. Respondents scored inspectors the highest on their ability to provide sufficient explanation of violations when issuing orders, giving them an average score of 7.9 out of 10.



**Q14.** The following statements are about your experience with inspections performed by TSSA.  
**Sample size:** 2,189  
**Framework:** Respondents who dealt with TSSA Inspectors in the last two years.

# Perceptions of TSSA Website

The 85% of respondents who have visited the TSSA website were asked to assess how much they agree or disagree with the following statements about the website. Respondents scored the website assessment the highest on providing needed information, with 46% of respondents giving it a score of 8 or above out of 10, and an average score of 7.2 out of 10.



**Q16.** The following statements are about your impressions of the TSSA website. This is about [www.tssa.org](http://www.tssa.org) website only, not the interactive portals for payment or BPV devices. Please rate the extent to which you agree or disagree.

**Sample size:** 3,218

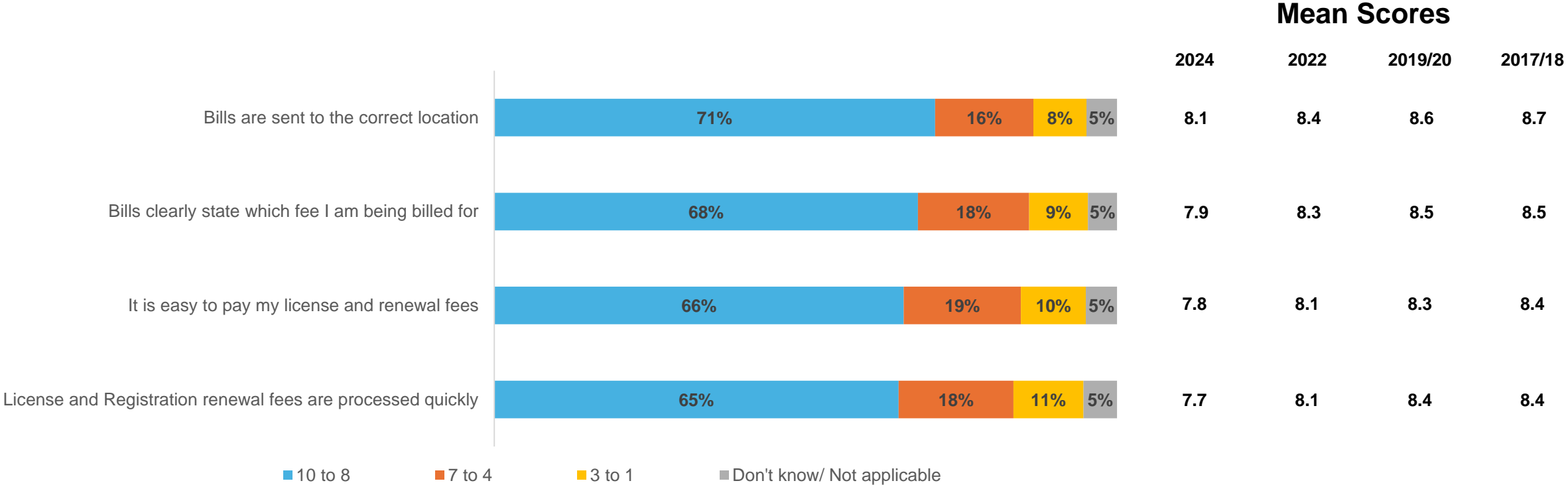
**Framework:** Respondents who have visited the TSSA's website.

# Perceptions of Fees and Billing Process



Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on the fees and billing process. Respondents scored “bills being sent to the correct location” the highest, with 71% of respondents providing a score of 8 or above, and an overall average of 8.1 out of 10.

Year-over-year analysis suggests that perceptions of fees and billing process has been on a downward trend since 2017/18.

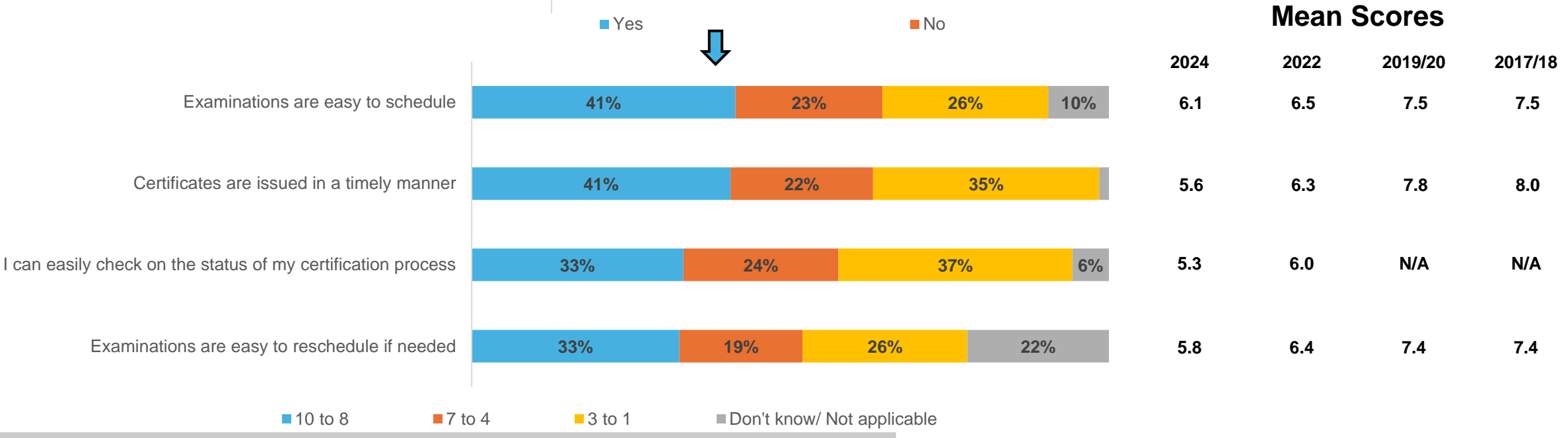
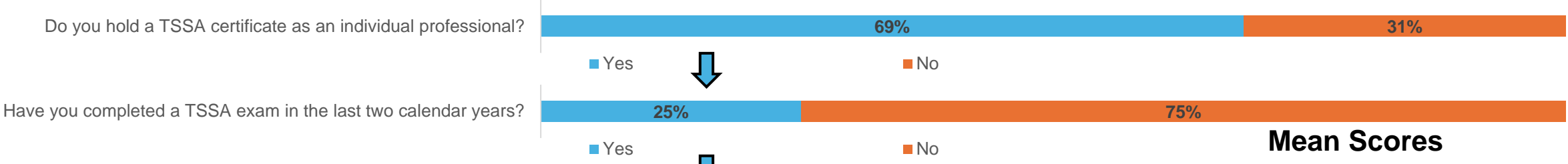


**Q17c.** The following statements are about your impressions of TSSA's fees and billing processes. Please rate the extent to which you agree or disagree.  
**Sample size:** 3,803  
**Framework:** All respondents

# Perceptions of Examination and Certification Process



The 25% of respondents who indicated that they had completed an exam in the last two years were asked to assess how much they agree or disagree with the following statements about the examination process. Year-over-year analysis suggests a notable downward trend in perceptions of examination and certification process.

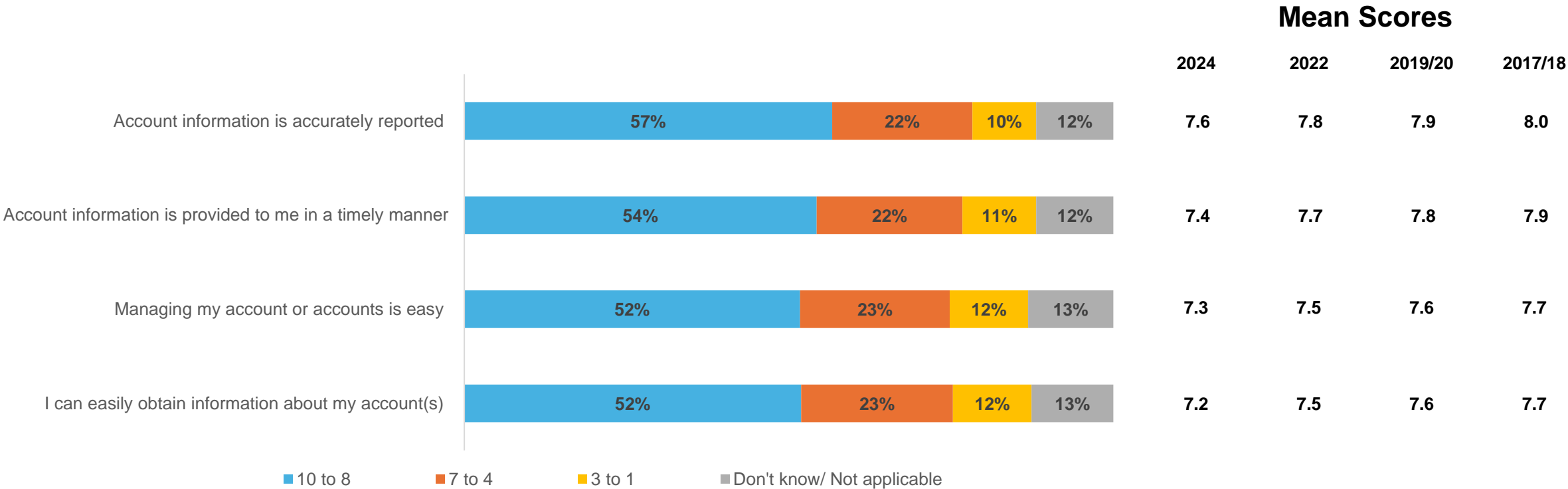


**Q3b.** Do you hold a TSSA certificate as an individual professional? | **Q18a.** Have you completed a TSSA exam in the last two calendar years? | **Q18b.** The following statements are about your impressions of the examination/certification process; please rate the extent to which you agree or disagree.  
**Sample size:** Q18a. n=2,607 | Q18b. n=662  
**Framework:** Q18a. Respondents who hold a TSSA certificate as an individual professional | Q18b. Respondents who have completed a TSSA exam in the last two calendar years.

# Perceptions of Account Management



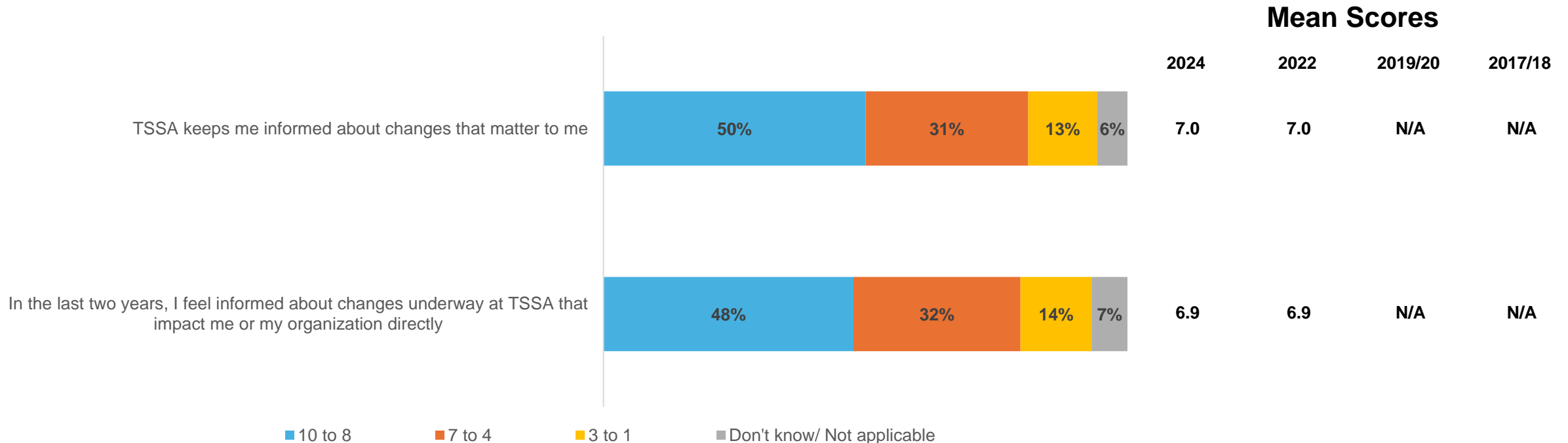
Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on account management. Respondents scored account management highest for information being accurately reported and information provided in a timely manner. Year-over-year analysis suggests a slight downward trend in satisfaction, as the average satisfaction level for every variable has decreased since 2017/18.



**Q19.** The following statements are about your impressions of how TSSA manages your account(s). Please rate the extent to which you agree or disagree using a 10-point scale.  
**Sample size:** 3,803  
**Framework:** All respondents

# Perception of Safety Information

Using the 10-point scale, respondents were asked to assess how much they agree or disagree with the following statements on communication materials and reporting documents. Respondents scored “TSSA keeps me informed about changes that matter to me” the highest, with respondents giving it an overall average of 7.0 out of 10.



**Q23.** The following statements are about your impressions of the information and communication materials you receive from the TSSA. Please rate the extent to which you agree or disagree using a 10-point scale.  
**Sample size:** n=3,803  
**Framework:** All respondents

# More Information

If you have questions about the customer value survey or would like more information, please contact [media@tssa.org](mailto:media@tssa.org)

