



**NARRATIVE**  
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# 2023 Employers Study: Summary Report

December 2023

Prepared for:

Workers Compensation Board of Prince Edward Island





# Methodology



Mode  
**Telephone survey**



Audience  
**Employer clients of the WCB of Prince Edward Island**



**500 completed surveys**



Data Collection Dates  
**4 - 26 October 2023**



Average Completion Time  
**10 minutes**



## Sampling/Administration

Random telephone surveys with a representative sample of employers from the WCB's employers' database, including registered employers across Prince Edward Island and those located outside the province with operations on the Island.



## Weighting

Results were statistically weighted to the distribution of the true distribution of WCB employer clients, by company size and region.



## Response Rate

**11%**



## Margin of Error

Overall results are accurate to within +/- 4.4 percentage points, 19 times out of 20.



## Notes

A comment is made highlighting differences between groups (e.g., out of province vs. Kings County, Queens County and Prince County), when there is a difference in scores of 10 percentage points or more, and between years (e.g., 2023 compared to 2021) when there is a difference of 5 percentage points or more.



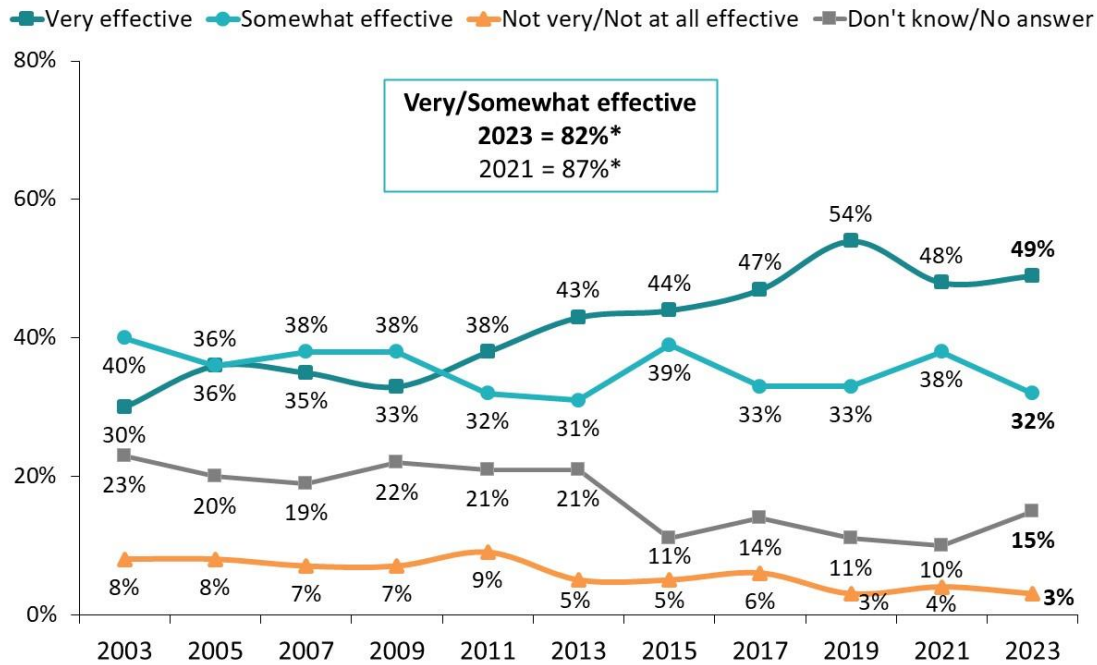
# WCB's Effectiveness and Fairness

A robust majority of PEI employers continue to perceive the service provided by WCB as effective.

Nearly all PEI employers continue to agree that the WCB is fair to employers.

## Effectiveness in Providing Service to Employers

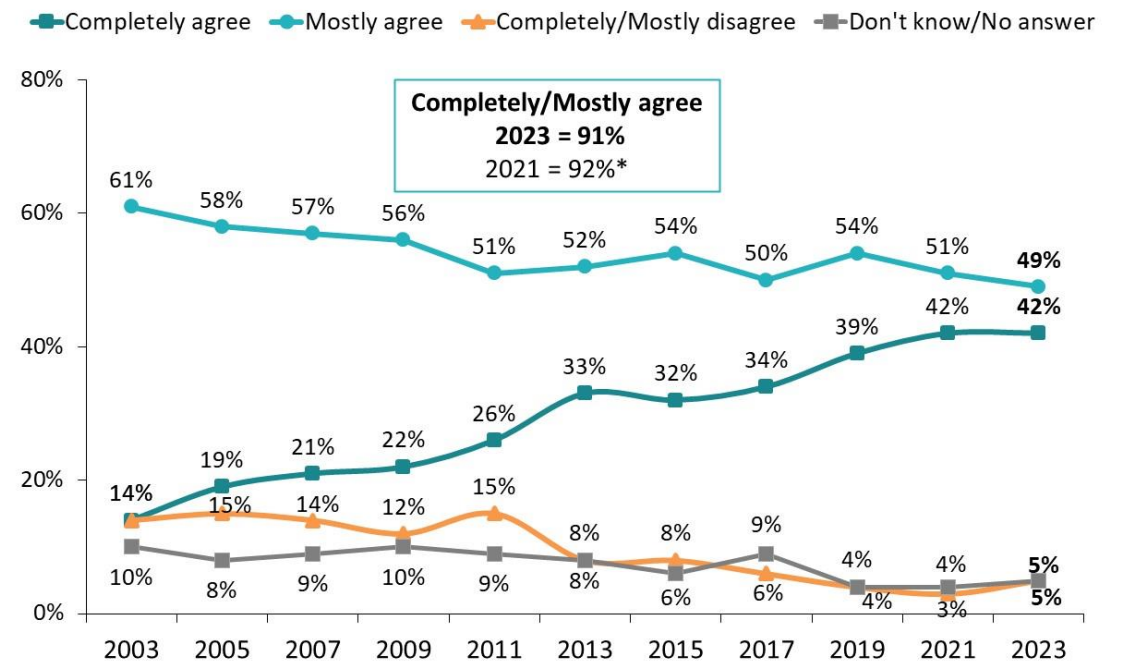
Table 2



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.

## Workers Compensation on PEI is Fair to Employers

Table 5



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.



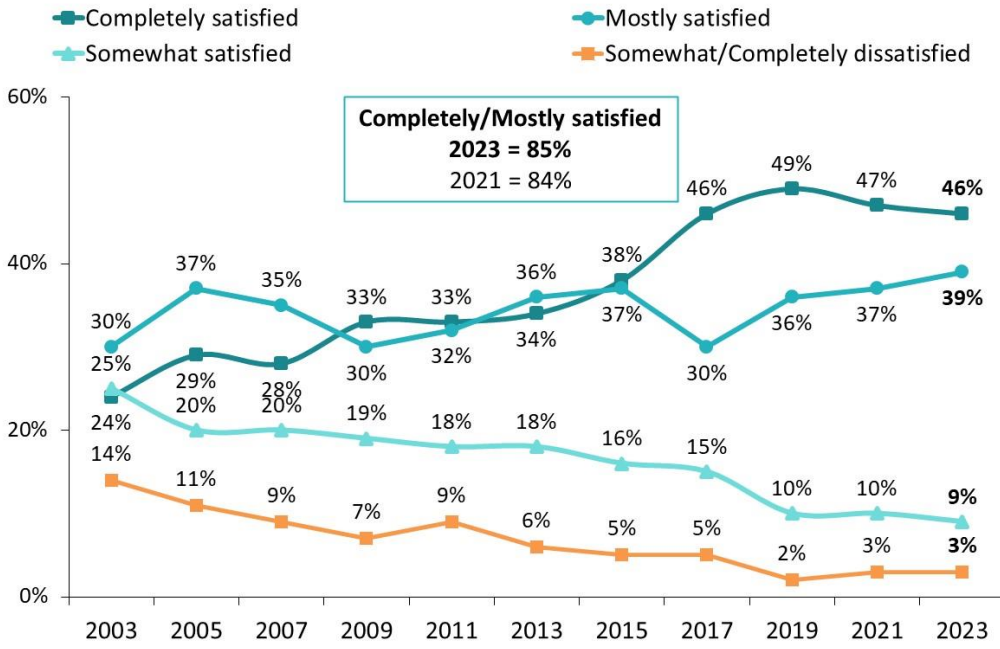
# Satisfaction with the WCB

A steady and strong majority of employers are satisfied with the WCB overall.

Ratings of the WCB's service remain strong again this year.

## Overall Satisfaction with WCB

Table 3



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

## Assessing the WCB's Service

From Table 8a-d, % Completely/Mostly Agree

Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021	2023
Workers' compensation on PEI is providing a benefit to employers	81%	83%	86%	85%	86%	85%	87%	88%	92%	93%	93%
The WCB does a good job of keeping me informed	78%	84%	76%	81%	82%	87%	94%	91%	93%	93%	92%
The WCB clearly explains the assessment system	75%	74%	78%	77%	78%	80%	81%	79%	84%	84%	82%
The WCB assesses employers fairly based on their claims cost experience	64%	64%	71%	74%	71%	73%	78%	75%	83%	86%	81%

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)



# Importance and Satisfaction Ratings

Employers were asked to rate the importance of various service aspects, as well as provide their level of satisfaction with these same attributes.

Importance of Evaluating WCB's Services											
From Table 6a-h, % Critically Important											
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021	2023
Ability to answer questions	62%	67%	64%	63%	65%	68%	63%	65%	67%	69%	<b>68%</b>
Accessibility	51%	58%	53%	56%	53%	59%	56%	60%	58%	63%	<b>64%</b>
Clarity of letters	63%	61%	62%	56%	57%	61%	60%	60%	61%	64%	<b>63%</b>
Promptness	52%	59%	53%	54%	53%	59%	55%	60%	58%	58%	<b>61%</b>
Reporting	39%	43%	51%	42%	43%	49%	45%	47%	44%	50%	<b>48%</b>
Politeness	48%	45%	49%	48%	44%	50%	50%	47%	47%	48%	<b>47%</b>
Frequency of contact	34%	35%	34%	36%	34%	41%	42%	45%	40%	48%	<b>43%</b>
Other administrative requirements*	n/a	n/a	n/a	n/a	n/a	n/a	n/a	33%	34%	39%	<b>40%</b>

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 question in 2017.

Satisfaction Rating with WCB's Services											
From Table 7a-g, % Completely/Mostly Satisfied											
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021	2023
Politeness	76%	76%	77%	78%	80%	83%	87%	84%	89%	88%	<b>87%</b>
Length of time to handle administrative aspects*	n/a	n/a	n/a	n/a	n/a	77%	84%	82%	84%	84%	<b>85%</b>
Clarity of letters	74%	76%	73%	88%	74%	80%	84%	84%	87%	87%	<b>83%</b>
Accessibility	70%	73%	68%	74%	75%	78%	80%	78%	81%	82%	<b>83%</b>
Clarity of forms	67%	74%	67%	77%	77%	77%	77%	82%	85%	84%	<b>81%</b>
Promptness	67%	72%	69%	72%	75%	76%	78%	75%	82%	81%	<b>80%</b>
Ability to answer questions	66%	71%	67%	73%	75%	75%	81%	76%	82%	82%	<b>79%</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) \*New question in 2013.



# Gap Analysis

Gaps between expectations and satisfaction with performance are generally consistent with the 2021 results.

By collecting separate 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.

Gap Analysis From Table 7a-d, f-g											
Service Category	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021	2023
Promptness	34%	36%	35%	31%	31%	28%	28%	31%	23%	23%	<b>28%</b>
Ability to answer questions	41%	37%	40%	37%	40%	33%	32%	32%	27%	27%	<b>27%</b>
Accessibility	32%	33%	33%	32%	30%	27%	28%	29%	25%	26%	<b>27%</b>
Clarity of letters	37%	38%	42%	37%	31%	22%	27%	30%	23%	27%	<b>26%</b>
Length of time to handle administrative aspects*	n/a	n/a	n/a	n/a	n/a	23%	20%	13%	12%	14%	<b>16%</b>
Politeness	26%	22%	25%	22%	15%	16%	16%	16%	13%	13%	<b>15%</b>

Q.7a-d, f-g: Gap Analysis. (n=500) \*New question in 2013.

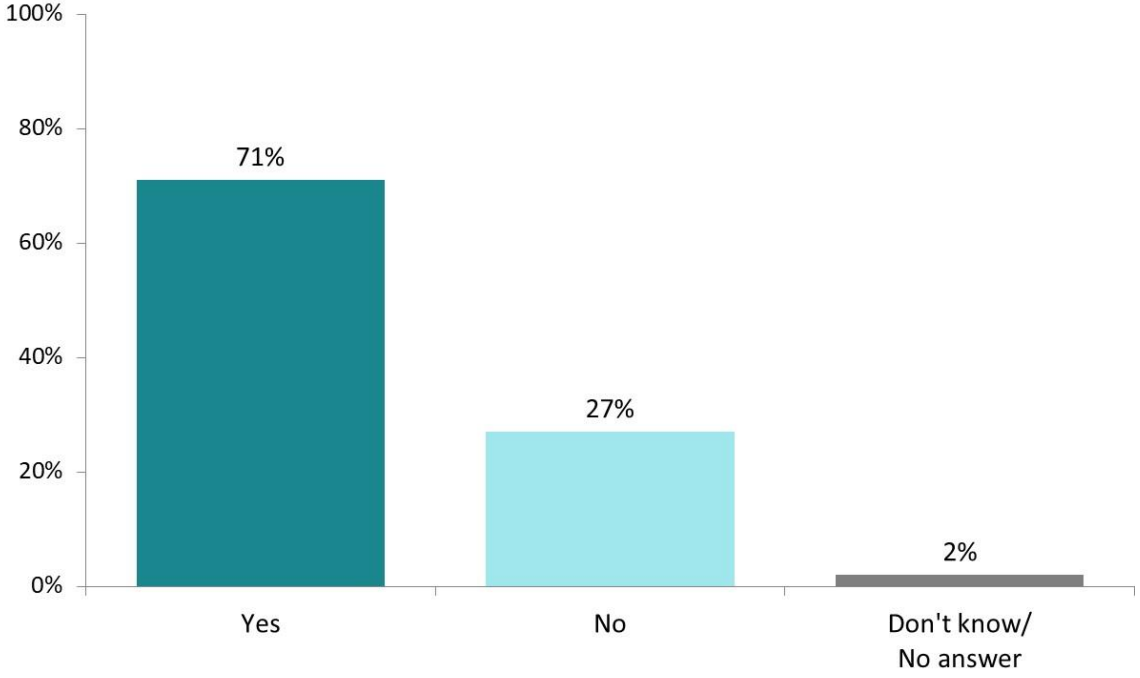


# Online Services

The WCB's online services have been used by a strong majority of employers.

## Company Has Used WCB's Online Services

Table 9



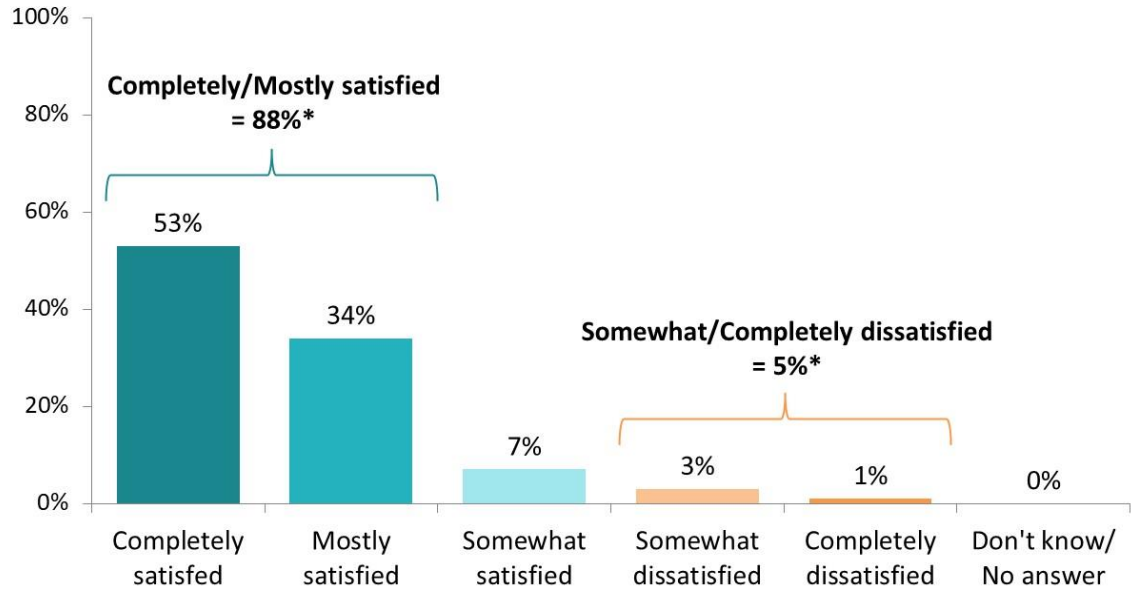
Q.9: To the best of your knowledge, has your company ever used the WCB's online services for any reason? (n=500) *New question in 2023.*

Satisfaction with the WCB's online services is quite robust.

## Satisfaction with WCB's Online Services

Among Those Who Have Used the Organization's Online Services

Table 10



Q.10: [IF 'YES' IN Q.9] And were you completely satisfied, mostly satisfied, somewhat 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=356) *\*Due to rounding. New question in 2023.*



# WCB Service Index

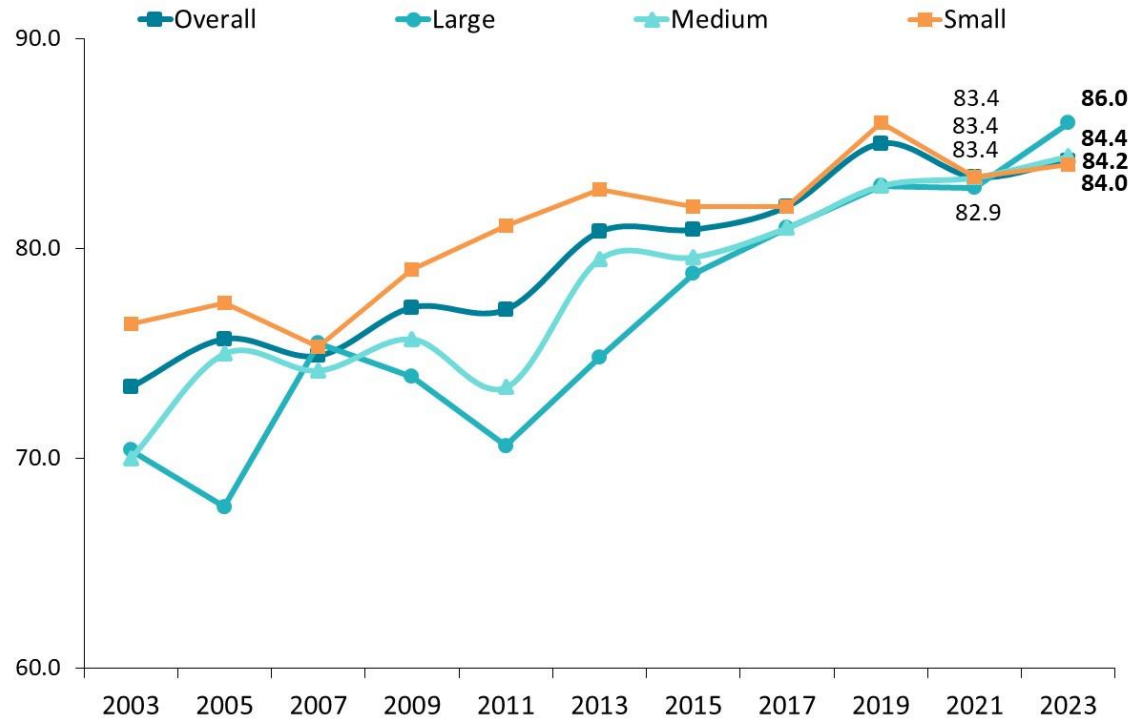
The WCB's 2023 Service Satisfaction Index is just below 2019's record high.

To provide a method for tracking the WCB's performance of service to PEI employers, an Index was created in 2003 that combined key metrics concerning the WCB's service. Specifically, the Index includes employers' assessments of the overall effectiveness of the WCB in providing service to employers; their overall satisfaction with the WCB; agreement that workers' compensation on PEI is fair to employers; as well as their satisfaction with the WCB in terms of staff accessibility, promptness, and knowledge.

In creating the Index, individual employer ratings on each of these factors were averaged and transformed into a scale ranging from a low of 0 to a high of 100. Thus, the maximum possible score on the Index is 100, while the minimum is 0. Any question on which a response of "don't know" was offered was eliminated from the calculation, with the Index score for that respondent being calculated out of the remaining questions. Based on the sample size and variability associated with the present study's results, it is estimated that a difference in the Index of approximately 2.5 points in either direction would be considered a significant change (improvement or decline) in performance, year-over-year.

## Service Satisfaction Index - Employers

By Size of Business







# Suggestions for Improvement

Very few employers offer suggestions for improvement to WCB's services.

What the WCB Could Do to Improve the Service it Provides to Employers on PEI											
Key Unaided Mentions from Table 13											
Items	2003	2005	2007	2009	2011	2013	2015	2017	2019	2021	2023
More-user friendly/easier to use website	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	3%	7%
Improve communication/ More detailed information	12%	10%	14%	2%	6%	4%	4%	7%	4%	4%	6%
Lower rates	13%	13%	12%	4%	6%	3%	5%	4%	4%	3%	4%
More accessible*/More contact	4%	5%	5%	2%	1%	n/a	2%	1%	1%	1%	3%
More information regarding procedures for determining rate of pay	n/a	n/a	n/a	3%	1%	0%	1%	n/a	0%	0%	3%
None/No improvements/ Nothing	20%	18%	17%	5%	12%	18%	4%	16%	13%	16%	22%
Don't know/No answer	32%	38%	36%	67%	56%	61%	67%	53%	60%	55%	44%

Q.13: And in closing, what, if anything, do you think the WCB could do to improve the services it provides to employers on PEI? Please feel free to mention about any aspect of service provided by the WCB. Anything else? (n=500)

\* Please note that since this code was developed in 2003, the term 'accessibility' has expanded in society to encompass the notion of barrier-free spaces/tools perhaps in the context of disability. As presented in the above table, the original definition is maintained meaning ability to access, contact or reach someone or something. That is, please note that in 2023 this code solely includes respondent mentions pertaining to the original definition regarding the employer desire or perception that the WCB should be easier to contact.



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Every insight tells a story.