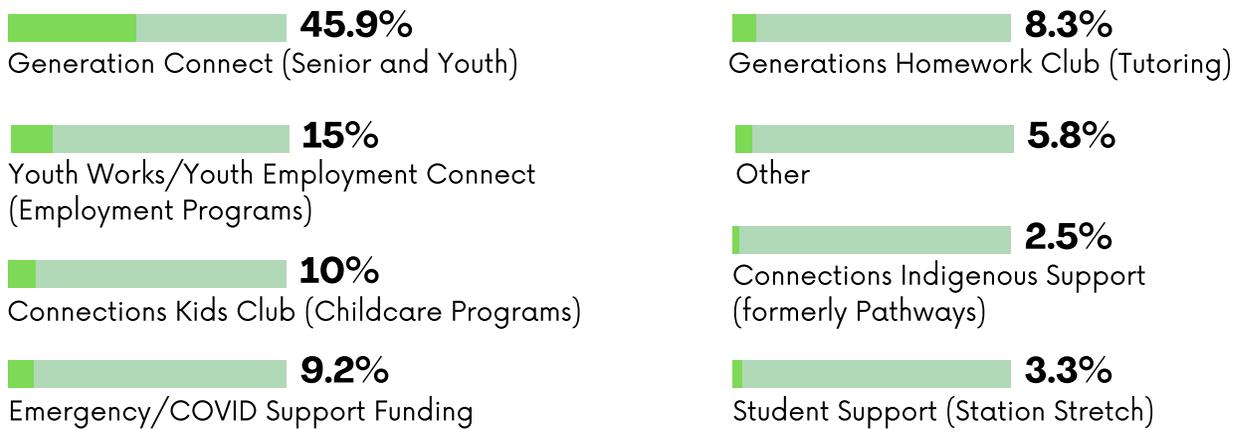


Connections Community Services Society

Customer Engagement Report

In May of 2021, Connections Community Services Society set out to survey our customers and clients for our 2021 Strategic Plan. We wanted to determine the current challenges in the community and where our organization can help and provide resources to solve them. This document summarizes what we learned from during this conversation with the community.

What was your first experience with Connections Community Services Society?



Other includes zoom programming, telephone health presentation, nutrition talk, gut health and immunity sessions, and more.

What were your primary reasons for coming to Connections Community Services Society?

Improve skills/knowledge	34.2%
Social connection	17.7%
Volunteer opportunities	11.8%
Support to increase self-esteem	9.1%
Find and/or maintain employment	5.9%
Childcare	5.9%
Financial support	4.8%
Help with school/education needs	4.3%
Other	3.7%
Access to basic needs	2.1%
Indigenous support	0.5%

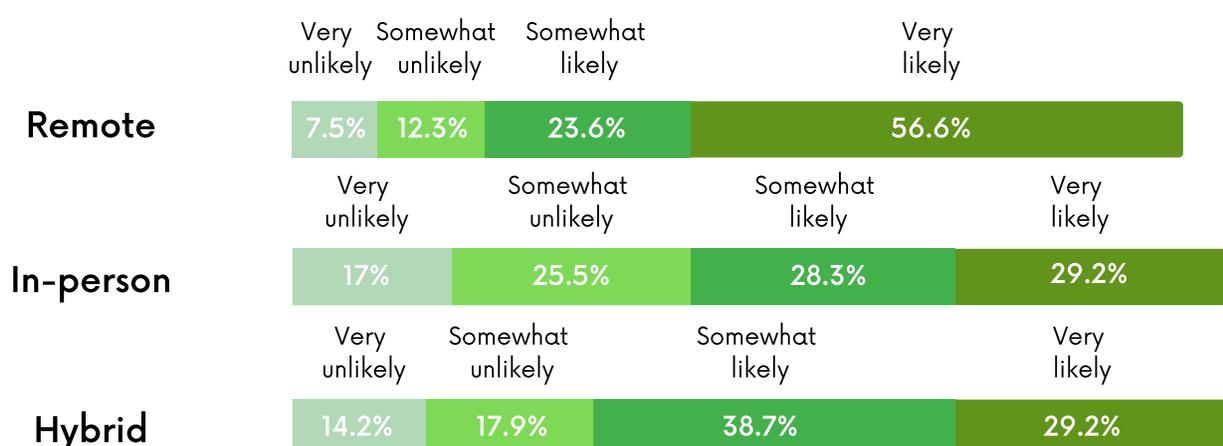
Other includes seeking helpful information, healthy and wellness, counselling, healthy living, and more.

What did you gain from the services provided by our agency?

New skills or knowledge	37.1%
Increased self-esteem	13.3%
New or improved relationships	13.3%
Leadership skills	8.6%
After school activities for you or your child	6.7%
Stability in basic needs	6.2%
Financial support	4.8%
Employment	3.8%
Other	3.3%
Better marks or grades	1.9%
Indigenous support	1%

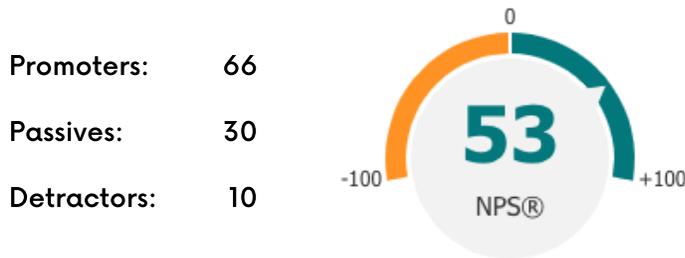
Other includes help with managing anxiety and stress, consistent support, and more.

How likely you are to participate in future types of programs/services?



There is a stronger preference for remote programs/services, over in-person or hybrid.

How likely are you willing to recommend our agency to a friend?



The Net Promoter Score ranges from -100 to 100.

A score of 53 is considered "excellent," and the customer and client based can be interpreted as loyal to CCSS and satisfied with the service.

A few comments from our customers and clients on our programs/services:

"I have had an amazing experience volunteering with CCSS. I've developed great friendships and connections with some senior members of my community through the seniors' technology class program, and the volunteer and leadership management coordinator is a wonderful mentor and leader."

"Excellent program, informative workshops."

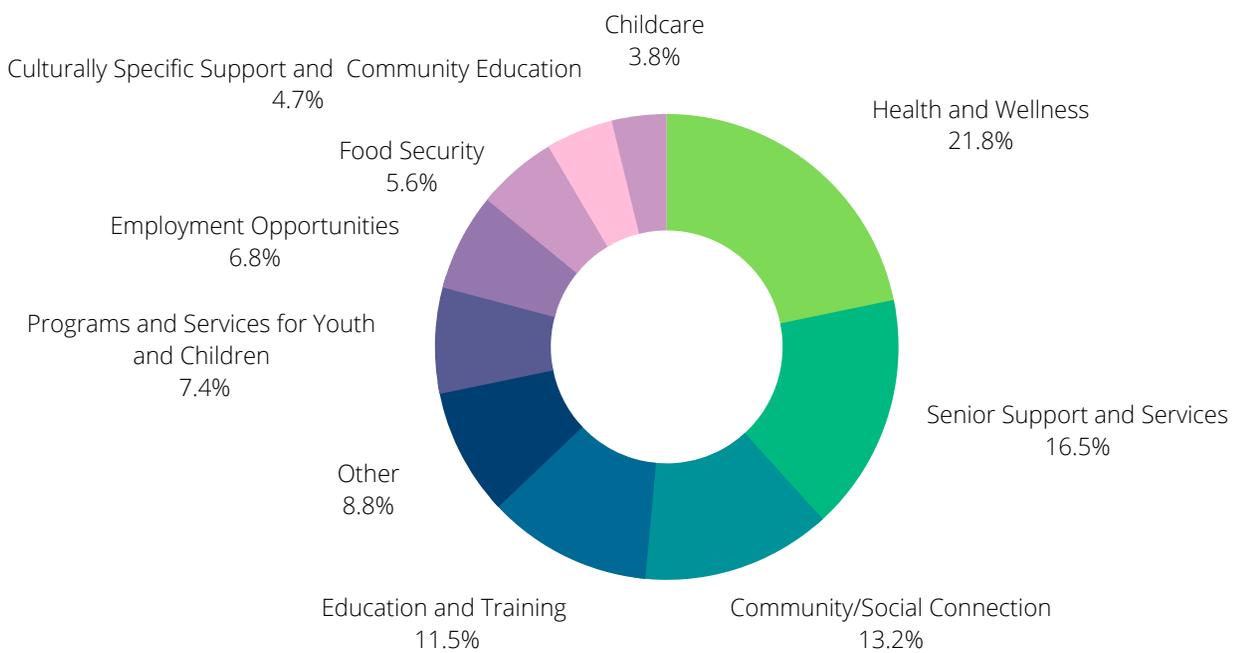
"I am truly grateful for the help that my son and I received from your agency when we needed it the most at this time, I would like to thank you so much for your support and kindness."

"It's a good service I would definitely recommend to those who may need the support."

"Because the agency offers experiences and informative knowledge that has helped me become confident in myself and my skills, as well as it has given me opportunities to help out and learn."

"Staff are very friendly, patient and helpful."

What are the most important needs or challenges in our community that need to be addressed?



Health and Wellness includes mental health, physical health, and addiction.

Other includes volunteer opportunities, technology/computer classes, affordable housing, and more.

In our survey, we asked our customers and clients to indicate any programs/services they would like us to offer in the future, and here is what they said:

- support for children with disabilities / training and classes / piano
- health education / health & wellness / housing / online courses
- school break camps / sports clubs / virtual exercise sessions
- mental health / psychological assistance / group travels and outings
- support in finding a family doctor / senior services / dance
- social messaging apps / children and kids workshops & sessions
- financial advice / legal and taxes / volunteering / language training
- cultural specific / retirement / social media / crime prevention
- lectures / medical information / games and activities / nutrition

Next steps:

Thank you to all those who participated in the survey!
Our Strategic Planning Committee and Board of Directors will be using this input to create a framework for the 2021 Strategic Plan and help us tailor our current/future programs to our community needs.