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BC ASSESSMENT RELEASES CUSTOMER SURVEY RESULTS

VICTORIA – BC Assessment released the results of its 2008 customer satisfaction surveys today. Overall, 81 per cent of residential property owners (80 per cent in 2007) who had a customer interaction in the past year said they were either very satisfied or satisfied with the overall quality of customer service. For non-residential property owners (e.g. businesses), the overall satisfaction level was 89 per cent (84 per cent in 2007).

“The results of the 2008 survey demonstrate continuous improvement in delivering our core values of fair and respectful customer service,” said Kevin Krueger, Minister of Small Business and Revenue and minister responsible for BC Assessment. “The positive survey results highlight our commitment to clear, simple and straightforward property assessment policies.”

“Our customer service commitment is to be reliable, accessible, uniform and respectful,” said Connie Fair, President and Chief Executive Officer of BC Assessment. “This important research tells us how we are doing to measure up to those service principles. We use the feedback to enhance our products and services which support positive customer experiences for the future.”

Examples of input from residential property owners included:

- 99% (79% in 2007) making contact in person agreed they waited a reasonable amount of time for service
- 93% (85% in 2007) making contact by email agreed the response received provided information they required
- 93% (95% in 2007) agreed the Assessment Notice is easy to understand; 74% (77% in 2007) think their assessed value is fair; and 85% (86% in 2007) who used the web site said it had the information they needed

Examples of input from non-residential property owners included:

- 97% (92% in 2007) of the respondents who contacted BC Assessment agreed that they were responded to in a timely manner, and 95% (87% in 2007) were pleased with the level of customer service
- 92% (84% in 2007) of the people that requested information about appealing a property assessment agreed that staff were responsive to their enquires, and 88% felt that they were treated fairly (83% in 2007)

The complete 2008 customer survey reports can be read online at www.bcassessment.ca/customer_service.asp where you can find more information about BC Assessment and the property assessment process. The surveys were completed by Venture Market Research, an independent research firm. A total of 959 residential property owners and 893 non-residential property owners were surveyed by telephone from April to June.

In 2007, BC Assessment also surveyed its local government, provincial government and First Nations clients. Overall, 95 per cent of those surveyed said they were either very satisfied or satisfied with the quality of customer service they received. These three client groups will be surveyed again in spring 2009.

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Our Service Commitment to you is to be . . . reliable, accessible, uniform and respectful