SUBJECT

Application Processing times

ISSUE

How has CMHC improved its service standards?

RESPONSE

- **Mr. Chair, client experience is top of mind when it comes to the National Housing Strategy, and we continue to find ways to make programs delivery easier.**

- **CMHC reorganized its workforce to ensure clients have one point of contact, ensuring clients are not bounced around between staff. CMHC continues to work on improving its client relationship model and has recently appointed a new Director of Client Solutions.**

- **Soon after launching the NHS, CMHC listened to feedback and streamlined its application process and set quicker targets for decisions, resulting in a 51% reduction in turnaround time.**

- **More recently, CMHC announced a contribution only stream of the NHCF aimed at fast-tracking applications and reducing turnaround times even more for approximately 50% of NHCF applications.**

BACKGROUND

CX Survey Results

We survey our clients at every step of the application process to measure their satisfaction, how easy it is to work with us, and their likelihood to recommend us. Our scores of over 15,000 surveys have been consistently strong and have been trending upwards since 2019.

We publish our service standards (turn around times) on our website and address clients needs within them 97% of the time.

Net promoter score

2022 Target: NPS of 60	**2022 Q1 update:** NPS of 63 **2022 Q2 update:** NPS of 56 **2022 Q3 update: NPS of 60**

NPS Scores can range from -100 to +100 with a higher score being more desirable
- 0-30 being good
- 30-70 being great
- 70-100 being excellent

<u>Measure</u>: Client needs addressed within service standards

2020 Target: 59% adherence to the service standard **2021 Target:** 67% adherence to the service standard **2022 Target:** 77% adherence to the service standard	**2020 update:** 70% **2021 update:** 93% **2022 Q1 update:** 97% **2022 Q2 update:** 93% **2022 Q3 update: 97%**

- More recently, we implemented key enhancements including a tiered approach to prioritizing client needs as well as application improvements to simplify and speed up the process. We have also:
  - launched an updated process for client issues management/escalation;
  - continued training/communication to frontline staff; and,
  - improved ease of access and user-friendliness of our websites and product literature.