

# INSIGHTS GAINED

## SEEK

Clients are **overwhelmed** with the **amount of information** provided by IRCC and SPOs

Clients expect that **online tools will be interactive**

More information is **NOT** always better

## APPLY

**Perceptions of fairness** influence how clients feel about our services

**Language & illiteracy** can compromise clients' access and use of services

**It's not just what we say but how we say it** that matters – tone should be welcoming but instructive

**Placement and font size** of information can result in client errors

## WAIT

Clients need **timely updates** and information

**Ignoring clients leads to more work** – ATIP requests, multiple calls/emails to CSC, complaints to MPs

Importance of **doing while waiting** – lives are on hold waiting for us

Standard messaging reduces confidence in system, **clients want specific detail**

## MOVE FORWARD

**Expectations** are shaped by **what they hear about Canada before they arrive**

**Giving clients some control** increases their **confidence** in the process

**Iteration** will lead to the **best possible product**

**Personal history, country of origin, & cultural backgrounds** all inform the client's experience

**Reciprocity** is important to clients