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.
- Reciprocity is important to clients.

Iteration will lead to the best possible product.
Personal history, country of origin, & cultural backgrounds all inform the client’s experience.