



CAV-ACS

**2024 Canada VRS Satisfaction
and Usage Research**

January 2025

Objectives and Methodology

PHASE 1: WEB SURVEY

POPULATION



- Total registered individuals surveyed: **9,941**

PHASE 2: INTERVIEWS



- Web survey respondents who rated their overall satisfaction as “good”, “fair”, or “poor” and expressed interest in a follow-up interview.

OBJECTIVES



- Evaluate satisfaction with the service
- Provide a deeper understanding of how the service is used
- Identify the barriers to using the service
- Compare to 2022, 2023 and 2024 results
 - The ↑↓ arrows indicate significant differences compared to the previous year.
 - The arrows for 2024 are vs. 2023, the arrows for 2023 are vs. 2022 and the arrows for 2022 are vs. 2021.

- Identify areas requiring improvement in both the short and long term
- Understanding the nature of issues experienced by dissatisfied users

DATA COLLECTION



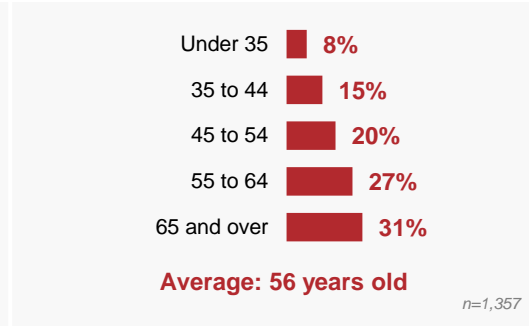
- A **web survey** was conducted by Ad Hoc Research Inc. from **October 28 to November 18, 2024**.
- In total, **1,405** respondents completed the survey (1,100 ASL and 305 LSQ), resulting in a response rate of **14%**.
- **Virtual interviews** were conducted on Zoom by Ad Hoc Research Inc. from **November 25 to December 5, 2024**.
- ASL or LSQ interpreters were present for all interviews.
- In total, **17** individual interviews were conducted (8 ASL and 9 LSQ).

Canada VRS Demographics

Province



Age

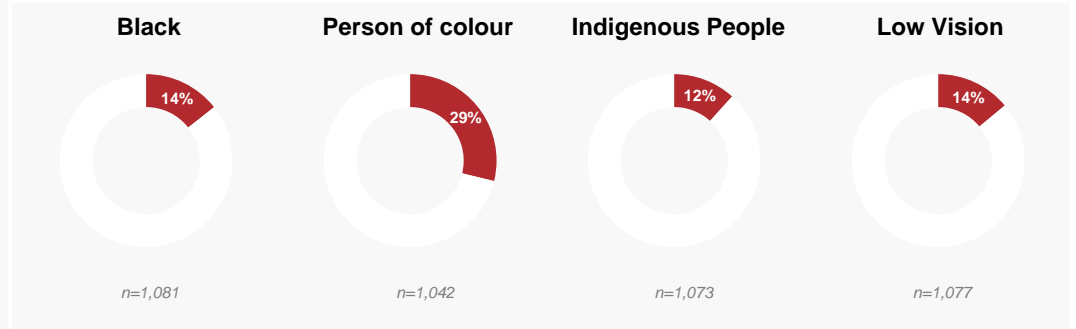


Gender



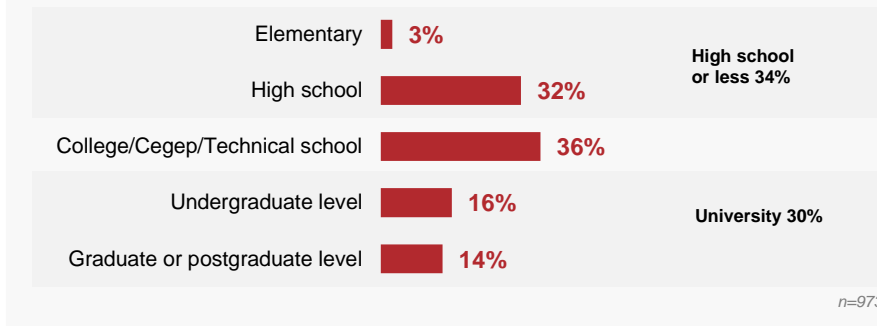
Belong to the following groups

(% Yes)

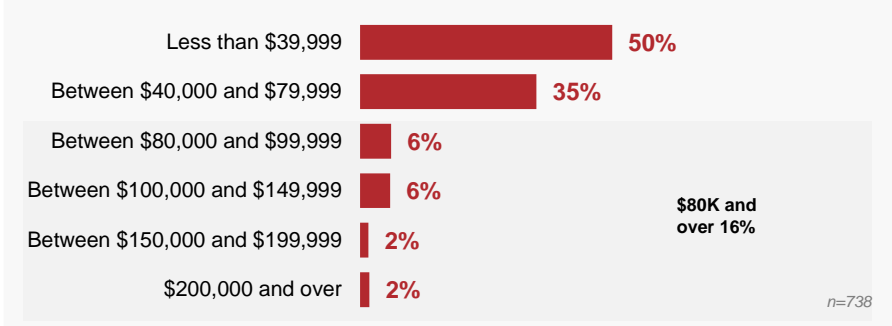


Education, Employment & Income

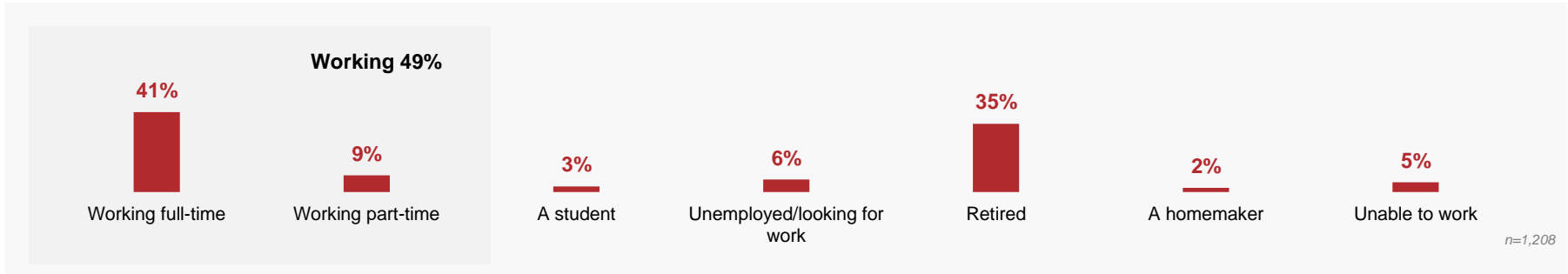
Education



Annual Household Income



Employment Status





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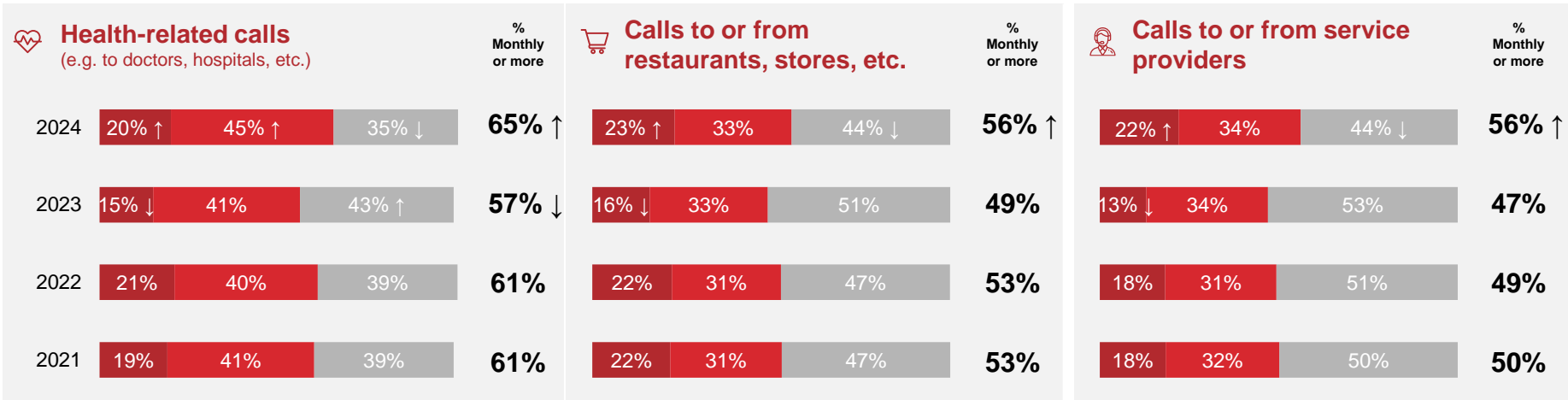
RESULTS FOR REGISTERED USERS

Note: In this study, users are defined as individuals who say they have made or received at least one call with Canada VRS. Of the n=1,372 respondents surveyed, 91% defined themselves as users. Questions in the following section were only asked to users.

Frequency of Various Types of Calls

For all types of calls there has been a significant increase in the frequency of weekly calls. The order of the different types of calls has remained consistent since 2021.

■ Weekly ■ Monthly ■ Less often or Never



Frequency of Various Types of Calls

The frequency of work-related calls has significantly increased. Among those who work, a little less than three out of five use Canada VRS monthly or more often for this purpose.

■ Weekly ■ Monthly ■ Less often or Never

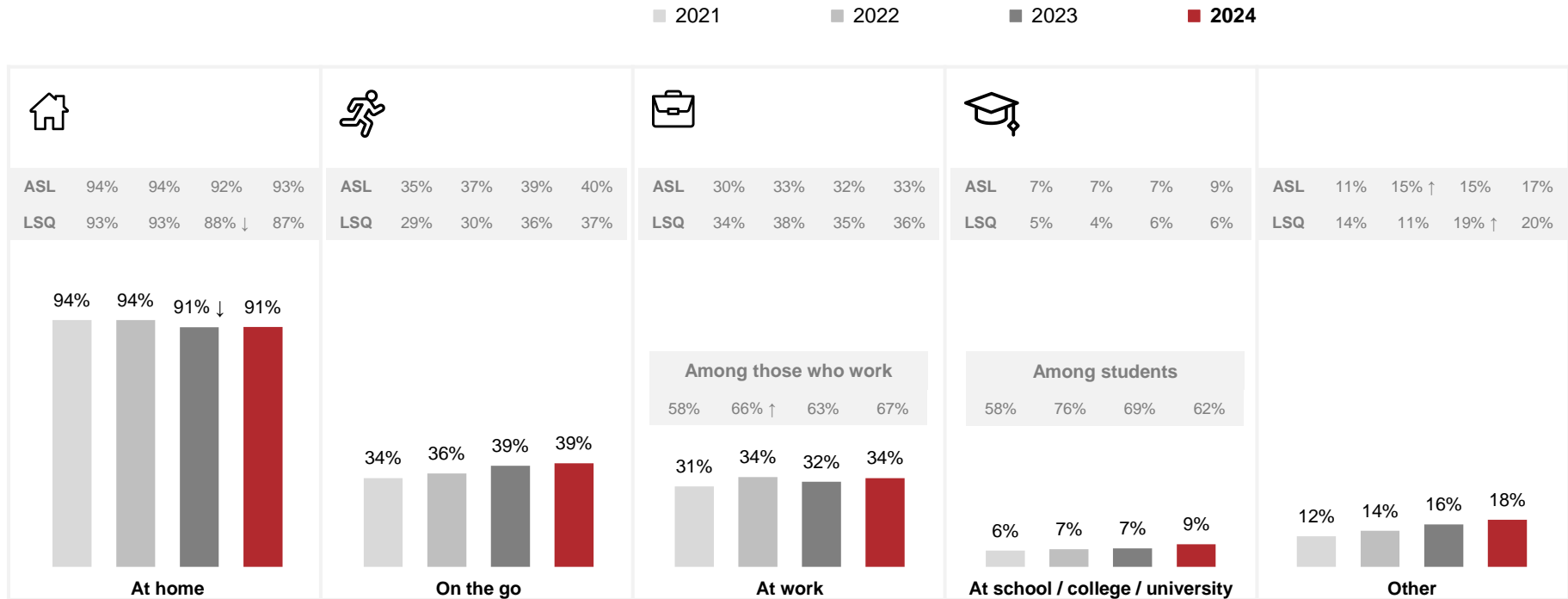


Year	% Monthly or more
2024	57% ↑
2023	49%
2022	54%
2021	55%

Monthly Work-related calls Among those who work:

Places Where Canada VRS Is Used

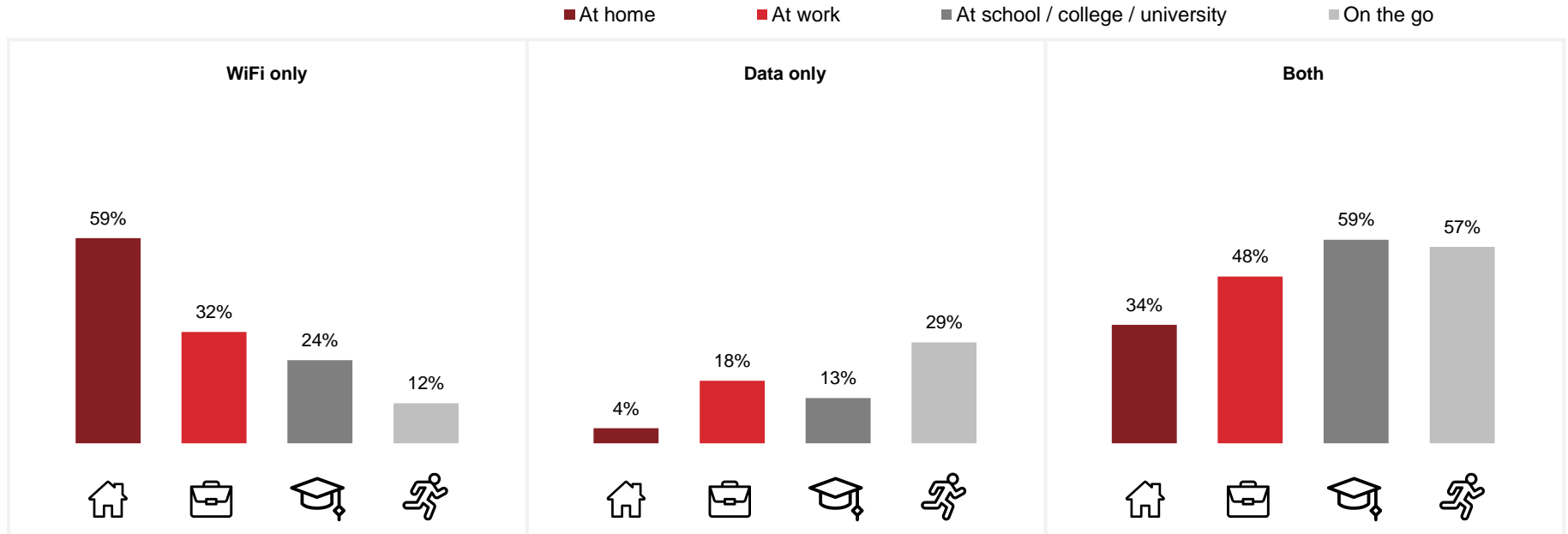
Canada VRS continues to be predominantly used at home, far outpacing all other settings.



Note: Total may exceed 100% since a respondent could have given more than one answer.

Usage Methods for Canada VRS Across Different Locations

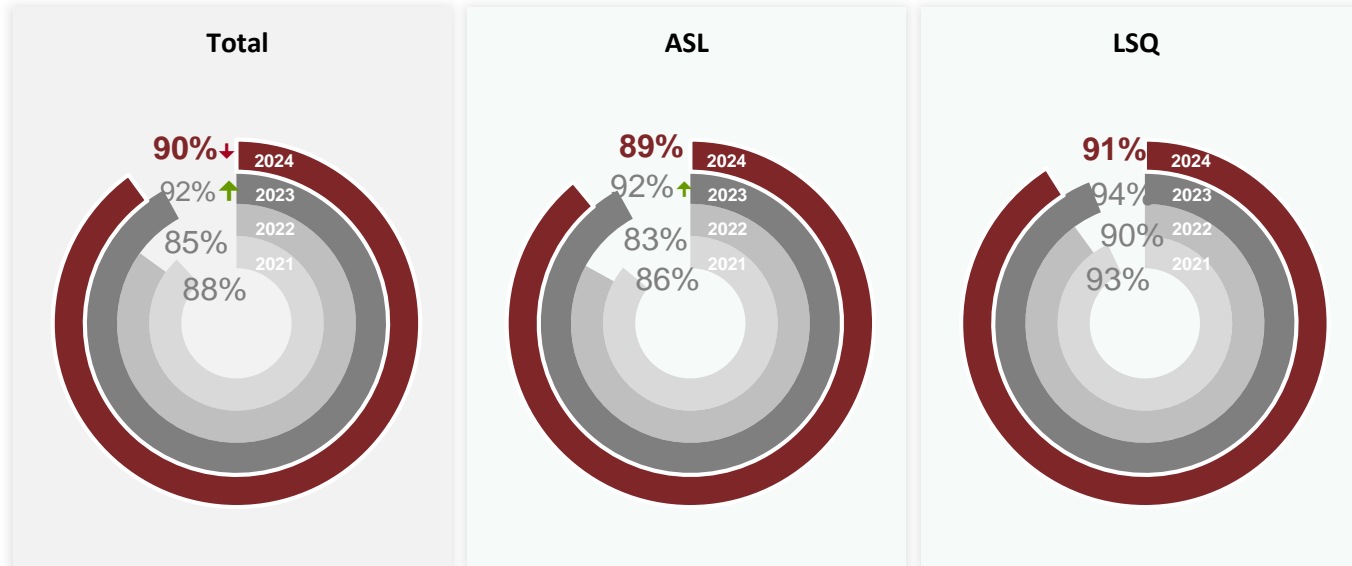
More than half only use WiFi for calls made at home. In other locations, the combination of WiFi and mobile data is the preferred option.



Overall Satisfaction with Canada VRS

% Excellent or Good

Overall satisfaction remains high at 90%, though nearly half of users rate the service less than “excellent”, suggesting some room for improvement.



Recommendations Based on Individual Interviews



Interviews shed light on the key areas for improvement.

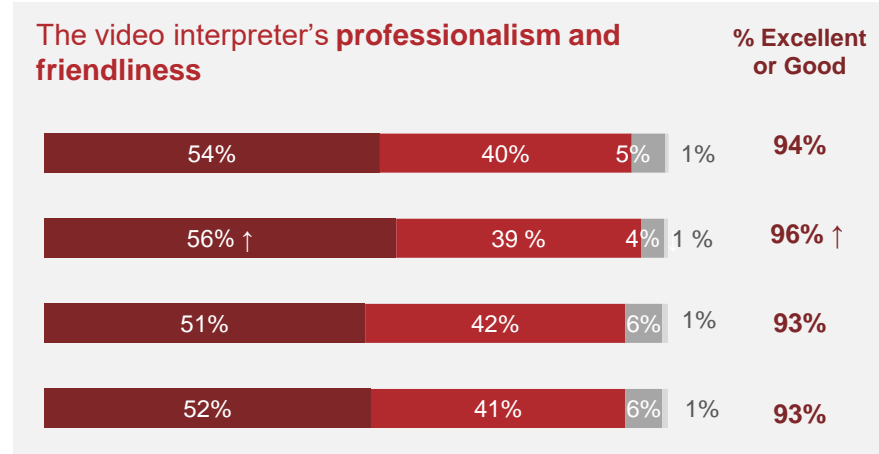
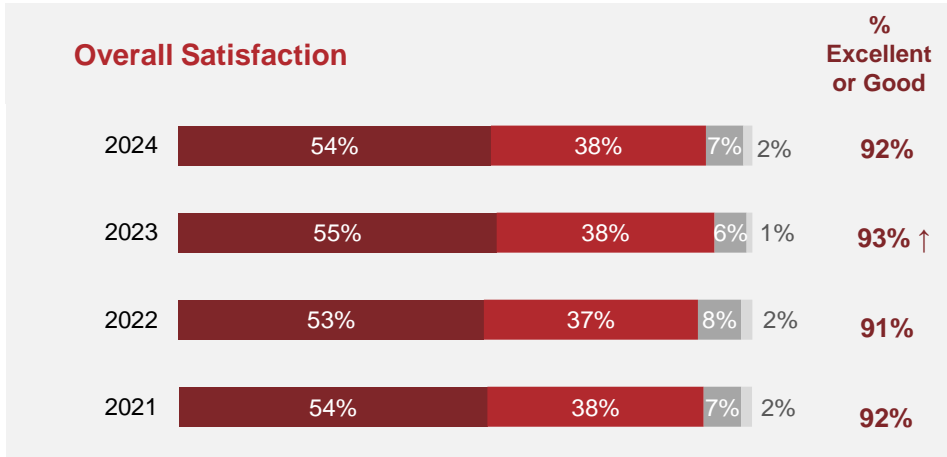
Areas for improvement	Recommendations
Connectivity and technical quality	<ul style="list-style-type: none">• Address technical issues (crashes, freezes, dropped calls, etc.) .• Ensure all interpreters are well-equipped technically.• Implement an efficient call-back system.• Provide options for saving written messages and transcriptions.• Communicate system outages or updates in real-time.
Interpreters and their availability	<ul style="list-style-type: none">• Allow users to provide pre-call context.• Provide real-time updates on waiting times and queue progress.• Provide updates on interpreter availability and allow users to select interpreters.• Provide better education on regional communication differences.
User-friendliness and accessibility	<ul style="list-style-type: none">• Better inform users about the available notification options.• Assist users in setting up notifications.• Support text with ASL and LSQ videos on the Canada VRS website.• Provide access to braille displays.
Customer service and outreach team	<ul style="list-style-type: none">• Ensure that persistent issues are resolved.• Extend customer service hours to cover all time zones equally.• Raise awareness of Canada VRS among public services (e.g., banks).

Satisfaction with Video Interpreter Quality



Ratings of “excellent or good” for video interpreter (VI) quality are positive overall.

■ Excellent ■ Good ■ Fair ■ Poor



Satisfaction with Video Interpreter Quality

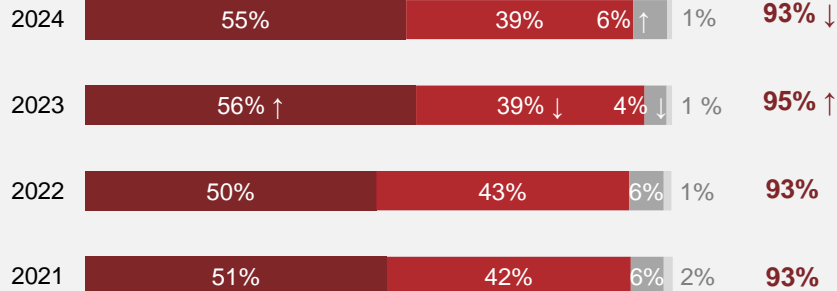


Despite a slight decline in interpreter flexibility and patience, all subdimensions continue to receive strong ratings.

■ Excellent ■ Good ■ Fair ■ Poor

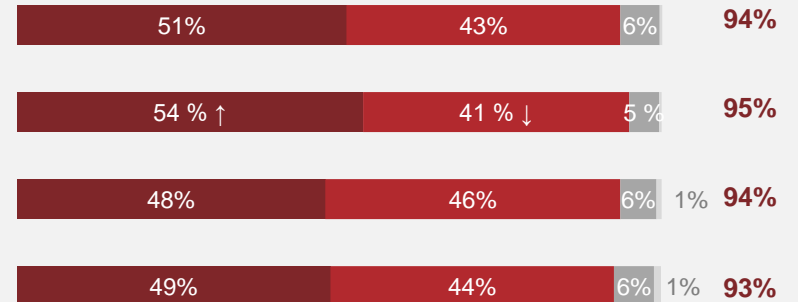
The video interpreter's flexibility and patience

%
Excellent
or
Good



The video interpreter's skill and ability to interpret the call

% Excellent
or
Good



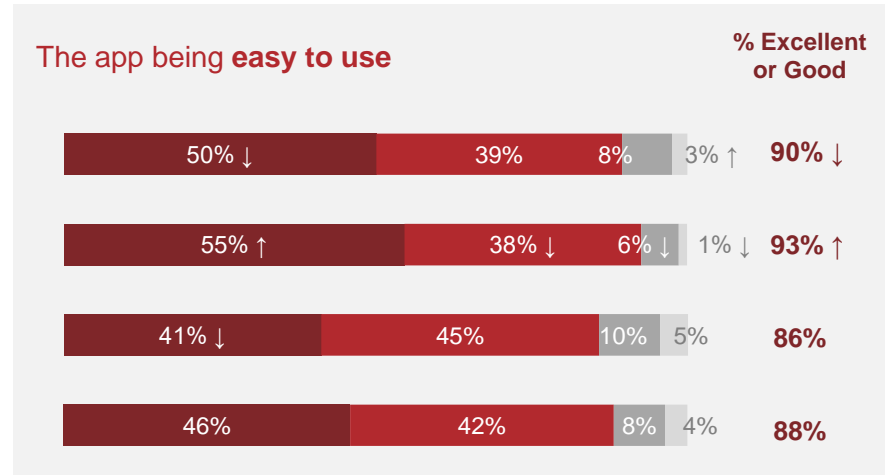
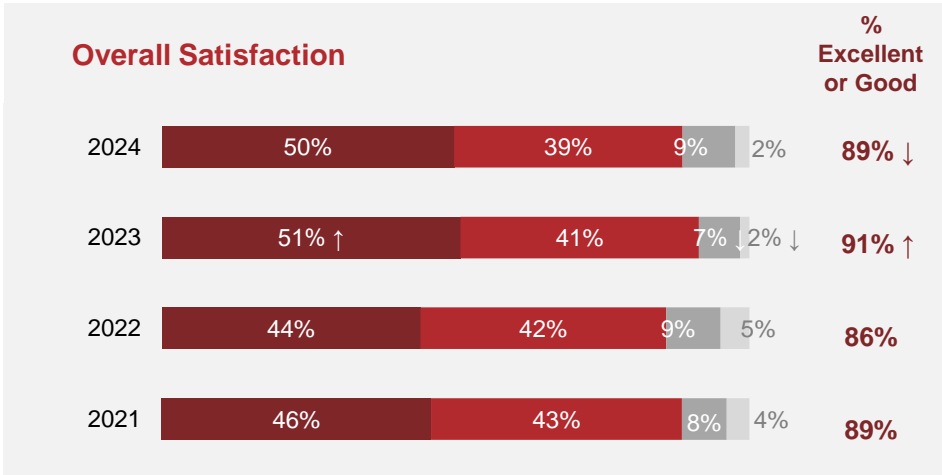
Satisfaction with Technical Quality



Technical quality is at a satisfactory level. A slight decrease compared to 2023 indicates room for improvement.

(see page 11 for recommendations)

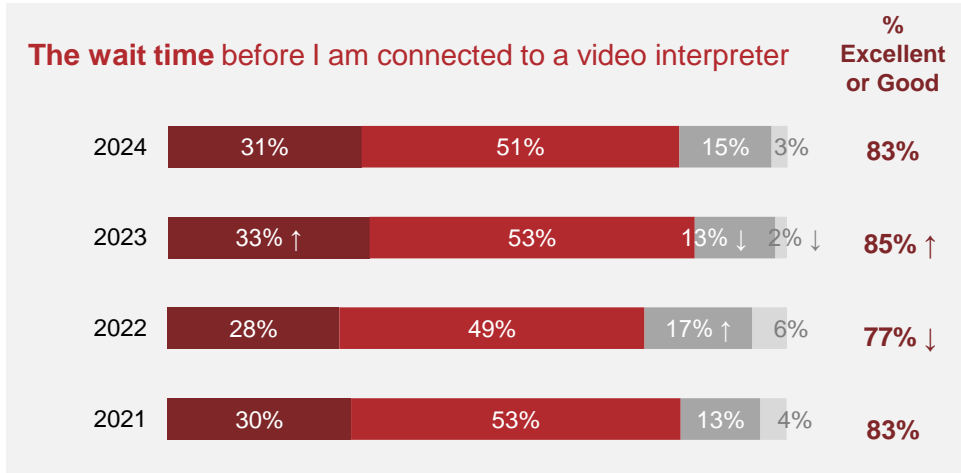
■ Excellent ■ Good ■ Fair ■ Poor



Satisfaction with Technical Quality

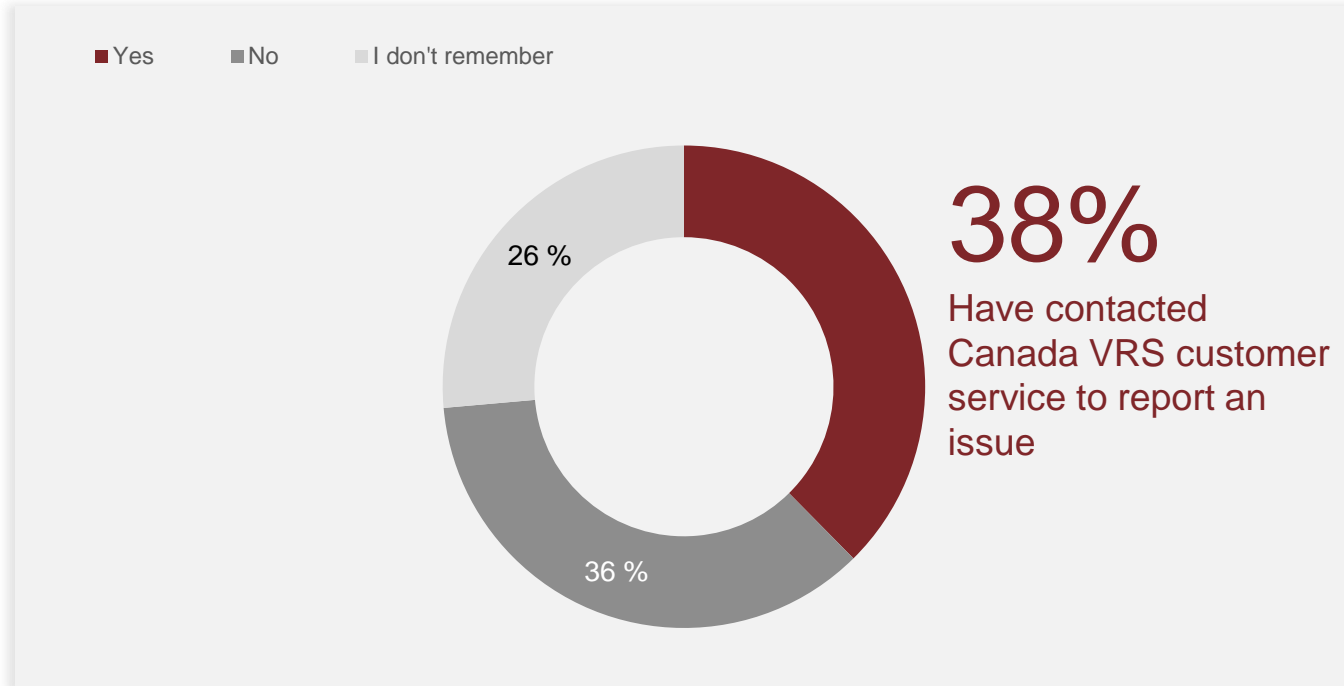
The wait time before being connected to a video interpreter is stable.

■ Excellent ■ Good ■ Fair ■ Poor



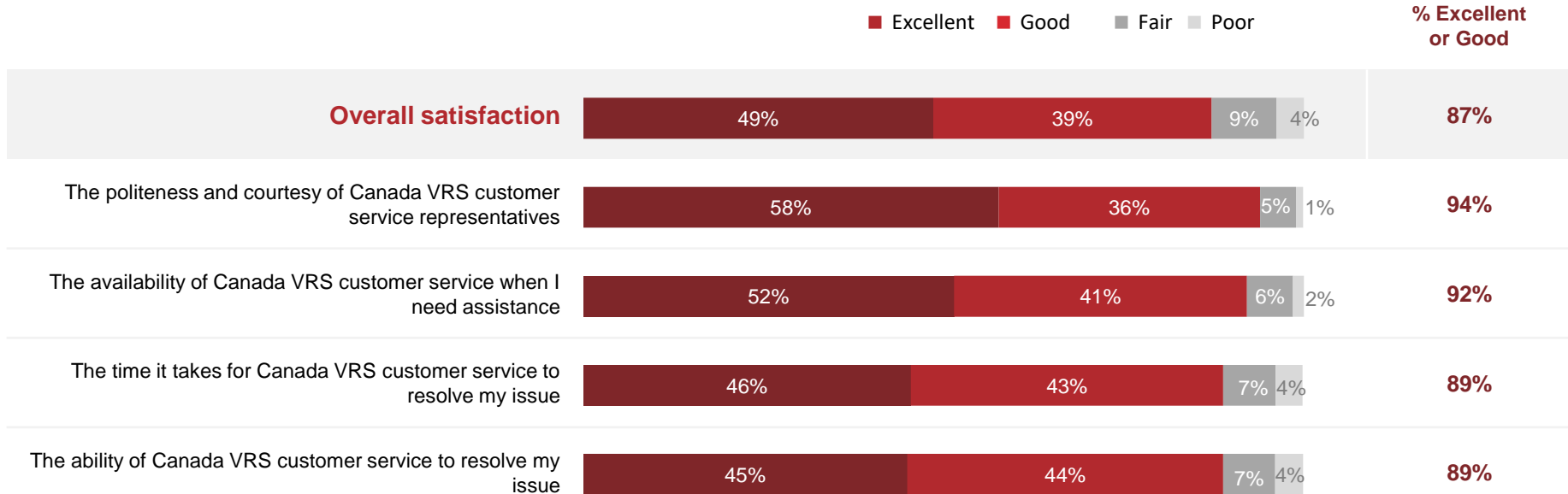
Customer Service Usage – Past 12 Months

Approximately two out of five users have contacted Canada VRS customer service in the past 12 months.



Satisfaction with Customer Service

Customer service receives high ratings in both overall satisfaction and across all subdimensions.



Attachment to Canada VRS

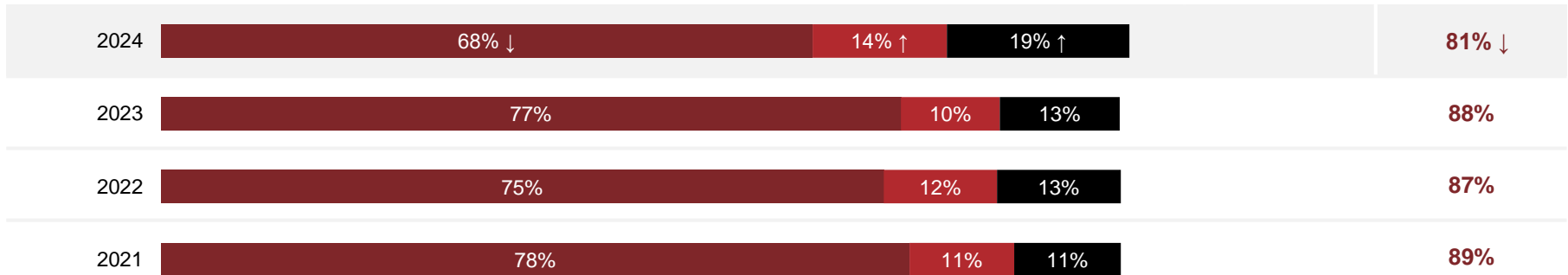
There has been a significant decrease in users' attachment to the Canada VRS service this year.

This decline could be attributed to the slight decreases observed specifically in satisfaction with the technical quality and ease of use of the application. Moreover, user attachment is notably lower among individuals with low vision, as well as BIPOC and Indigenous users, compared to the rest of the population. This indicates a potential need for increased focus and engagement with these communities.

If Canada VRS were to disappear, would it be...

■ A major loss ■ A minor loss ■ No loss, I would feel indifferent


% Loss





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For more information, please contact Customer Service.

Video:	ASL or LSQ: Dial 9050 within the app.
Email:	support@SRVCanadaVRS.ca
Telephone:	English and French 1-800-958-5856 (9:00am to 6:00pm ET)
Live Chat: 	Live chat is available during Customer Service hours on all the latest version of the Canada VRS application.