



2023
CONSUMER SURVEY
REPORT



Background & Purpose

The Vehicle Sales Authority (VSA) aims to provide a trustworthy and safe way for consumers to buy vehicles in British Columbia. To meet consumers' demands, the VSA carries out an annual survey of consumer experiences. The feedback from this survey is used to improve the services the VSA provides by giving executives insights into consumers' needs and helping them make informed decisions.

Purpose

The aim of the Consumer Survey Report is:

- To draw findings from the consumer survey data;
- To recommend business changes based on findings.

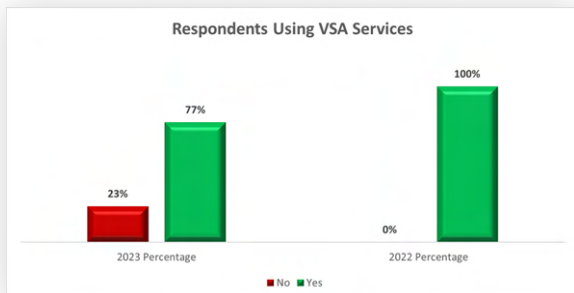
Methodology

- From **January 8 to 22, 2024**, the VSA surveyed consumers who used VSA services since April 1, 2023.
- A questionnaire of 12 questions was emailed to 2,122 consumers to gather their feedback.
- The survey received a **9% response rate** (194 out of 2,122).
- The report focuses on **179 consumers** (92% of 194 total respondents) who interacted with the VSA in the past 12 months. **15 responses** were excluded, as they said they did not use VSA services.



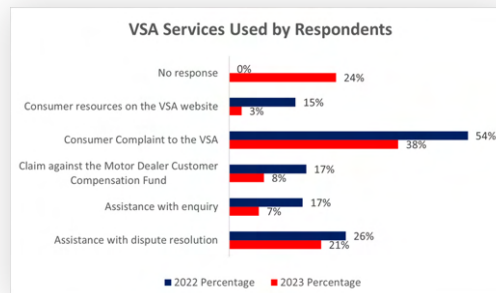
Key Findings

1. Have you ever used any services from the Vehicle Sales Authority (VSA)?



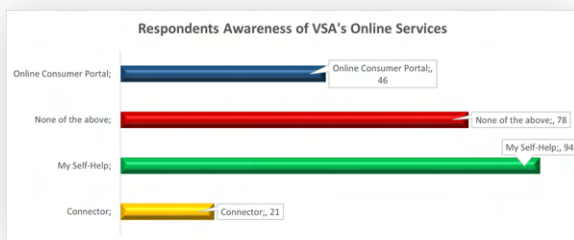
The 2023 consumer survey revealed a decrease in the number of respondents who used VSA's services year-on-year. Out of the 179 respondents, only 77% reported using VSA's services in the past year, a 23% drop from the previous year. There may be several reasons for the decline, such as some consumers who contacted VSA but did not follow through with their applications. Others, meanwhile, may not fully understand what constitutes "using" VSA services.

2. Which of the following VSA services have you used?



VSA's Consumer Complaints and Assistance with Dispute Resolution services declined by 21% compared to the 2022 survey. The reason for this drop is unknown, but it could be due to the introduction of new online services, consumers opting for alternative options, or the 24% of respondents who failed to respond to the survey question. Further investigation would be required to determine the exact factor at play.

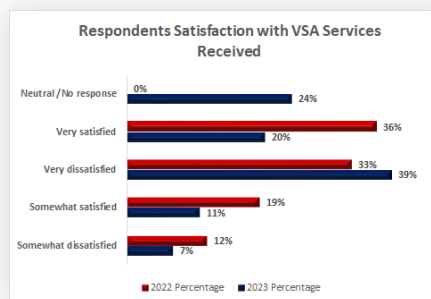
3. Are you aware of our new online services?



Note: Reported awareness values overlapped. Some respondents indicated knowledge of multiple online services.

More than half of respondents are aware of the VSA's new online services; which suggests that, through promotion and awareness, the VSA can increase consumer usage of these platforms in the future.

4. How would you rate your experience with the VSA?



Overall, respondents expressed dissatisfaction with services received from the VSA. 46% were unsatisfied, 31% were satisfied, and 24% had no response. Satisfaction declined from the previous survey. Possible reasons: low awareness of VSA's online services, dissatisfaction with complaint/enquiry outcome, or unmanaged expectations by VSA.



Next Steps

The VSA is considering the following next steps:

Develop a Consumer Relationship Management Strategy.

The VSA's Communication Specialist and Operational Departments will collaborate to develop a Consumer Relationship Management Strategy to improve consumer experience.

Strategize ways to make VSA's online consumer services more front-facing.

The VSA is working to make its online consumer services more front-facing by improving the consumer landing page on its website, launching a consumer bulletin, and increasing its online presence.

A redesign of survey questions.

The VSA will redesign the survey questions to focus on its service process, including timeliness, relevance, and efficiency, to assess its services better.

Re-developing transactional surveys within the complaints process so we do not rely on an annual survey. In progress.



