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du Canada



A large blue rectangular overlay covers the bottom half of the page. On the left side of this overlay, the text "Accelerating impact, together" is written in a large, bold, white sans-serif font. In the background, through the semi-transparent blue layer, a person's hands are visible on a computer keyboard, and a monitor displaying a grid pattern is partially visible.

Accelerating impact, together

Canadian Digital Service
Annual Report (Fiscal Year 2024–2025)

Canada 



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du Canada



Canada

The Canadian Digital Service (CDS) provides self-serve tools and digital expertise to help build better public services.

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Executive summary

This annual report highlights the progress of the [Canadian Digital Service \(CDS\)](#) during Fiscal Year 2024–2025 (April 1, 2024 to March 31, 2025), a year defined by increased momentum, deepened partnerships, and a strong focus on delivering real impact for people in Canada.

Building on a solid foundation and guided by the priorities reflected in our [2024–2027 Strategy](#), we continued to improve how Government of Canada (GC) services are designed, delivered, and experienced, by scaling proven solutions and expanding our reach across departments.

CDS continued to advance its mission by:

- Collaborating closely with departments and agencies to improve high impact services
- Improving and increasing the use of platform products like [GC Notify](#), [GC Forms](#) and [GC Design System](#) to address common digital challenges across the GC
- Supporting more departments in adopting modern design and content practices on [Canada.ca](#)
- Exploring ways to simplify and improve how people access digital GC services securely

As part of our commitment to work in the open, this report shares the progress CDS teams are making, along with lessons learned, as we continue to build services that are accessible, secure, inclusive, and centered on users' needs.

Message from our Chief Executive Officer



At the Canadian Digital Service (CDS), our mission is clear: help the Government of Canada deliver faster, more accessible, and more reliable services to the people we serve.

In 2024-2025, we advanced this mission by scaling digital solutions, strengthening departmental capabilities, and staying focused on outcomes that matter to Canadians.

Our platform products — **GC Notify**, **GC Forms**, and **GC Design System** — continued to improve service delivery. Through the **Digital Transformation Office (DTO)**, we made it easier for Canadians to find and use services on [Canada.ca](#), especially during key life moments. With our flagship products, **GC Sign in** and **GC Issue and Verify**, we're building a secure, seamless digital front door to government services.

We also relaunched our **Services team**, shifting from delivering solutions to supporting government departments with the right skills and talent, empowering public servants to co-create and design services that last.



“When we build once and share widely, everyone benefits. That’s how we reduce duplication, save time and effort, and deliver better services to people in Canada.”

— Paul N. Wagner,
CEO, Canadian Digital Service

This report shows how we're cutting reliance on external consultants, eliminating duplication, saving time and money — while delivering better more secure, accessible services. Over the last year, we have also looked inward and reconsidered how CDS would like to work with GC partners. More than ever, we see the importance of working together to solve common service problems and working smarter, not harder.

Over the next year, CDS relationship managers will be reaching out across departments to listen and learn—how we can improve the way we work together to achieve greater impact. We're proud of what we've achieved so far — but even more energized by what's ahead. In the coming year, we will continue transforming government by developing digital infrastructure that improves services and makes interactions between people, businesses, and government secure and seamless, and we will continue to push for a more modern, inclusive and trusted public service.

To our partners, public servants, and the teams we work with everyday — thank you. Together, we're shaping the future of public services in Canada. Let us show you how GC programs and services that are **Powered by CDS** can accelerate impact!!

— Paul N. Wagner,
CEO, Canadian Digital Service

Anchored by CDS 2024–2027 Strategy

Everything we do is grounded in our [2024–2027 CDS Strategy](#), which sets out four clear missions:



Mission 1

Easy access to government services
for all people and businesses



Mission 2

Human centered client experiences
focused on solving whole problems



Mission 3

Effective, efficient, and trustworthy
services enabled by data and technology



Mission 4

Empowering people to deliver

These missions reflect a growing transformation across the public service — one that's digital by default, focused on delivery, and deeply connected to the people it serves.

CDS core values and ways of working

CDS operates with a strong set of shared values:



Put people at the heart of services



Deliver measurable outcomes



Do the hard work to make things easier



Build for learning and iteration



Take care of each other



Work in the open to help clear a path

And we live these values every day through our ways of working:



We work in small, empowered, independent, interdisciplinary teams.



We engage directly with the people who will use the service, at every stage.



We make small, incremental changes to products, continuously.



We make accessible, inclusive services that work on any device or screen.



We make it easier for other departments to work in similar ways by sharing code, resources, work-in-progress, community, and lessons.



We advocate for and inform policy changes, grounded in delivery experience.



We work together by following the CDS Values and the Values & Ethics of the Public Service.

Serving Canada: the CDS team

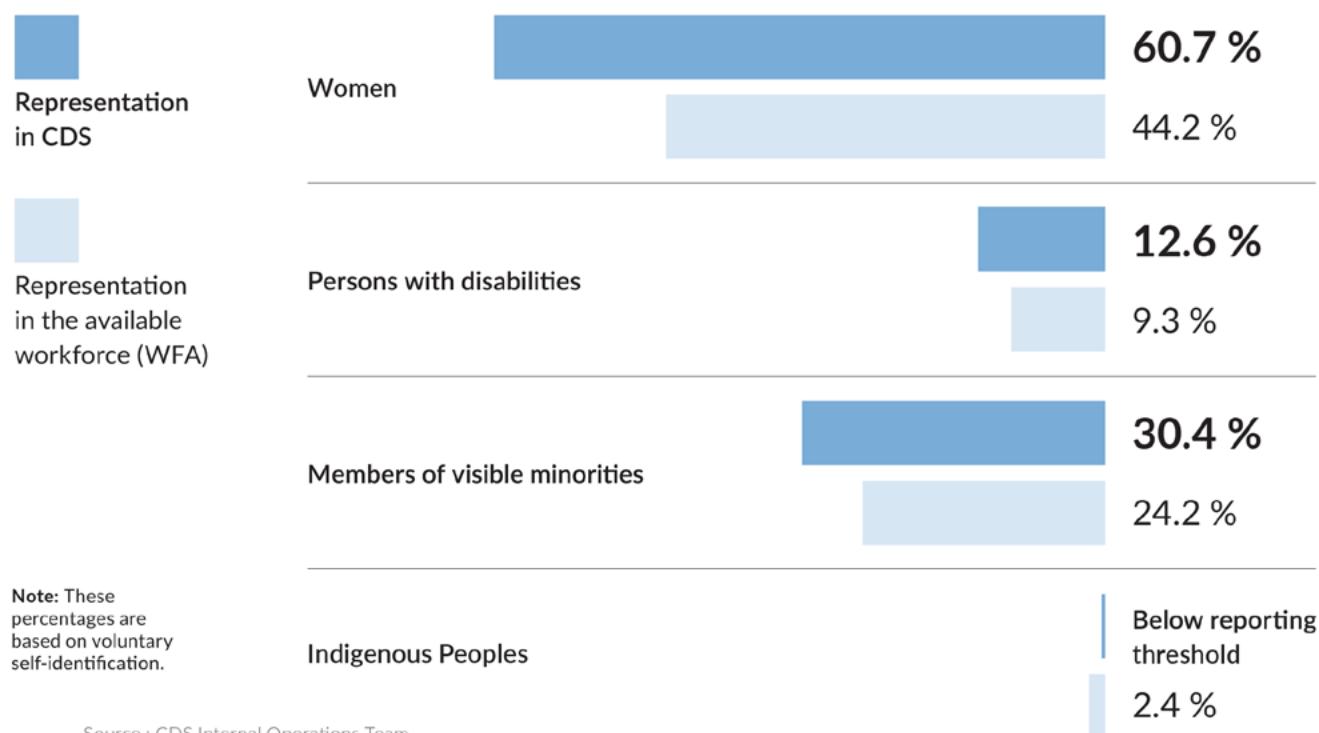
CDS is committed to achieving representation from all employment equity-seeking groups.

While CDS is well-represented for most groups based on workforce availability, meeting census data is just the start. For the coming year, CDS will continue to strive towards greater representation and providing

opportunities for all, enabled by an inclusive and compelling recruitment and employee experience that ensures all employees feel welcomed and supported in their career development.

Fostering an inclusive workplace

3 of the 4 employment equity designated groups are above workforce availability (WFA)



Source : CDS Internal Operations Team



2024–2025 Financial Summary

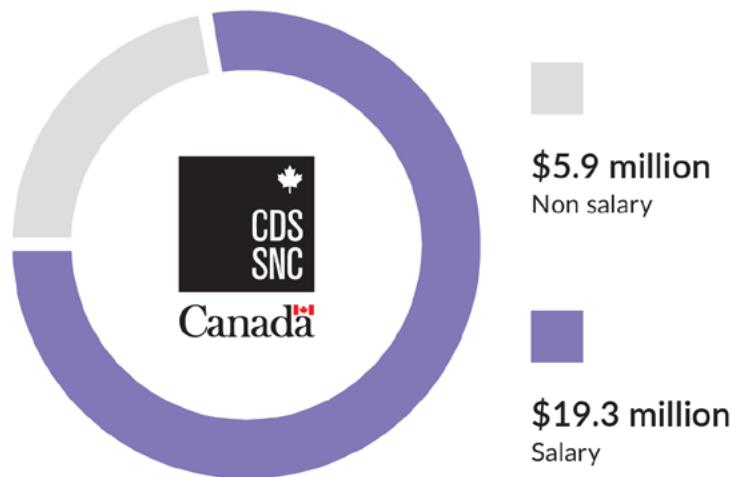
The operational transition of CDS from the Treasury Board of Canada Secretariat (TBS) to Service Canada in February 2024 and onboarding of new teams into CDS represented a significant organizational shift that expanded CDS's financial scope. CDS leveraged two funding sources to drive its mission forward:

- **Operating budget** to support CDS's existing products, services, and enabling functions
- **Cost-recovered funding** for the use of products such as GC Issue and Verify and Sign In Canada by partner departments

Operating budget at CDS

In 2024–2025, the majority (76%) of CDS resources were allocated towards supporting a team of sought-after digital talent that is building, running, and delivering products and services to our GC partners. The remaining resources (24%) were allocated towards CDS's non-salary expenses, which included significant investments in cloud operations and provided industry-grade tools to CDS employees.

2024–2025 budget: \$25.2 million



Source : CDS Internal Operations Team



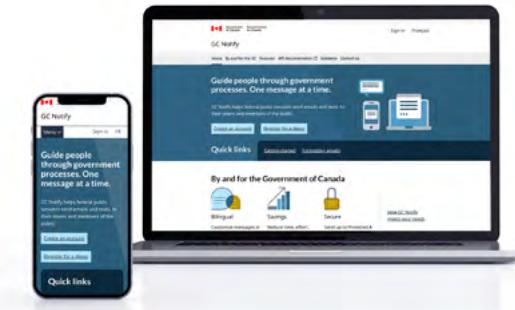
Source : Freepik

Partnerships at CDS

\$3.4 million

Recovered from departments,
primarily via Sign In Canada and
GC Issue & Verify.

CDS products and services



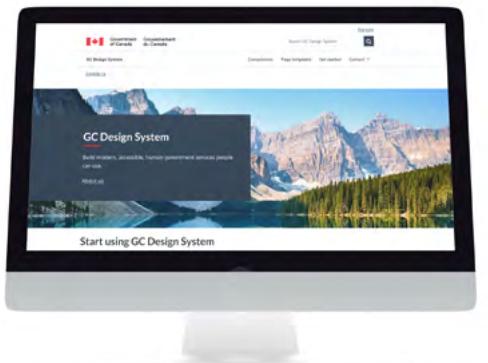
GC Notify

Empowering government to communicate more effectively with users by delivering timely information through email and SMS.



GC Forms

Helping government users quickly and easily publish simple, accessible, online forms that the public can use to access the services or benefits they need.



GC Design System

Providing a set of bilingual design principles, code components, and accessibility standards that enable GC teams to create consistent, inclusive and user-focused digital experiences.

Sources: Freepik / Photomontages: CDS

CDS products and services



Canada.ca experience

Providing digital design, user experience, content, and performance measurement guidance across the GC web presence and Canada.ca.

Source : Freepik / Photomontage: CDS



Service and Digital Toolkit

Sharing an easily accessible inventory of best practices, tools, templates, case studies and information to help public servants.

Source : Storyset



Services

Increasing GC capacity and readiness to adopt digital solutions, to improve service delivery and reduce reliance on external contracting.

CDS products and services



External Credential Management (ECM)

Enabling millions of people using anonymous credentials such as GCKey and Interac sign-in service to sign in to over 60 portals.



GC Sign in

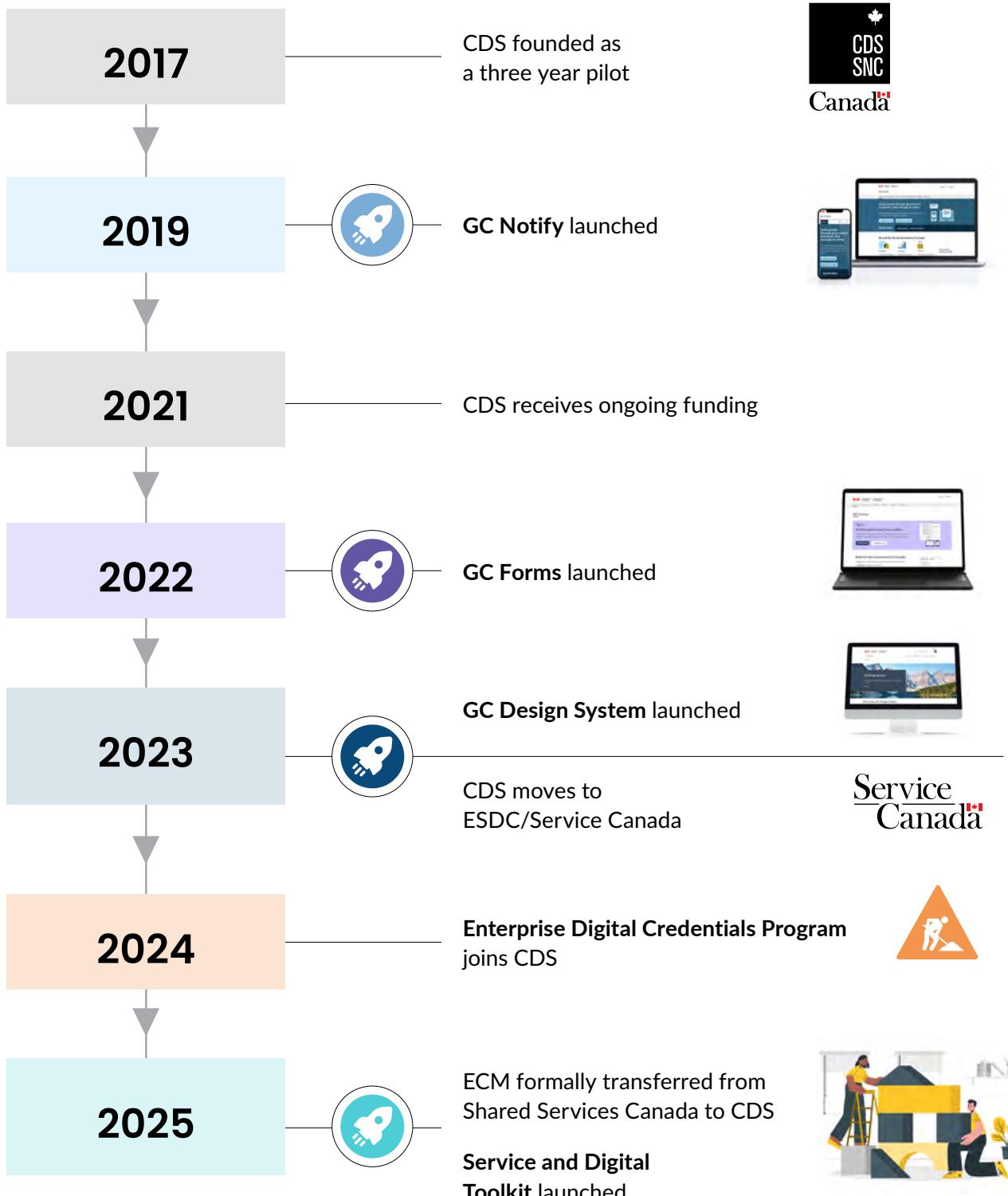
Providing a common digital front door that enables people to use one sign-in method to access multiple GC services.



GC Issue and Verify

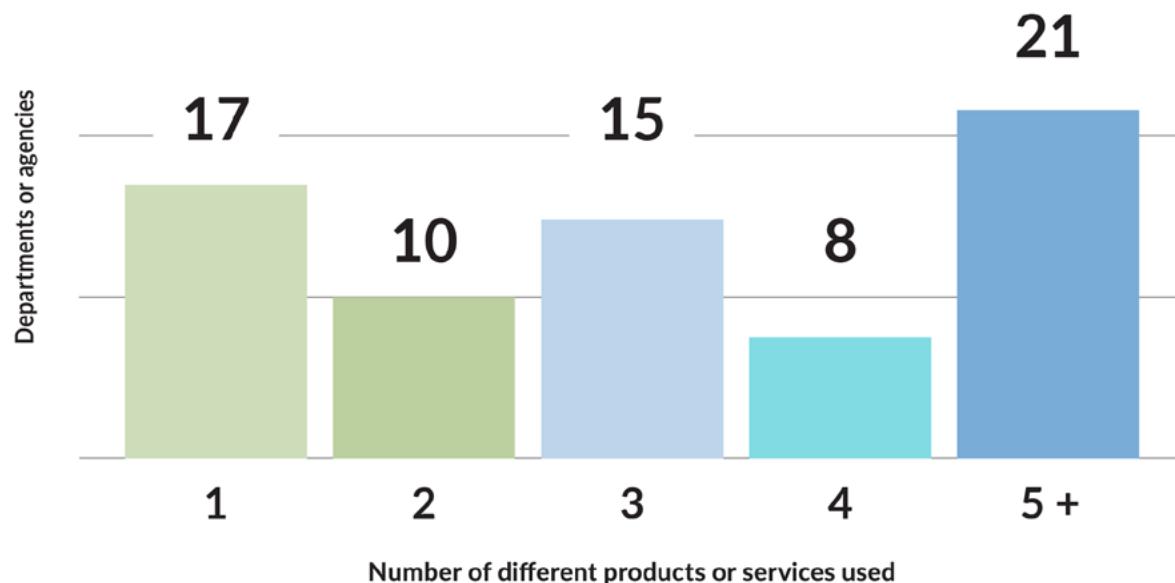
Giving government departments the ability to issue and verify digital versions of the physical credentials they already provide today, like work permits and boating licenses.

Timeline

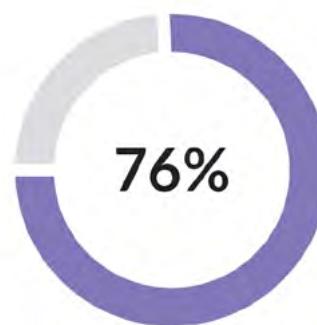


CDS product and service adoption across the GC

Departments or agencies that have adopted CDS products and services



Source : CDS Internal Operations Team



Departments or agencies within the GC that used at least one CDS product or service in 2024-2025.



1 department in 2 used more than one CDS product or service.

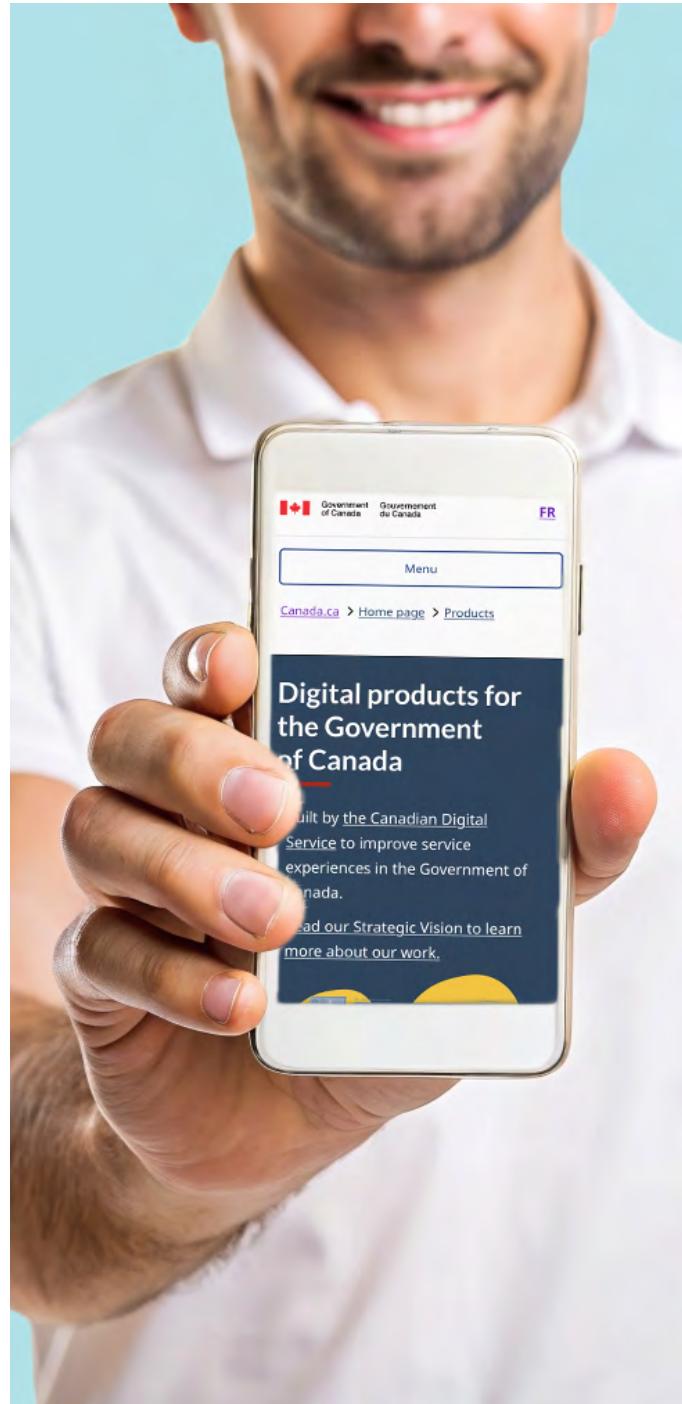
CDS has prioritized getting our products in use by larger departments; the majority of the organizations not currently using them have fewer than 100 employees.



Services

At CDS, we work with departments and agencies to help them make timely design and technology decisions, build their in-house digital capabilities, and adopt new ways of working so they can design and deliver services that are accessible, secure, and easy to use.

In 2024–2025, we relaunched the CDS Services team with a renewed focus on supporting digital service delivery across government. Drawing on seven years of experience, we shaped a catalogue of new offerings to help GC teams improve how programs are designed and delivered. Our refreshed approach stems from our comprehensive understanding of what it takes to deliver great end-to-end service experiences. From the underlying policies and processes, to the user interfaces and technologies that enable delivery, the Services team can be called upon to design and refine how GC services are delivered. With the skills and expertise to uncover and make these layers visible, CDS empowers teams to identify opportunities, adapt quickly, and deliver more effective, inclusive services.



Source: Freepik / Photomontage: CDS



Services

Increasing GC capacity and readiness to adopt digital solutions, improve service delivery and reduce reliance on external contracting.



Ready to improve your digital services?

Canada

Whether you're refining a service or rethinking it entirely, we provide the expertise to move from insight to impact.

[Request a strategy session with the CDS Services Team](#)

2024–2025 key results

In 2024–2025, the CDS Services team developed a new catalogue of services to help departments enhance the design and delivery of public-facing programs. **We now provide:**



Expertise in human-centered design and digital transformation – without a lengthy procurement process or contracting delays.



Access to UX and digital experts that understand government challenges and bring private sector insights to deliver actionable recommendations.



Flexible, short-to-medium term engagements on a cost recovery model.

UX Expert Review



Our [UX Expert Review](#) helps GC teams identify usability and accessibility issues early – saving time, reducing risk, and improving service quality.



We provide proactive evaluations of websites, applications, or digital services based on Government of Canada standards and best UX practices.

Custom Engagements

CDS offers tailored, multidisciplinary support to help departments tackle their unique digital challenges. Our custom engagements can include:

Workshops:
Problem framing and co-design

Design research:
Planning and delivery

Journey mapping:
Service design blueprinting

UX Strategy
and more!

Introducing the Service and Digital Toolkit

In 2025, CDS launched the [Service and Digital Toolkit](#) to help public servants tackle common service delivery challenges.

Developed in alignment with the [Policy on Service and Digital](#) and the [Digital Standards Playbook](#), the toolkit offers actionable guidance, proven practices, and inspiring case studies to support GC teams in:



Source: Storyset

- Adopting agile ways of working
- Designing accessible, user centered services
- Fostering trust by working in the open

The toolkit empowers public servants to navigate complexity, break down silos, and deliver services that truly meet people's needs. It is designed to grow and adapt based on user feedback and emerging

challenges. We're inviting teams to explore the toolkit and share their insights. Understanding which resources are most valuable, and where gaps remain, is essential to helping us scale across government.



Explore the toolkit and join the conversation.
Visit our [blog](#) to learn more.



Source: CDS

What's next?

- Departments and agencies can express their interest in obtaining services from experts in human-centred design and digital transformation.
- The new service model allows departments to secure highly sought-after talent and skills without the added burden of lengthy hiring or procurement.



Services — Powered by CDS — use cases

Innovation, Science and Economic Development Canada (ISED)'s Indigenous Intellectual Property Program (IIPP) Grant

CDS supported [ISED's IIPP Grant](#) to improve user experience and service delivery through process and content improvements. CDS worked with the program to improve their website and grant

application using plain language best practices. The web page, program guide, and grant application were reorganized and simplified with new information architecture.

Highlights

Once all recommendations are implemented, the ISED IIPP team projects a:

90%

Reduction
in unqualified
applications

50%

Reduction in email
inquiries from grant
applicants

43%

Improvement
in response time
to applicants

75 h

Time saved during
the upcoming 12-week
grant cycle in 2025-
2026, and every year
thereafter



“Working together has made us better at our job, beyond this project. It’s been amazing to get insight into how we can do better.”

— Manager, Innovation, Science and Economic Development Canada (ISED)



Services — Powered by CDS — use cases

Natural Resource Canada's CanmetMINING project

Working with CDS, [CanmetMINING](#) adopted a user-centred approach to the creation of an online mining application tool to simplify the [complex process of applying for mining permits](#).



Source: CDS

Highlights

Following a heuristic and accessibility review, CDS identified issues and made recommendations, including integrating accessibility testing into development practices, which is projected to solve 90% of usability issues. Additionally, a third of the

identified issues could be solved by using one of the [GC Design System](#) components. The partnership with CanmetMINING also allowed CDS to refine its User Experience (UX) Expert Review process, strengthening this key service offering.

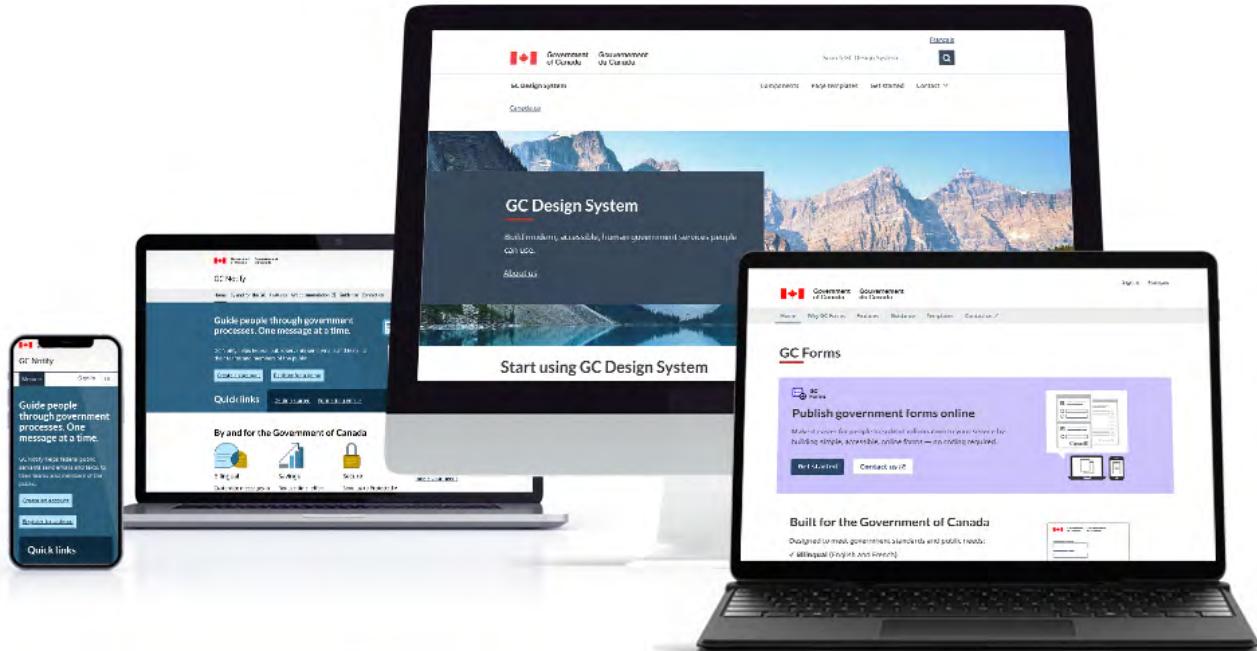


“It was great to have fresh eyes on it [the Mining Activity Planning (MAP) Tool.]. CDS really helped us navigate the digital development process, taking us one step closer to launching our tool.”

— Engineering Technical Lead, Climate Change Mitigation, CanmetMINING



Platform products



Source: Freepik / Photomontage: CDS

CDS Platform products are secure, accessible, and easy-to-use digital tools that reduce complexity for government teams delivering public services.

[GC Notify](#), [GC Forms](#) and [GC Design System](#) address the common building blocks of government service delivery — online forms, user communications, and compliant web design. Instead of reinventing the wheel or procuring bespoke solutions, departments can use these products to create high-quality, secure, and accessible digital services more quickly and affordably. Developed and maintained by in-house teams at CDS,

each product is open source, self-serve, and designed to meet Government of Canada requirements for privacy, security, accessibility, and bilingualism. Departments can adopt a single product or combine them to assemble fully digital public services, reducing procurement costs, cutting delivery time, and allowing teams to focus on meeting the specific needs of Canadians — not on building foundational tools from scratch.



Source: Freepik / Photomontage: CDS

GC Notify

Empowering government to communicate more effectively with users by delivering timely information through email and SMS.



Our work in action

■ Health Canada

uses GC Notify to [send product recalls and safety alerts](#)

■ Immigration, Citizenship and Refugees Canada

uses GC Notify to [send email notifications to people in crisis zones](#)

■ Employment and Social Development Canada

uses GC Notify for [updates on its new grants and contributions](#)

2024–2025 key results

Increase in use



72 million

Number of **notifications sent** (emails & texts) +28%



42%

Increase in live services



93%

Of clients report being satisfied or very satisfied with GC Notify



53

Departments and agencies are using GC Notify

Increase in scale



6 ×

More emails can now be sent after scaling up our email sending capacity



4 ×

More text messages can now be sent thanks to expanded SMS sending capacity



10 ×

Faster reporting on send status, reducing the time to report back by a factor of 10

Product improvements

Improvements made to GC Notify this year streamlined the self-service flow to make it easier for our clients to create and manage services, provide better services to people, and reliably send more notifications.

We helped government services across Canada send better notifications by:



Adding improvements to support Indigenous languages and languages that read right to left



Improving the no-reply message with links to Canada.ca to better direct recipients

We made it easier for our clients to create and manage services by:



Shipping an updated dashboard that includes tracking for daily and annual limits



Enforcing annual limits and letting people know when limits are being approached



We've also increased privacy protection and security, and reduced risk of fraud.

What's next?

- Increase capacity, allowing users to send greater volumes of notifications
- Provide sample templates for common notification types to users
- Move to Rich Communication Services (RCS) as the next-generation of Short Message Service (SMS) replacement to allow richer, more secure two-way messages
- Evolve the Application Programming Interface (API) to meet user needs, particularly in terms of interoperability with existing case management and workflow automation tools



Source: Freepik / Photomontage: CDS

GC Forms

Helping government users quickly and easily publish simple, accessible, online forms that the public can use to access the services or benefits they need.



Our work in action

- Indigenous Services Canada uses GC Forms for nursing workload data collection
- Finance Canada used GC Forms to promptly launch a [consultation in response to US tariffs](#)
- The Canadian Armed Forces Cadet Program uses GC Forms to [improve user experiences](#)

2024–2025 key results

Increase in reach and use



440,000

Number of forms submitted by members of the public and public servants. **This is a 500% year over year increase.**



452%

Increase in new published forms



51

Departments and agencies are using GC Forms



96%

Of users report that they would be **disappointed** if GC Forms were no longer available

Increase in scale



26,354

Average submissions for the top 5 forms this year – a 327% increase from 6 169 last fiscal year



1,714

New forms were supported this year (excluding those published by CDS)

Product improvements



Making complex forms simpler for Canadians

This year GC Forms took a big step in supporting more complex benefits and services by helping public servants break long forms down into multiple pages and introducing branching logic. These features enable form builders to present the right information at the right time, reducing the amount of cognitive effort required to complete a form and improving the public's experience with services.

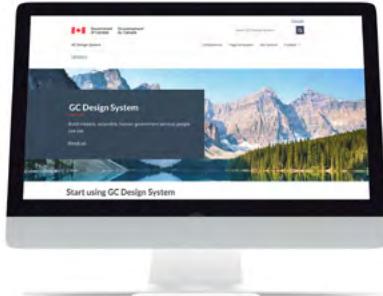


Opening the path to higher volume forms

The team launched a Data Retrieval Application Programming Interface (API) which enables form owners to connect their back end systems with GC Forms. Once set up, the API enables them to receive submissions directly in real time without manual intervention.

What's next?

- Support file attachments on forms
- Usability and team management improvements
- Advance integration and interoperability across services and systems
- Continue to explore high value features



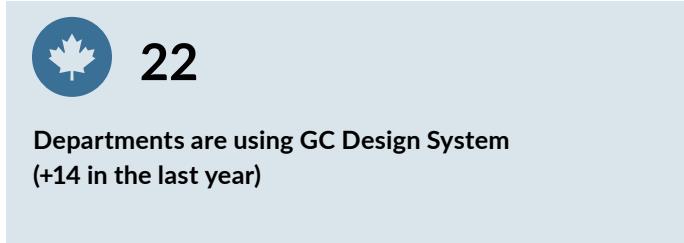
Source: Freepik / Photomontage: CDS

GC Design System

Providing a set of bilingual design principles, code components, and accessibility standards that enable GC teams to create consistent, inclusive and user-focused digital experiences.

2024–2025 key results

Increase in reach and use



Increase in scale

Established partnerships with:



Our work in action

- Shared Services Canada's [GC Cloud One: Aurora website](#)
- Employment and Social Development Canada's [Employment Insurance Benefits estimator](#)
- Department of Fisheries and Oceans' [Elvers Migration Tracking system](#)



Natural Resources Canada
on building a map component



Principal Publisher for testing components
on the [Canada.ca](#) environment



GC Drupal developers
on implementation of GC Design System into Drupal

Product improvements



Simplifying bilingual design for the Government of Canada

Created the first bilingual design library allowing public servants to create accessible and compliant prototypes. Enabled GC communication teams to save time building websites by providing them with a basic page template.



Improve the accessibility and consistency of Canada.ca

We partnered with the Digital Transformation Office and the Principal Publisher to align the mandatory elements for Canada.ca between the current design.canada.ca system and GC Design System. This work included applying fixes to improve user experience and accessibility.

What's next?

- Document and share training materials to guide departments in assessing services using GC Design System for accessibility
- Build and launch the Data Table component to enable teams to visualize complex data in a responsive and accessible way
- Build and test additional starter applications to demonstrate real-world value for application teams



Source: Freepik / Photomontage: CDS



Platform products

Powered by CDS — use cases

Transforming ocean protection using Platform products

The Department of Fisheries and Oceans Canada (DFO) leveraged Canadian Digital Service (CDS) tools to modernize operations and advance its mission to ensure Canada's aquatic ecosystems and fisheries are sustainable and economically successful.



Source: Unsplash

CDS tools are being used across 10+ digital initiatives, including Canadian Fisheries Information System, Elvers Monitoring and Traceability System, Pacific Salmon Strategy Initiative Data Portal, Salmon Habitat Restoration, Enterprise Data Hub, and Whale Insight.

Secure, bilingual digital products streamlined data collection, automated thousands of critical communications, and enabled high-impact user-centred pilot projects.

This partnership saved time and resources for frontline sustainability and oceans work. It showed how scalable solutions, developed by the GC, can drive innovation and deliver faster, more inclusive services to Canadians.



“A big value for adopting CDS platform products is the fact that we didn’t have to do a formal agreement, which freed up time for us to focus on the service. The products are free to use, and that lowered the barrier to entry.”

— Director of User Experience, Chief Digital Office Sector at DFO



Platform products

Powered by CDS — use cases

GC Notify

Automated, timely communications

Through the Enterprise Data Hub (EDH), DFO uses GC Notify to automatically send emails related to data publishing and internal service requests

Why it matters

- GC Notify reduces manual coordination and ensures critical data-sharing workflows stay on track.

Impact

- Over 4,000 emails sent automatically in one fiscal year, keeping users informed and improving data governance.

Example

- When a dataset is submitted for open publication, GC Notify sends reviewers an automated approval request, plus a follow up reminder if needed.

GC Forms

Secure, accessible data collection

DFO uses GC Forms to collect user feedback, recruit participants for research projects and support internal accessibility testing

Why it matters

- GC Forms is secure (supports Protected B data), bilingual, and self-serve — making it seamless for staff to deploy themselves.

Impact

- Teams saved time by avoiding long approval processes, allowing rapid form creation for sensitive and public-facing data collection.

Example

- Used in initiatives like the Pacific Salmon Strategy Initiative Data Portal and the Enterprise Grants and Contributions Portal.

GC Design System

Cohesive, accessible service design

DFO's User Experience Branch is using GC Design System to modernize how ocean-related services are built and presented on [Canada.ca](#)

Why it matters

- Ensured a consistent, accessible, and user-friendly experience across all digital touchpoints.

Impact

- Enabled multidisciplinary collaboration across design and development teams, improved UI and UX across internal and public-facing tools.

Example

- Used to prototype and improve services like the Canadian Fisheries Information System, and the Elvers Monitoring and Traceability System.

What users say about CDS Platform products



“Without GC Notify, we would be required to maintain infrastructure and use costly custom applications to create reports and monitoring systems for our automated email notifications. GC Notify has created a user-friendly dashboard that enables our team to monitor our automated system notifications and troubleshoot issues with end users when they experience issues.”

— Director, Treasury Board of Canada Secretariat



53

Departments use
[GC Notify](#)



“I can honestly say that GC Forms has been a game-changer. It’s allowed us to collect a variety of information from stakeholders throughout our consultation in a smooth and seamless fashion.”

— Senior Research Advisor, Future of Sport in Canada Commission



51

Departments use
[GC Forms](#)



“Our team’s use of GC Design System saved weeks and months in delivering working software. An up-to-date Figma library put designers and developers on the same page from day one, including browser compatibility and accessibility.”

— IT Technical Advisor, Fisheries and Oceans Canada



22

Departments use
[GC Design System](#)

Sources: Freepik / Photomontages: CDS

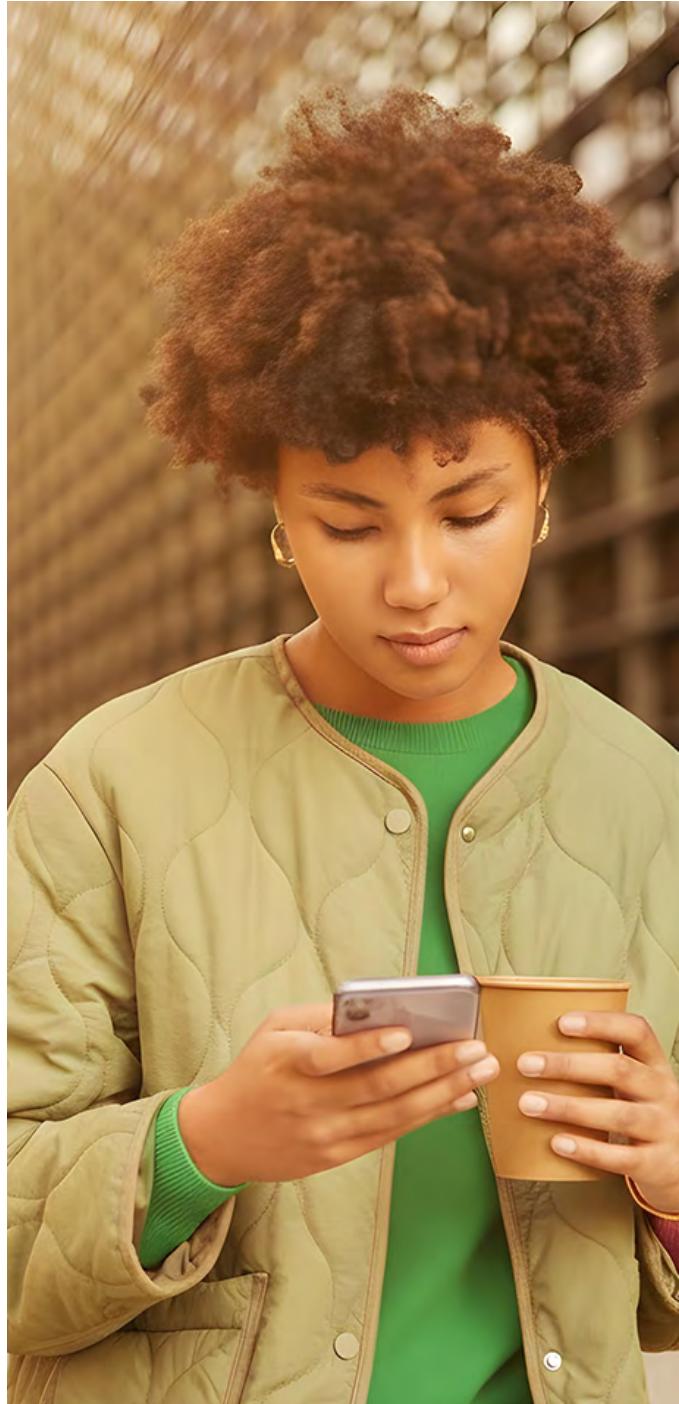


Canada.ca experience

At the Digital Transformation Office (DTO), we are a team of communications professionals with expertise in content design, interaction design, user research, and plain language writing.

We partner with departments across government to strengthen and evolve how information is communicated on Government of Canada websites. Our work supports three core goals:

- Reinforcing trust in [Canada.ca](#) by making the brand recognizable, credible and consistent.
- Improving the findability and clarity of high demand information and services, using evidence from user research to guide decisions.
- Helping teams build digital capacity, supporting a sustainable shift toward user-centered, digital-first approaches within their organizations.



Source: Freepik / Photomontage: CDS



Canada.ca experience

Providing digital design, user experience, content, and performance measurement guidance across the GC web presence and Canada.ca.



Our work in action

■ Renewing a passport with Immigration, Refugees and Citizenship Canada (IRCC)

Combining insights from the GC Task Success Survey (TSS) and GC Feedback tools, IRCC was able to quantify improvements they made to the user experience of renewing a passport service. The decrease in page feedback and increase to the GC Task Success Survey score confirmed that their continuous improvements were making a difference to Canadians.

■ Artificial Intelligence (AI) trust study on Canada.ca

In 2024, CDS conducted an Artificial Intelligence (AI) trust study on Canada.ca to gauge the public's trust of different AI design approaches for Canada.ca. This study fed into the development of User Experience (UX) guidance for AI help applications on [Canada.ca](#).

2024–2025 key results

Increase in reach and use



1 million

Weekly visitors continue to successfully complete tasks on Canada.ca's highly optimized home page

3 major Life Events integrated:



The following events:

- Welcoming a child
- Learn and plan for your retirement
- What to do when someone dies

were successfully integrated into Canada.ca. These Life Events are now featured on the [GC All services](#) page and within a newly implemented [life events theme](#) on Canada.ca. Strategic recommendations were also provided to improve crosslinking from high-traffic program pages — for example, adding links to related services when [notifying the Canada Revenue Agency \(CRA\) of a death](#).

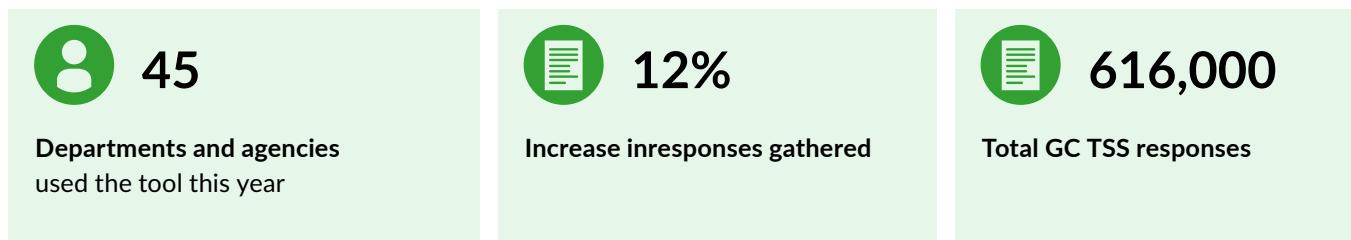
Optimized GC Feedback

Placed at the bottom of content pages, the GC Feedback widget allows visitors to quickly indicate whether they found what they were looking for and share their feedback.



Refined GC Task Success Survey (TSS)

The GC TSS is an ongoing web intercept survey on Canada.ca that measures task success, helping us assess how well digital content meets visitor needs. Delivered jointly with the Principal Publisher at Service Canada.



What's next?

AI Answers pilot on Canada.ca

In 2024–2025, the team built a prototype of AI Answers, a tool that gives visitors to Canada.ca fast, accurate, and easy-to-understand answers to questions they may have about government information and services.

A person can ask a service question and, if the information is found on a government website,

the AI-powered service will respond within seconds. The prototype was built in four months (December 2024 to March 2025), and internal testing was conducted in the spring. The tool will be released for small scale beta testing with the general public in the coming months, with the aim of providing accurate, timely, and helpful information for people accessing online services from the GC.



Canada.ca experience

Powered by CDS — use cases

User feedback improved IRCC services

IRCC has leveraged client feedback from GC Feedback and the GC Task Success Survey to continually optimize their citizenship, immigration, passport, and travel services.

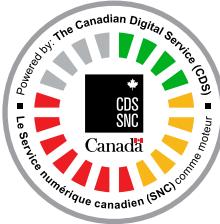
Highlights for 2024–2025

- GC Feedback is used on over 2,000 IRCC pages and collected 2 million user comments.
- IRCC measured 32 user tasks in the GC Task Success Survey.
 - Received 305,000 total survey responses, 113,000 with user feedback.
 - IRCC receives the most responses of any department using the survey and uses this data to prioritize and inform continuous improvement work.
 - Their IRCC accounts task improved 8.4% in 2024–2025.
- These tools are used on over 30 tasks and services including passports, work and study permits, electronic travel authorization, and sign-in to your IRCC account.



“We rely on GC Feedback as a quick, low-effort way to gather honest user input across high-volume services like Permanent Resident cards and visa applications. It’s helped us spot pain points and prioritize improvements grounded in real-world experience.”

— Assistant Director,
Web Communications, Immigration,
Refugees and Citizenship Canada



Canada.ca experience

Powered by CDS — use cases

Working together to introduce AI responsibly

We conducted an [AI trust study](#) with 1,500+ participants from every province and territory. Through that study we found that 47% would trust a custom Canada.ca AI help application over alternatives. Based on this, we worked collaboratively with other GC departments to develop UX guidance for AI help applications and created a proof of concept for a central AI help application for Canada.ca.

Highlights for 2024–2025

- 36 usability participants have used the custom Canada.ca AI Answers help application since November 2024 in interactive studies.
- Usability tests to date show a 100% improvement in self-service success, 50% reduction in time spent looking for answers, and 92% of participants said they'd use AI Answers again. Both human and automated evaluation methods are being developed and tested to ensure accuracy.
- Consultations with 18 departments on AI help applications guidance.



“The AI prototype made this so much easier for me! It understood exactly what I was asking for and gave me a quick and straight forward answer that was very helpful!”

— Usability testing participant



Digital Credentials

Canadians expect easy, secure, and trusted access to government services online. Yet today, with over 60 different sign-in systems across 270+ federal services, that experience is often fragmented and frustrating. At the same time, many government-issued credentials still exist only on paper, making them easy to forge and hard to verify, especially online.

That's why CDS is developing shared digital platforms that will make accessing services easier, safer, and more consistent:

- **GC Sign in** will provide a single, secure, and user-friendly way to sign into federal services.
- **GC Issue and Verify** will allow departments to issue and verify digital versions of credentials, like permits or licenses, more efficiently.

These platforms are optional, privacy-focused, and designed for accessibility. They will reduce duplication across government, improve service delivery, and save time for both users and departments. By building once and reusing across government, CDS is helping deliver efficient digital services that work better for everyone.



Source: Freepik / Photomontage: CDS



2024–2025 key results



Confirmed Mandate and Funding via Budget 2024



Finalized the procurement of a Customer Identity and Access Management (CIAM) software as a Service (SaaS) platform and issued the contract.

- The CIAM SaaS will be the basis of a single sign-in (GC Sign in) and identity verification platform for all GC services.
- The CIAM SaaS can also provide a suite of access and authorization features to service owners.



Accountability for the External Credential Management service formally transferred from Shared Services Canada (SSC) to CDS

- This will help CDS transition GC services more effectively from the existing sign in options to adopting GC Sign in.



Identified a pilot partner (Natural.Resources.Canada.geo.ca) to test and iterate on the product



Building and testing the first version of GC Sign in, including basic sign-up and sign-in functionality



Started work with the Benefits Delivery Modernization (BDM) team at ESDC to develop an access and authorization solution for an Employment Insurance (EI) Pilot

About External Credential Management (ECM)



ECM provides secure online access for Canadians via Interac Sign-in and GC Key credentials. GC Sign in will eventually replace ECM services. Currently, 34 Government of Canada departments rely on ECM to support their sign-in experience.



~25 million

Monthly authentications conducted using External Credential Management (ECM) services

What's next?

- Continue building and testing the first iteration of GC Sign in, with a few lower volume services in late 2025
- Aim to be ready to support low volume and low to medium impact services by the end of 2025–2026
- Grow to integrate more robust identity proofing services
- Improve scalability, reliability and operations to be able to offer a seamless user experience for a broad range of government services and users
- Work in the open, sharing progress (through blog posts, presentations, and web updates), and get feedback from public servants as we build



2024–2025 key results



Procured key components of the GC Issue and Verify pilot platform

GC Issue and Verify

Giving government departments the ability to issue digital versions of the physical credentials they already provide today, like work permits and boating licenses.

People will be able to voluntarily and securely store their digital credentials on their mobile devices, through a digital wallet.

They can choose to share them online or in-person when needed, making it easier for departments, organizations, and businesses to verify their information.



Canada

GC Issue and Verify platform pilot



Canada

GC Wallet mobile application pilot



GC Verify mobile application pilot

- Led the Privacy Impact Assessment and Security Assessment and Authorization for the GC Issue and Verify platform pilot and GC Wallet and GC Verify mobile applications.
- Posted a Request for Information (October 2024), followed by an Invitation to Qualify (March 2025) with the goal of pre-qualifying potential suppliers for the GC Issue and Verify target-state platform.
- Completed pilot testing of a prototype conformity assessment program to support GC recognition of digital versions of physical credentials and digital trust services (including digital wallets), in partnership with the Standards Council of Canada.

What's next?



Pilot support

Ongoing testing with Transport Canada and IRCC for digital licences and digital visas



Progressive onboarding

Bringing on new, low-volume partners to test and iterate across different GC teams and services



Privacy & security

Finalizing the Privacy Impact Assessment (PIA) and Security Assessment and Authorization (SA&A) for the pilot platform and mobile apps



Procurement

Pre-qualifying suppliers through the Invitation to Qualify, preparing for a Request for Proposal (RFP) in FY 2025–2026



Standards & trust

Developing a conformity assessment program with the Standards Council of Canada to support recognition of digital credentials and wallets



Open by default

Sharing progress (blogs, presentations, web updates) and gathering feedback from public servants as we build and ensuring that it meets accessibility standards



What's next?



Want to learn how we're working across the GC to align our efforts and serve people better?

[Take a look at our 2025–2026 Tactical Plan](#)



Have questions about the way we work or the work we do?

[Let's talk](#)



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