

Next Stop Canada: Innovating Pre-Arrival Services Through Client Data

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NSC is transforming pre-arrival settlement through strategic automation and data-driven insights. By analyzing client demographics and behavior patterns, the platform has enhanced service delivery, optimized staff capacity, and strengthened newcomer engagement.

The Challenge

Growing client demand was straining limited staff resources, creating bottlenecks in service delivery and reducing time available for meaningful client engagement.

The Solution

Comprehensive analysis of client demographics and behavior patterns, combined with strategic automation implementation to optimize workflows.

The Impact

Improved service delivery efficiency, freed IRS staff capacity for direct client interactions, and significantly boosted overall client engagement.

Who We Serve – Client Demographics (2023-2024 N=6935, 2024-2025 N=7774, 2025-2026 N=3092)

Geographic Distribution

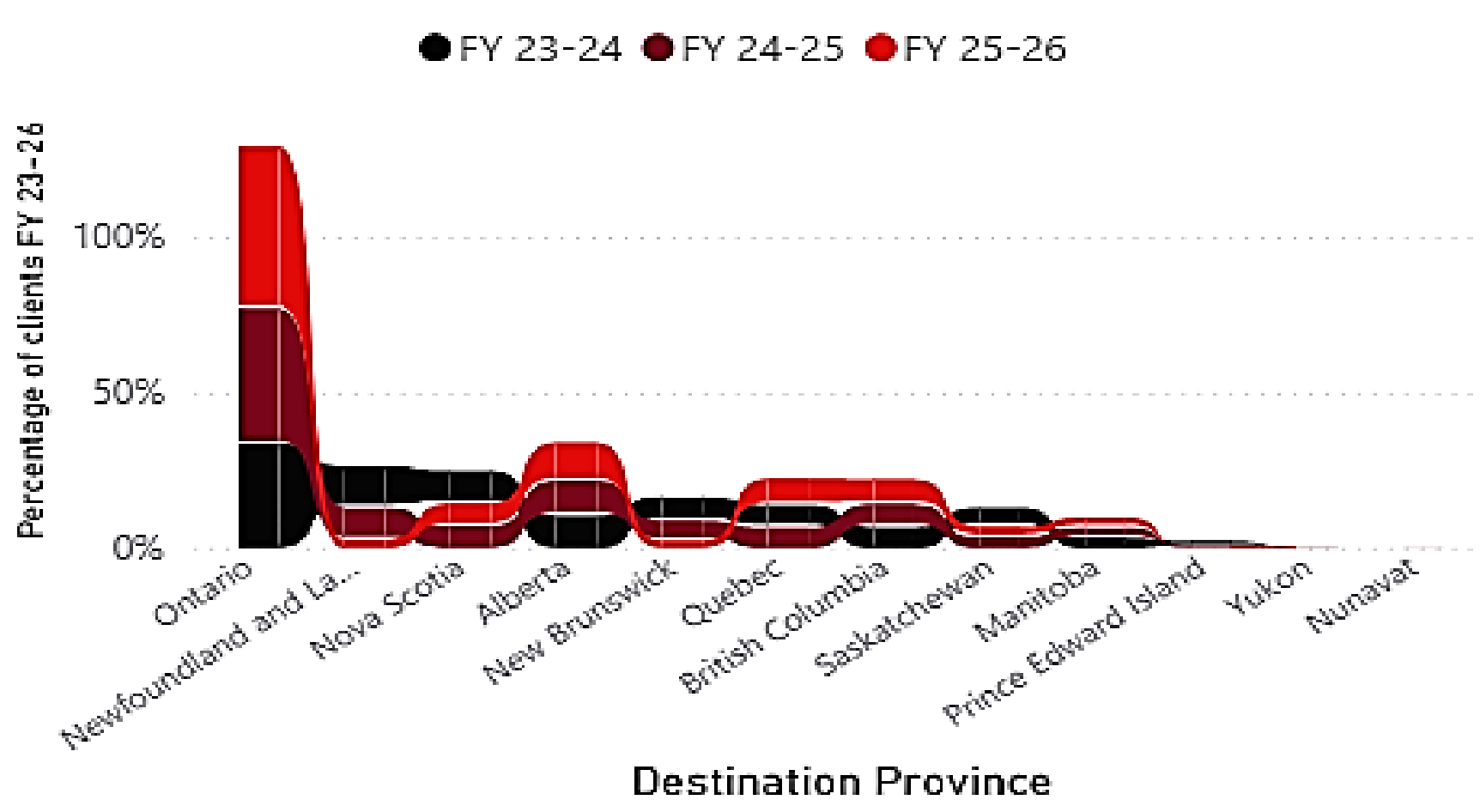
- Ontario: 33-55% of Newcomers
- Alberta: 10-20% of Newcomers
- Nova Scotia: 7-10% of Newcomers

Age Demographic

- Adults: 90-92%
- Youth: 8-10%

Gender Balance

- Female 49-52%
- Male: 48-51%

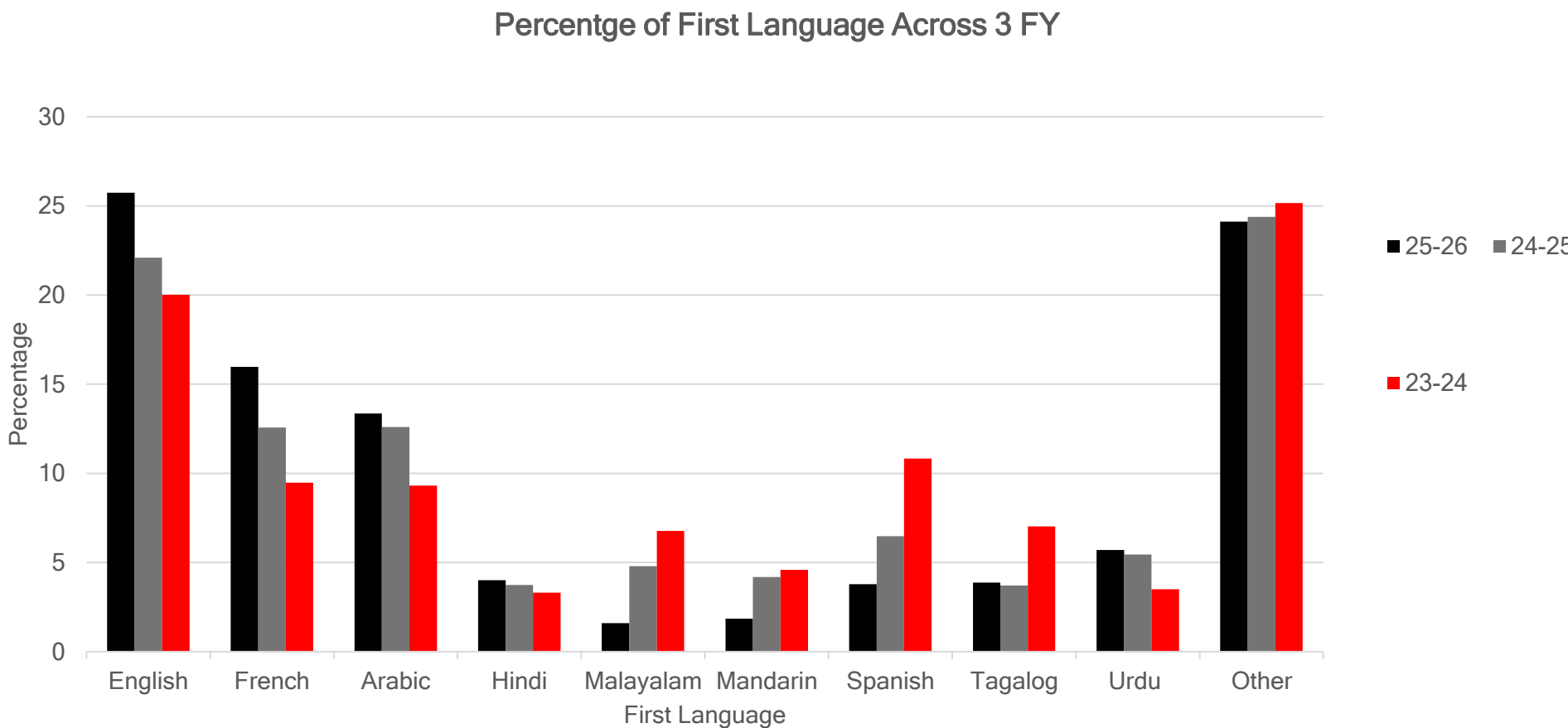
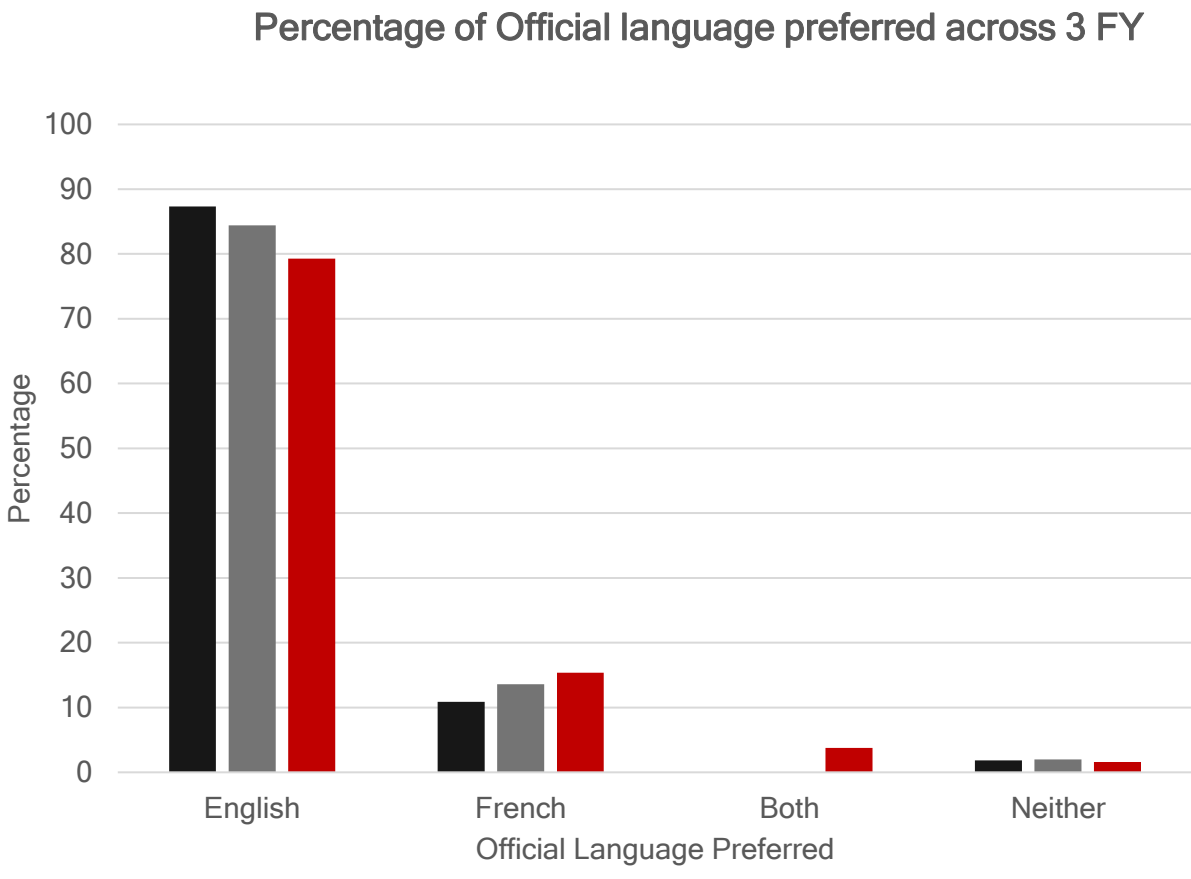


Language Preferences

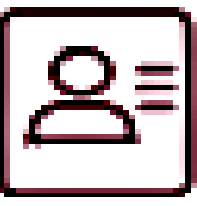
- English: 79-87% Primary
- French: 11-15% Primary

First Language:

- English, French, Arabic
- Urdu, Spanish, Hindi
- Malayalam, Tagalog, Mandarin

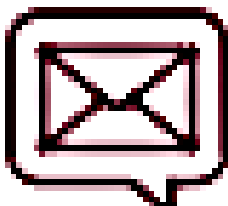


Automation Process for IRS



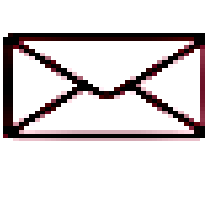
Settlement Plan

Personalized roadmaps guiding newcomers through pre-arrival steps



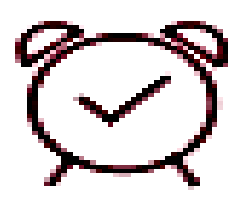
In-App Messaging

Direct communication channel connecting clients with our Information and Referral Specialist (IRS)



Email Template

Automated, personalized communications keeping clients informed, engaged and accurate.



Task Reminder

Timely notifications ensuring clients complete critical settlement milestone

Management Focus



Data Entry



Messaging Workflows



Profile Deactivation

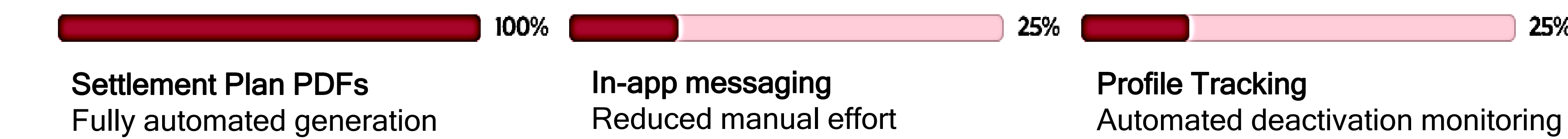


Duplication Prevention

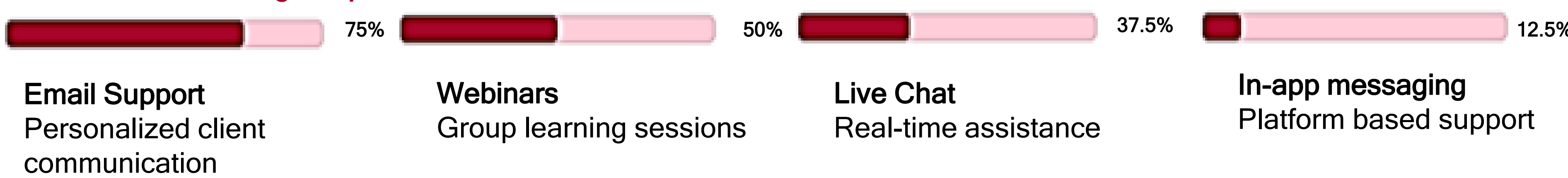
The Power of Automation – Measurable Impact Over Time N=11

Strategic automation has transformed NSC's operational efficiency, reducing manual workload and freeing staff to focus on high-impact client interactions.

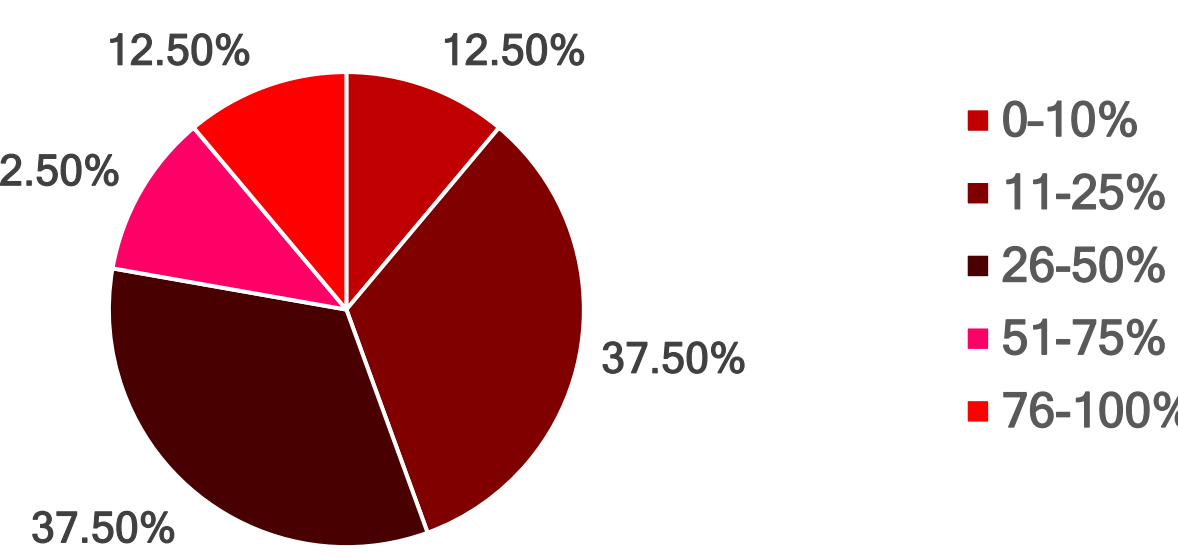
Tasks Automated & Workload Reduction



Time Redirected to High-Impact Activities

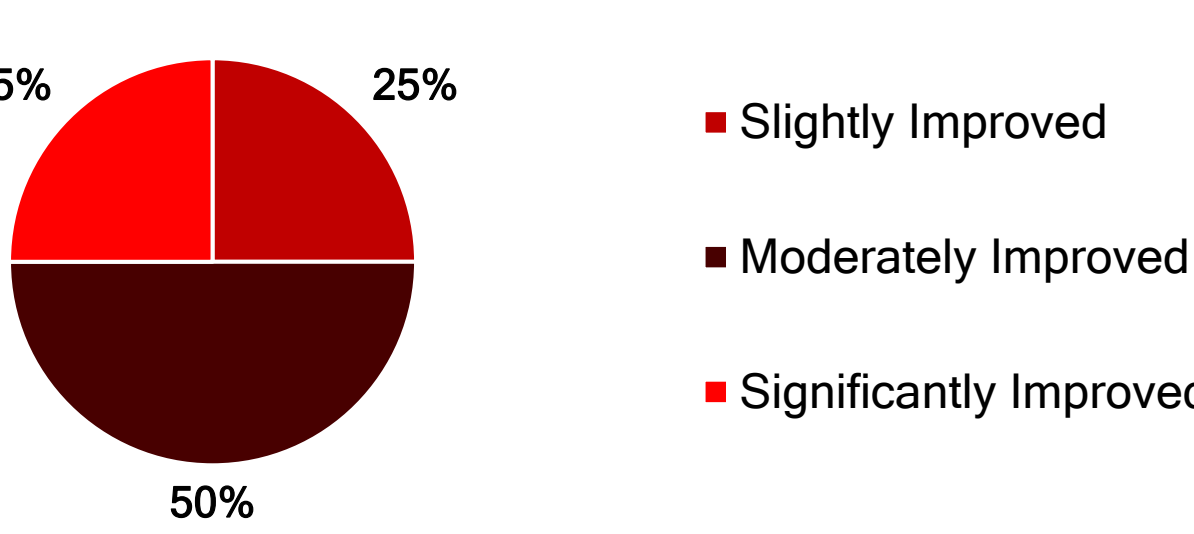


IRS Staff Workload Reduction



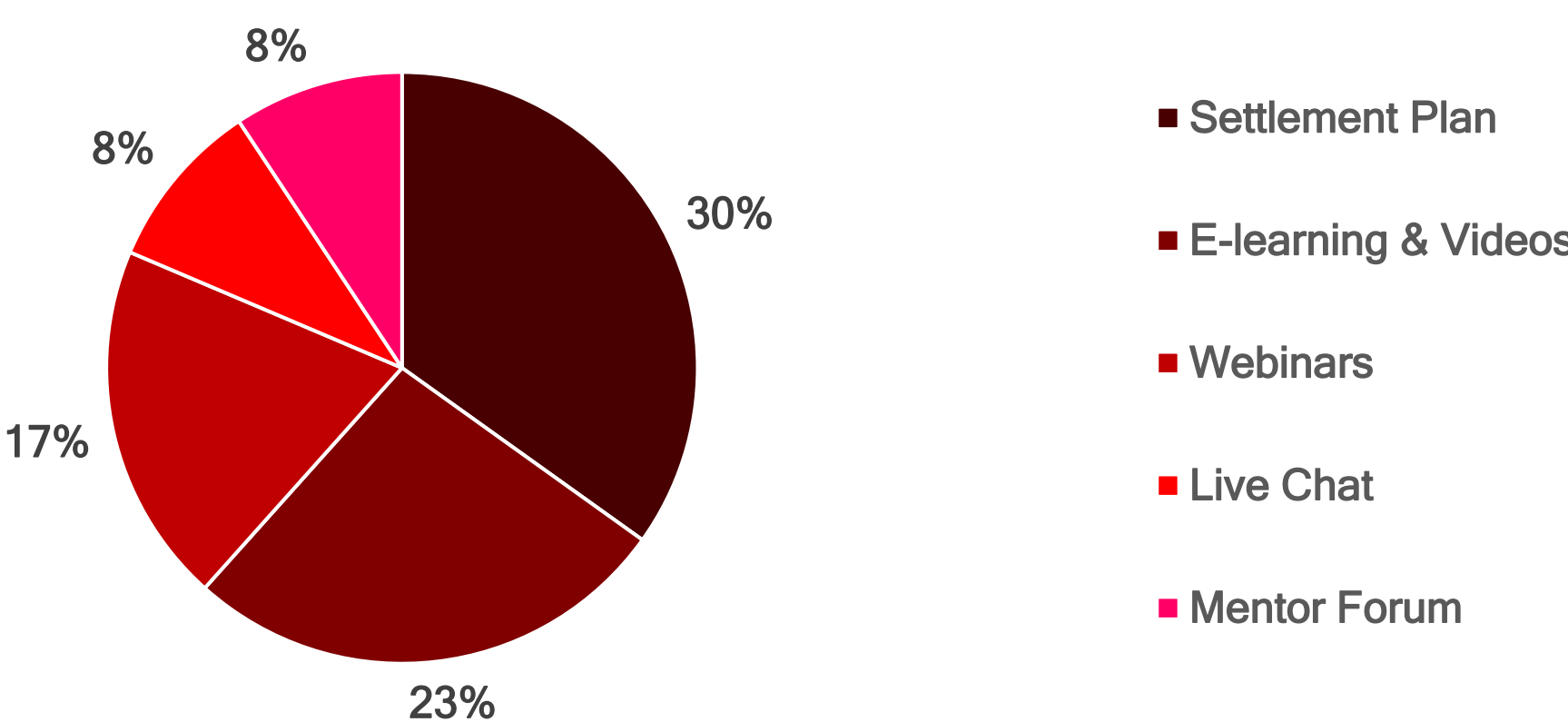
75% of staff reported workload reductions between 11-50%, translating to 3-10+ hours per week available for direct client engagement.

Productivity Improvement



100% of staff reported productivity improvements ranging from slight to significant, with half experiencing moderate gains.

Most Used Resources N=47



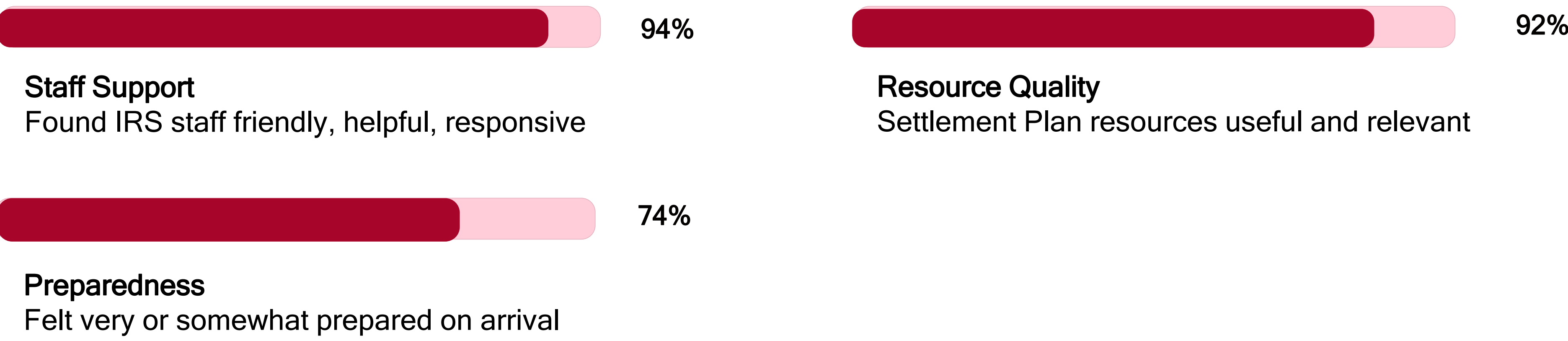
Post-Arrival Connection

- 32% Connected local agencies
- 47% learned about services via NSC

Key Settlement Actions

- Healthcare/SIN 57%
- Housing 15%
- Job search 11%
- Education/Training 7%

Client Experience – Engagement & Satisfaction N=433



The Transformation: From Resource-Constrained to Client-Centered



Reduced Manual Tasks

Automation eliminated repetitive processes



Enhanced Engagement

Staff focused on meaningful client interactions



Improved Outcomes

Higher preparedness, satisfaction and confidence

Key Insights:

Automation doesn't replace human connection—it enables it. NSC staff now spend more time where it matters most: supporting newcomers on their journey to successful settlement in Canada.



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