

Survey Results – April to June 2011

This document outlines the responses to the Transactional Survey received from Canadian clients and partners for the period April to June 2011. These results are quarterly and select results are available on a continual basis in the IBD Dashboard for those posts with greater than ten responses.

Methodology

- Canadian clients and partners who receive a key service automatically are sent a survey request 60 days following the date the key service was closed in TRIO.
- TCS clients will only be sent one survey request every 180 days regardless of how many services they have received, based on individual contact email addresses, not organization names.

Response Rate

April to June 2011

- Emails sent – 4775
- Survey opened but not completed - 856
- Responses received – 825 (713 Canadian clients, 112 partners)
- Response rate of 17.28%

Results Highlights

- Client satisfaction with overall quality of TCS service delivery is 77.21%.
- High adherence to TCS service standards (over 85%)
- “Being creative” is seen as the area requiring most improvement
- “Understanding how to help the client” continues to be a challenge
- “Gaining access to information/intelligence” and “Gain confidence to explore or expand operations in a foreign market(s)” seen as highest value
- Precursor to success: 58.49% of clients actively pursued an opportunity.

	Satisfied Clients (%) ¹	Average Client Satisfaction ²	Timeliness Service Standard Met (%)	Clients Actively Pursued Commercial Agreement (%)	Response Rate to survey (%)
Africa and Middle East	72.84	4.00	92.20	63.46	17.69
Asia Pacific	79.52	4.26	95.40	60.67	19.20
Europe	80.01	4.29	96.30	57.14	16.88
Latin America and Caribbean	74.73	4.01	89.16	56.16	20.32
North America	76.65	4.16	94.74	57.14	14.32
Regional Offices	75.44	4.06	96.08	56.41	15.71
Global	77.21	4.16	94.50	58.49	17.28

¹ Percentage is based on those who responded 'Satisfied' (4) or 'Very Satisfied' (5) to *How satisfied were you with the overall quality of TCS service delivery?*

² Average of all responses (1 = very dissatisfied, 5 = very satisfied, n/a) for the question to *How satisfied were you with the overall quality of TCS service delivery?*