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# TRADE Commissioner SERVICE

April 1999

The quarterly  
newsletter for  
employees  
of the Trade  
Commissioner  
Service.

*international*

## Client Survey

Dept. of External Affairs  
Min. des Affaires extérieures  
OTTAWA

### An Update

AUG 11 2000

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Our first ever client survey, which took place from January to March, 1999, solicited feedback from a sample of 8300 Canadian businesses, Canadian foreign subsidiaries and Canadian institutional clients. The sample was drawn from client contacts submitted by 117 posts. An independent polling firm conducted the telephone interviews, and an independent consulting firm is handling the analysis. Feedback will be available by May 1999.

Although it is too early to comment upon final results, we know that clients are willing to provide feedback on their level of satisfaction with our services, the results they obtained with our assistance, and to what extent we have contributed to their results.

Keep a look out for future communications on the results of the Client Survey, which will be posted on the Performance Measurement Initiative Intranet site. If you have not already done so, simply bookmark:

<http://intranet.lbp/pmi-imr>

#### Questionnaire Themes

Service Received

Satisfaction & Service  
Performance

Perceptions of Trade  
Commissioner  
Service Delivery Staff

Contribution to Client Results

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