



OTTAWA, ONTARIO  
K1A 0G2

June 20, 1994

Dear Colleague,

We have all heard that our clients want better service from us. We find also that they have increased expectations about what we should or should not be doing for them. This circular (#94-7), entitled, "Are We Listening?" should help us better understand some of those reactions.

The enclosed highlights from eleven surveys of the business community reinforce the view that we provide a valued service to them, but they feel we need to do more. By understanding these needs, we will all be in a better position to focus our efforts on service improvements. Any comments on this subject would be welcomed.

NON - CIRCULATING ?  
CONSULTER SUR PLACE

Brian Schumacher  
Assistant Deputy Minister  
International Business Development  
and Chief Trade Commissioner

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