

## IMPLEMENTATION

Creating awareness of the Exposition was a key objective for the corporation from its inception. At every possible opportunity the public was advised to contact EXPO INFO for further information. From 1983 through to December of 1985, 16 million brochures were distributed with a 'telephone or write EXPO INFO' call-to-action. From April 1985 to December 1985 the call-to-action was also included in every Expo information kit and periodical - a distribution of an additional 2.9 million pieces. (Item #1 Direct Mail Summary.) From its beginning, to September 1984, EXPO INFO operated from 0800 - 1800, Monday through Friday. Since October 1984, EXPO INFO has offered a daily service, and further extended its daily hours beginning in April 1985.

Expo's first four telephone information officers were hired in June 1984. Each officer, in addition to handling telephone and mail inquiries, was assigned duties as a mission specialist in preparation for future staff training. Mission assignments included: writing manuals for computer technical training, data base research, establishing staff training procedures and scheduling and administration.

In April of 1985, 10 additional information officers were recruited and the mission specialists were promoted to supervisory and group leader positions. In October of 1985, 4 information officers were hired, and in January 1986, 26 new information officers were added to the team.

Training of new staff consisted of a rigorous two week program. Half of the training consisted of computer and telephone equipment training and the half covered public service training including:

- Data base familiarization
- Telemarketing techniques
- Travel counselling
- "Superhost" training

A large part of the staff training also consisted of discussion of the importance of service to the public and responding to the needs of the caller. In order for the corporation as a whole to work more efficiently in meeting the needs of the public, a "Comments System" was established. When the public called EXPO INFO with complaints, suggestions or congratulations the comment was keyed into the computer and forwarded to the appropriate area manager for response with a copy to the responsible Vice President. A letter was also automatically generated for the caller thanking him or her for taking the time to register their comment. A copy of every comment was forwarded to the chairman of Expo Board to ensure he was apprised of public opinion.