



## Global Enquiries

### What should I do if I receive a suspected global enquiry?

If you receive an enquiry from a company and you suspect that it is a global enquiry, follow these steps:

1. Find out if the Post Support Unit (PSU) has already responded to this company by checking the WIN Client Management System (WIN CMS).
2. If the PSU has responded, you do not need to answer the enquiry unless you feel it could lead to economic benefits for Canada and the company can deliver results.
3. If the PSU has not responded, answer the enquiry with the standard letter for suspected global enquiries, which is available on Horizons.
4. In both cases, please inform the PSU.

### Why should I use the standard letter for suspected global enquiries?

You should use the standard letter for suspected global enquiries to acknowledge receipt of the client's request. This will ensure that the service commitment of responding within five working days is met. The letter gives clients an overview of our new approach, which ultimately saves time and effort.

#### Client feedback line

Did you know that we have a client feedback line that all clients can use? Clients are encouraged to call 1-888-306-9991 with suggestions or comments about the services they receive from posts.

With advances in Internet access and the availability of the Trade Commissioner Service directory on InfoExport, posts receive enquiries from firms at varying stages of their export development. Some of these enquiries are vague and general in nature, and do not contain enough detailed information for the post to act effectively. That's why the "six questions" are included in the standard letter for suspected global enquiries. With more detailed information, posts can provide better service to help companies get results.

### Is there any circumstance where I do not have to respond using the standard suspected global enquiry letter?

When it is evident from the distribution list that the enquiry has gone out to a large number of posts in different geographic regions, you do not need to respond to the company. Send the information to the PSU immediately. The PSU will then respond to the company on behalf of all posts and place a tracking note in the WIN CMS.

The most important thing for trade officers at post to remember is that the PSU has guidelines to help you manage client expectations in a consistent and professional manner.

### Why should I inform the PSU of a suspected global enquiry?

It is only with your assistance that the PSU can confirm a global enquiry and respond to the company on behalf of all posts. The PSU relies on you to help identify global enquiries. The global enquiry response letter from