

1999 Client Survey

A N O V E R V I E W

Like successful companies, The Canadian Trade Commissioner Service listens to its clients. Here are some highlights from our 1999 Client Survey. For more information on our services or to get more details on the 1999 Client Survey results, visit us at www.infoexport.gc.ca. We welcome your comments and suggestions and invite you to call our client feedback line at 1-888-306-9991.

Summary of findings for services delivered in 1998

- more than 2,000 telephone interviews
- 90% response rate
- majority surveyed are small and medium exporters (SMEs)
- 2/3 of clients used more than one office in 1998
- SMEs and large firms have comparable exporting profiles and experiences
- clients have used us on average for 4 years

Who are our clients?

Most clients are from small firms.

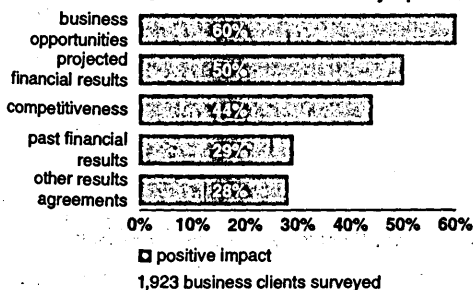


What you said about our services.

- 81% of business clients are satisfied.
- 91% say performance is at least as good as expected.
- 89% would recommend us to a business associate.

How do we contribute to clients' results abroad?

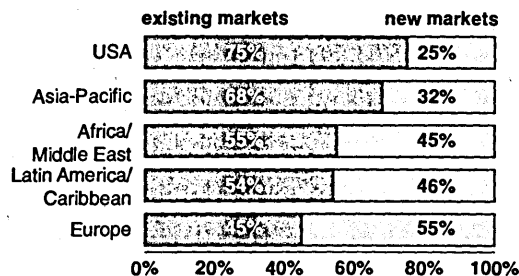
Contributions to business clients' results by a post



How do clients use us?

Business clients use us in existing and new markets. Services that are used most by business clients are basic advice and contacts search. Other services used include logistical support, troubleshooting and bidding assistance.

Business clients use us in:



You told us where we could improve

Areas to improve	Steps/actions we took
Resolving complaints	• New feedback line 1-888-306-9991
Explaining turnaround problems	• Commitment to reply within five working days
Learning business sector	• Identify new learning opportunities for officers
Market knowledge	• Provide more time for officers to concentrate on main sectors and core services
Being creative/pro-active in finding solutions	• Provide more time for officers to focus on essential work and to support officers with training initiatives
Being well-connected	• Provide more time for officers to network locally
Helpful services	• Continue to concentrate on value-added services