

TCS = Client Satisfaction

Dear colleagues,

With a new Minister for International Trade, a new Chief Trade Commissioner and the roll-out of additional services, the timing couldn't be better to look at the results of our first annual Client Survey. We now have more than anecdotal accounts telling us that we're doing a good job — we have statistical evidence indicating that clients are extremely satisfied with our services. This survey also provides a snapshot of our strengths and weaknesses, giving us a benchmark to build upon in our efforts to improve ourselves. We are now assembling client feedback indicators derived from the survey, so that posts have an additional tool to manage client expectations. These indicators will be available shortly.

I am happy to see that many of you are expressing your satisfaction with the tools we have developed for commercial sections abroad. If all officers use the guidelines available on the Horizons Web site and hand out the TCS services brochure, our clients will notice a clear, systematic

approach to our service delivery. We want our clients to know that the TCS is client-oriented and dedicated to helping Canadians win business abroad.

I encourage everyone to review the summary results of the Client Survey and learn from what our clients are saying about us. Check out the survey results on the Horizons Web site, then get set for the second survey early next year. I remind all of you that the "What's New" page of Horizons is the best place to find out about new guidelines, tools and other hot topics.

I'm always available to hear your concerns and suggestions. Don't hesitate to write, call or visit.

Sincerely,

Roger Ferland
Director General
Overseas Programs & Services (TCD)
Trade Commissioner Service
(613) 992-8785



International Business
Opportunities Centre

SOUND FAMILIAR?

An important client calls you advising that he or she is about to sign a contract with a Canadian company. Your client would like to know more about the financial background of the Canadian supplier before signing the contract.

Where can you get this financial information?

A Canadian company has solicited some of your local clients for money in exchange for goods or services that did not conform to what was promised. After several unsuccessful attempts to communicate with the company,

your clients have turned to you for assistance.

How can you help?

A few weeks ago, you provided a client with a list of potential suppliers for a specific product or service. Today the client advises you that he or she is quite interested in furthering business discussions with one of the companies on the list. Your client would like additional information on the company. You check WIN Exports and other directories, but the information is not as comprehensive as you would like.

Where do you look now?

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