

FAXLINK: THE INTERNATIONAL PLATFORM

By Lewis
Coughlin

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As reported in *Panorama* (No.47, Nov.21, 1994), the Department recently launched a new information service aimed at potential foreign investors and others interested in Canada. The service, *FaxLink International*, answers initial or "first line" enquiries concerning investing and doing business in Canada.

FaxLink International is a joint development of the Investment and Technology Bureau (TID) and the InfoCentre (SKI). The InfoCentre is the Department's public relations window to

the outside world through the provision of information, referral and publication services. The Centre boasts in excess of 2,000 titles. TID, working closely with posts, OGDs, provincial and municipal authorities and with business organizations, helps to attract international investment and technology to Canada. It also assists Canadian companies to grow through international investment, investment partnerships and the acquisition of offshore technologies.

FaxLink International is a demonstration of the Department's continuing commitment to employ the latest information dissemination technologies to help posts meet increasing client demands.

FaxLink International Advantages

- In as little time as it takes to place a "facsimile" call, users have the latest information on the advantages of Canada as an investment and business location.
- Anyone familiar with the operations of a fax machine and voice prompts, such as those used on voice mail, will find it easy to use.
- It enables the post to *capture client attention when interest is high* as it reacts to client information requests with an immediate fax response.
- Clients receive sharp and crisp faxed documents as it delivers computer-generated images — clearly superior to those sent manually through a stand-alone fax machine.
- The user controls how much information to receive and when to receive it.
- It absorbs the burden of fulfilling routine or repetitive information requests as it allows trade and investment officers to redirect such requests to the system which is available 24 hours per day, 7 days per week.
- It keeps information products current and document revisions are updated without costly and time-consuming reprinting.
- As posts become more familiar with its contents, not only will they be in a better position to refer prospective foreign investors to the service, but will soon appreciate its potential use in day-to-day work (enquiries, speeches, media clips, correspondence, etc.).