There are five critical steps in the client survey process this year:

1. Each post provides a list of client-contacts by November 27/1998
2. Master client-contact list prepared & formatted December 23/1998
3. Survey firm conducts the Client Survey January-February/1999
4. Survey results compiled and analyzed March/1999
5. Results reported and distributed Spring/1999

We are at the first step. As of November 27th, sixty three posts had responded -most with complete and accurate information. Please keep posted as we report on the number of posts who have submitted their data and who will take part in the survey.

Q. Who will be surveyed?
A. For each post, we will survey a sample of:

1. Canadian companies;
2. Canadian companies resident in the market;
3. Institutional Clients (e.g., provinces, municipalities, OGDs, associations).

Q. What is needed from each post?
For detailed guidelines on who to include and exclude in your client-contact list please refer to TCD/Ferland message of November 12th, 1998.

Q. What will be asked in the survey:
A. The annual client survey asks a representative sample of clients at each post about:

- their level of satisfaction with the post and its range of specific services;
- how much the post contributed to their business decisions;
- how much the post contributed to their business success; and
- which markets they plan to target in the future.

The Survey Questionnaire is available in WP format.

Q. How will this affect resource allocation?
A.Client feedback is only one of many elements considered in resource allocation. The purpose of the Client Management System is not to measure workload but to help us manage our clients more effectively.

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