



**Head of Info Centre**



**Web Champion**

**HOW DO YOU KEEP YOUR INFORMATION UP-TO-DATE?**

**Roxana (Buenos Aires):** The Info Centre regularly updates its contact lists, and, as a general rule, communicates annually with each contact by phone. For briefs, if we are lucky, a student updates them, or someone on contract does the job or we ask the Market Research Centre to update a report. Sometimes, the Info Centre itself may decide to update the material. Our policy requires that no brief or report may be older than two years.

**Natalia (Kyiv):** Local companies realize that it's free advertising to be listed on our Web site. So they know it's in their best interests to respond when I call them to check the accuracy of the information. Significant changes such as new phone/fax lines are immediately reported to the TCS team.

**HOW HAVE CLIENTS BENEFITTED FROM THE INFO CENTRE?**

**Roxana (Buenos Aires):** We are now able to provide better service to our exporters by distributing more information in a shorter time frame (we have a 5-day turn around deadline to answer requests). As well, our commercial officers now have more time to be proactive and do more intelligence work in the priority sectors.

**HOW HAVE CLIENTS BENEFITTED FROM YOUR WEB PAGE?**

**Natalia (Kyiv):** The Web page is targeted mostly to newcomers to the Ukrainian market. Now, when we respond to inquiries from Canadian companies looking for general market information or visit information, we no longer send them long attachments with contact information. Instead, we refer them to our Web page, where they're more likely to tour the site and discover more information than what they were asking for.

**WHAT IS YOUR FAVOURITE PART OF THE JOB? WHAT IS THE MOST CHALLENGING PART?**

**Roxana (Buenos Aires):** I like dealing independently with difficult or complex cases, the kind that requires research and makes use of my commercial judgment and ability to prepare appropriate commercial replies.

**Natalia (Kyiv):** I appreciate the feedback from the TCS team in Ottawa. When I send information to them, I receive immediate confirmation and can see my material on the Web site within five days. This makes me feel what I am doing is important and useful.

The most challenging part is to meet our goals: give good service to our clients, by providing them with both substantive and timely information, and yet allow our commercial officers more time to do "intelligence" work.

The most challenging part for me is still ahead. I want to produce a Web site newsletter that will focus on our trade program activity including the Catalogue Shows we are doing in different cities, the monthly business group (CUBI Chamber) meetings and our various trade shows and mission activities. This would make our Web site "alive" and provide better awareness of market opportunities for Canadian clients.