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EAMIP PROJECT NO. CCL7

TITLE DEA's Domestic Clientele

RESPONSIBILITY: Project Manager: CCBM (J. Patterson)
Project Officer: CCBR (P. Henry)

PRESENT SITUATION:

The department in its present configuration has a large and wide ranging clientele to serve in Canada - business, industry, labour, provincial government departments, academics, the cultural community and so on. Of particular priority at the moment is the private sector clientele in business, industry and labour. Much activity is already underway. However, there is a concern as to whether the department is in contact with all of the people it should be. A more systematic approach should help to ensure this and to assist in making better use of the available time of managers and officers. This includes preparation time for meetings as well as follow-up and feedback within the department and with the private sector organizations. Regular meetings are held with groups such as CBIAC, CMA and CEA but these organizations are not necessarily fully representative of all of the clients DEA should be serving. There are also meetings and contacts with individual companies but again, not necessarily all of those that need or could benefit from DEA assistance. There is a requirement to determine more clearly who our clients are and how the department can develop an interface with them, initially concentrating on private business, industry and labour.

OBJECTIVE:

Initially, to clearly identify who DEA's clients are in business, industry and labour and to enhance the department's capacity to provide information and service to them, which, in the long run, should contribute to a variety of departmental objectives in the areas of trade promotion and trade and economic policy.

GOAL:

To establish an inventory of this element of DEA's clientele; to establish agreement in the department on priorities and on the approaches or strategies to be used in building a relationship with the identified clients; to determine which areas and individuals in the department will have key responsibilities for particular clients or groups of clients and to establish a mechanism for regularly updating the inventory and reviewing approaches and priorities.

DESCRIPTION:

The outcome of the project will impact on most of the substantive areas of the department, predominately on TFB, EFB, and the geographic Branches. The approach will entail definition of the information required; identification of information sources both documentation and individual contacts; initial determination of a categorization of the client groups and of priority areas; collection and organization of the information; determination of the process to be followed to establish approaches, priorities and responsibilities; carrying out of that process and establishing the mechanism for regular updating.

The "hard" product - the inventory - will be programmed in a computer so that it can be easily updated and can be sorted in a variety of ways