

# Messages from the Chief Trade Commissioner

*The following is an index to the e-mail messages from Kathryn E. McCallion, Assistant Deputy Minister, International Business, Passport, and Consular Affairs, and Chief Trade Commissioner, which were distributed to all trade personnel between quarterly issues of TCS International.*

MESSAGE 12, JUNE 5, 1998

## ***Performance Measurement Initiative (PMI) Update: Employee Survey gets the ball rolling!***

- Development of the PMI is now nearly complete, with deliverables ready to be implemented.
- Progress report was presented on May 28 in the Cadieux Auditorium. Videotaped cassettes of the presentation have been sent to all posts.
- The first employee survey has been sent out and should be completed by June 26.
- A report will be prepared on the aggregate findings as soon as they are available.
- Status of other components is listed below. See the PMI Intranet site for more details at <http://folio.lbp/pmi-imr>

## ***Services and Guidelines***

- The list of services to Canadian business clients is almost ready and will officially take effect early this fall. You will have copies by September.
- We continue to develop a separate new list of services to our domestic partners, which will cover items such as investment services and services to partner-sponsored trade missions.
- The new handbook of service-delivery guidelines will be available to you on the Intranet by September. It will also contain policies on such matters as Canadian content, global inquiries, etc.

- An Overseas Support Unit is being established at headquarters, which will serve posts abroad as a point of recourse for interpreting the service guidelines, resolving special problems that arise in service delivery, and referring global inquiries for action.

## ***Client Surveys and Client-Tracking***

- The client-survey questionnaire is now complete.
- A pilot survey of approximately 100 companies is now under way, and the first full-scale client survey will be administered in the fall.
- Client-tracking through WIN is now more important than ever. For the first full-scale client survey this fall, we need to have all posts tracking their active clients in WIN Exports now!

## ***Service Charge Feasibility and Desirability***

- We completed an analysis of service-charge regimes among our counterpart trade promotion organizations abroad. All of these organizations charge for their information products, at the very least. Canada stands virtually alone as a provider of trade promotion services entirely free of charge.
- We have developed three possible service-charge scenarios for the TCS (including the scenario of a somewhat enhanced status quo). We will now take these scenarios into a phase of extensive consultations with our clients and our employees.

A pessimist sees the difficulty in every opportunity; an optimist sees the opportunity in every difficulty.

– Sir Winston Churchill