

Last updated: December 1st, 1998

What's New

Our Role

Client Management

Client Policies

Services to businesses

Services to Partners

Additional Services

Post Support: People

Post Support: Tools

Discussion

Français

Client Management - Surveying our Clients

Annual client survey

- Clients are in the best position to measure our performance.
- It tells you what clients really think.
- It helps you make better decisions about service delivery.

To get additional client feedback, we have also set up a toll free telephone line (1-888-306-9991) and will conduct regular consultations and focus groups.

Keep a record of services delivered:

- Use the WIN Client Management System (formerly the Client Tracking System) to keep a record of what services were delivered and to whom. These records allow us to identify your clients and conduct a survey that reflects your post's contribution to their success. If your post does not record the services it delivers, clients will not be able to express an opinion about them.
- The entries to the Client Management System will be used to identify a sample of clients to be surveyed. If you don't yet have full access to WIN, you'll be asked to create a list of your major clients for the survey.

Guidelines for Entries to the WIN-Client Management System:

1. For the purpose of the Client Survey, you must enter the following activities in the WIN Client Management System:
 - services you deliver to Canadian clients, both visiting and resident in the local market, for export, investment and science and technology functions.
 - services you deliver to Canadian clients who have called or written to you and have researched and selected your market before contacting you for export, investment and science and technology functions.
2. You might find it useful to record services provided to other groups or activities other than those specified above. However, this information is only pertinent at the local level and will not be taken into consideration by headquarters. These guidelines do not exempt posts from continuing to note "first-time" and "new-to-market" exporters.

Questions and Answers:

Q.What progress has been made re: Client Survey?

Both the Chief Trade Commissioner's [message](#) of 24 June and the Deputy Minister's [message](#) of 23 October stressed the importance of the upcoming TCS client survey.