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THE CANADIAN
TRADE COMMISSIONER
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newsletter for
employees
of the Trade
Commissioner
Service.*

The New Approach in the New Millennium

Dept. of External Affairs
Min. des Affaires extérieures

NOV 1 2000



What has changed since we began the New Approach journey together? Three years ago, we had not yet achieved a consensus with our clients on what core services they deemed essential. We struggled to be all things to all people.

We did not have regular client and employee surveys to collect feedback to which we could respond with positive actions. Posts had not had their specific performance assessed annually by third party professionals in telephone interviews with clients. The Auditor General was on our case.

There was no Post Support Unit or Horizons Intranet site to guide you. There was no toll-free Client Feedback Line to collect complaints, compliments and

suggestions. There was no Business Mission Agreement. We did not have tools allowing staff at posts to refer clients to local service providers for additional services.

InfoExport had not been revamped as an electronic service delivery vehicle. The TCS brand image had not been marketed across Canada, let alone through ministerial outreach with visiting trade commissioners.

All that changed with the introduction of the New Approach.

So what's next?

The best is yet to come. In 2001-2002, we will be focussing on e-services and people at posts. We will continue to sustain ongoing improvements, building

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**50,000 clients
can't be wrong!**
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