



TCS CLIENT SURVEYS

SNAPSHOT COMPARISON OF FOUR SURVEYS: TCS SERVICES TO CANADIAN BUSINESS IN FOREIGN MARKETS

CLIENT SURVEY	1999	2000	2002	2004
Total number of trade offices commented upon	79	97	108	not asked
Total number of clients interviewed	2,249	1934	1580	1340
Overall satisfaction with the Trade Commissioner Service (*differences not statistically significant)	not asked	78%*	79%*	76%*
Overall satisfaction with service transaction at a specific trade office (*differences not statistically significant)	81%	80%*	76%*	not asked
What business clients said about services they received				
Positive impact on financial results (last 12 months)	29%	35%	36%	47%
Positive impact on projected financial results (next 24 months)	50%	60%	52%	41%
Increased competitiveness	44%	50%	54%	67%
Saved time and money	72%	79%	79%	85%
Improved business image and credibility	69%	73%	70%	79%
Helped in making better decisions	67%	73%	74%	80%
Service was better than expected	49%	48%	44%	not asked
Offices were under-resourced	57%	43%	38%	not asked
Service was too variable from one office to another	54%	36%	42%	not asked
What partner-clients said about services they received				
Saved time and money	79%	87%	81%	75%
Improved business image and credibility	78%	83%	75%	69%
Helped in making better decisions	79%	80%	79%	71%
Service was better than expected	47%	49%	46%	not asked
Offices were under-resourced	not asked	50%	53%	not asked
Service was too variable from one office to another	not asked	30%	50%	not asked