



Government  
of Canada

Gouvernement  
du Canada

# *Network of Canada Business Service Centres*

## National Performance Report for the Fiscal Year 2001-02

*Network  
of  
Canada  
Business  
Service  
Centres*



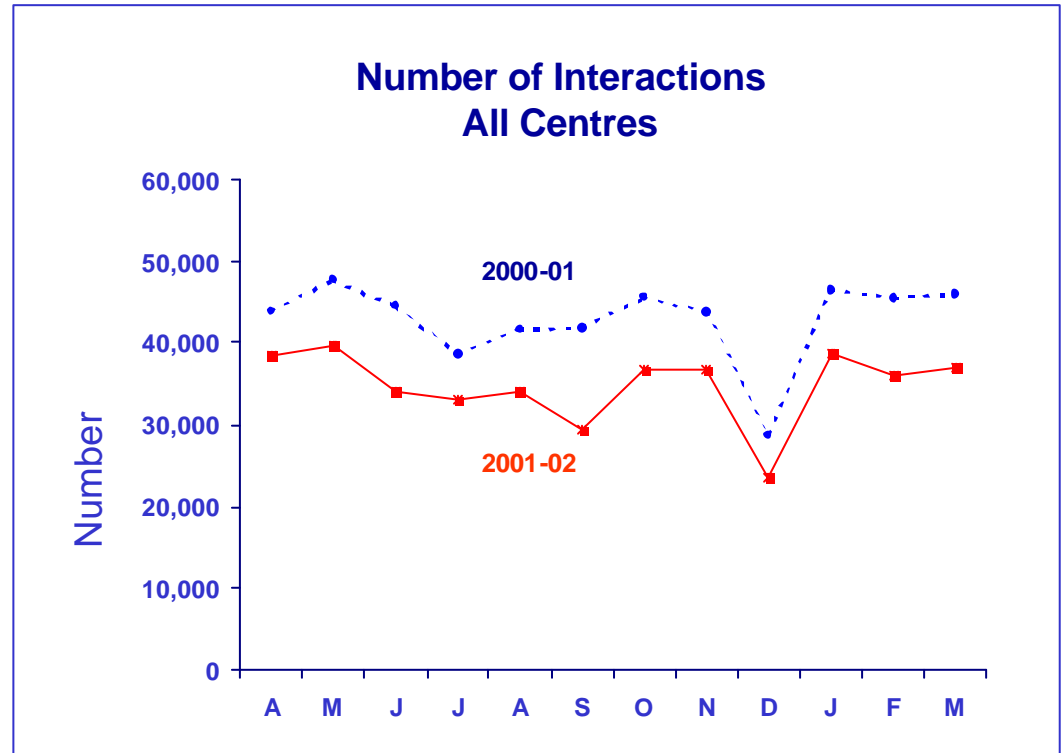
*Réseau  
de  
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entreprises  
du Canada*

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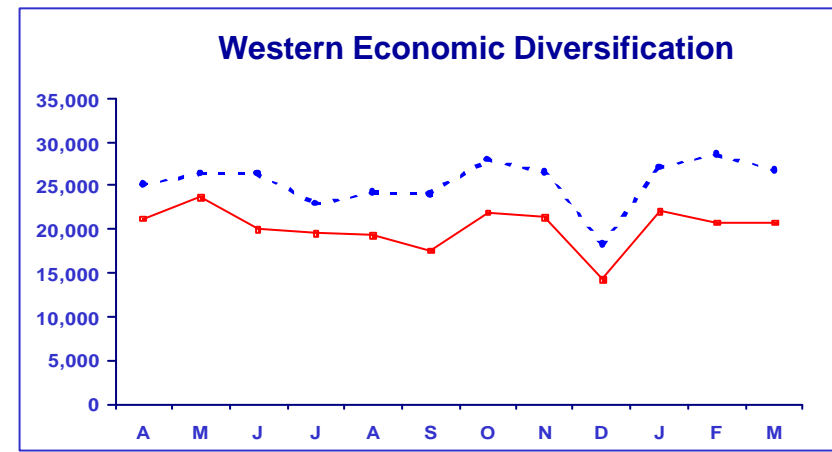
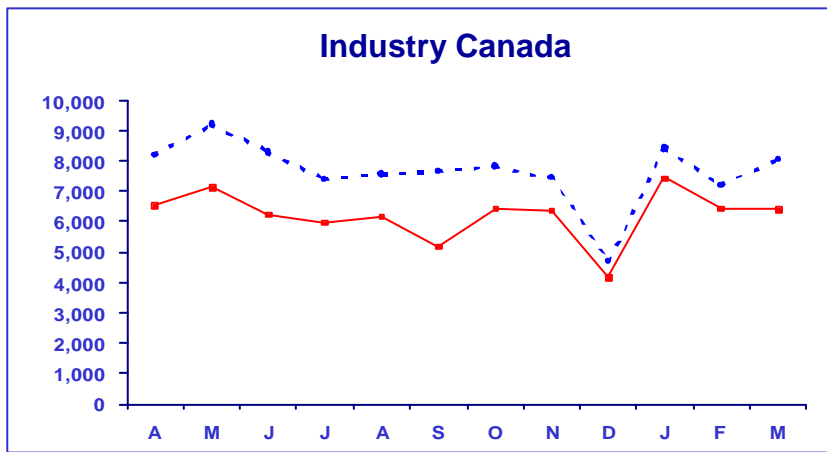
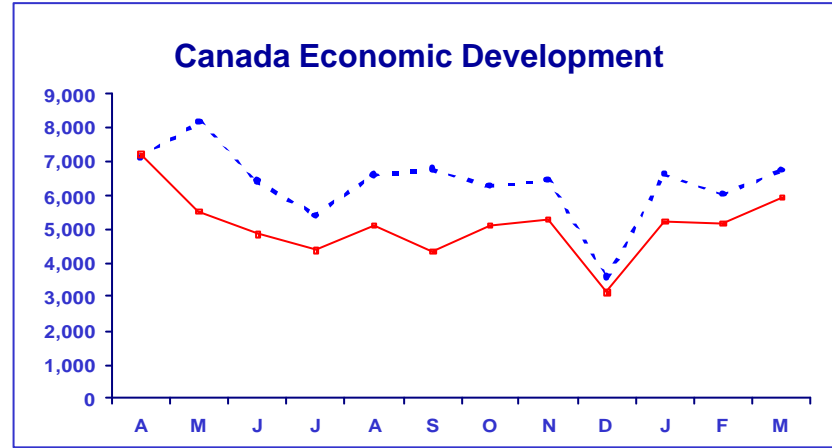
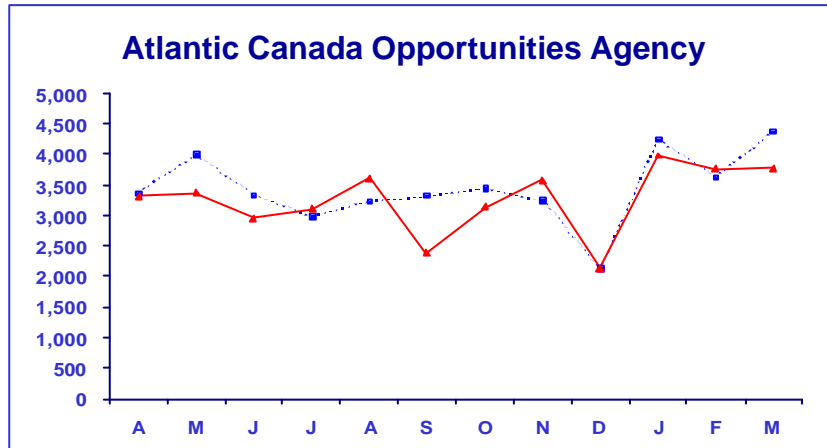
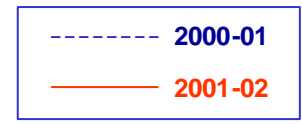
## Number of Interactions\*, All Centres FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

\* Officer-assisted and Self-serve modes, excluding Internet.

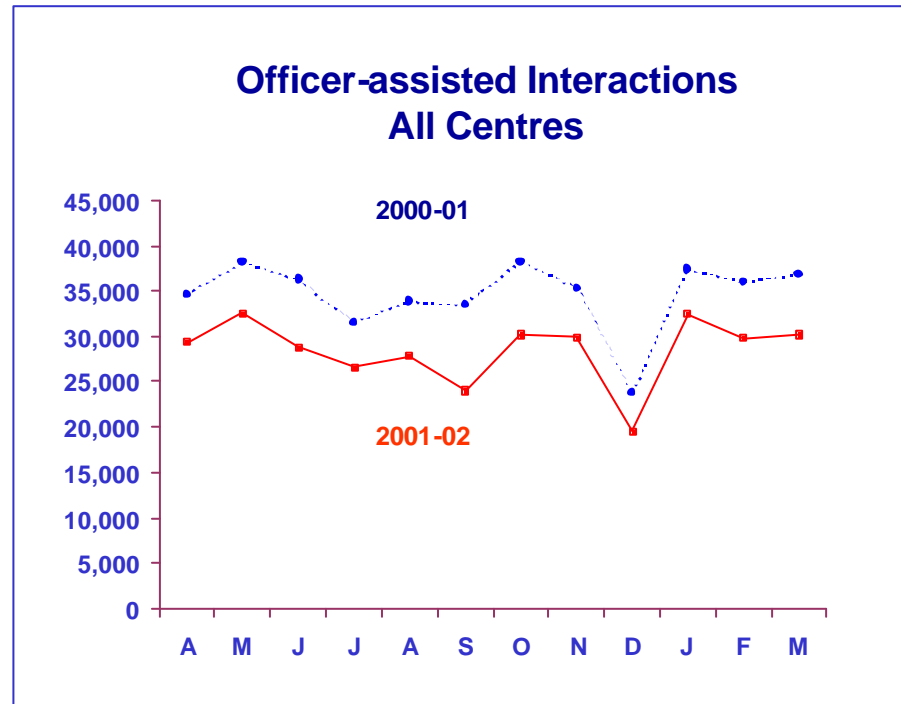
## Number of Interactions\* by Managing Partner FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

\* Officer-assisted and Self-serve modes, excluding Internet.

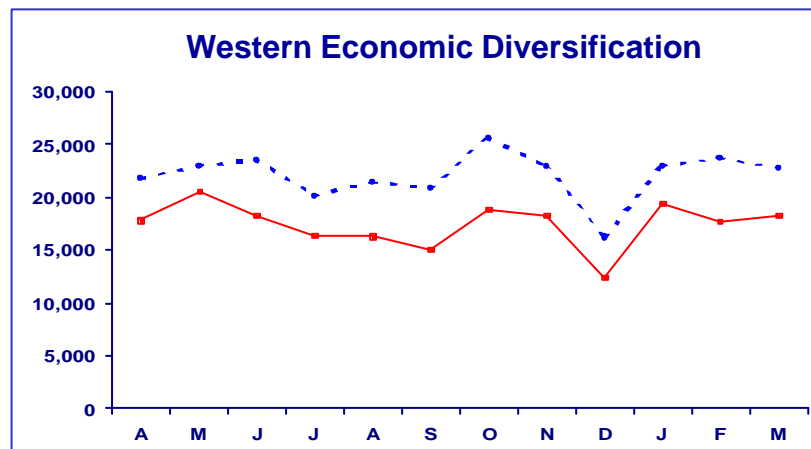
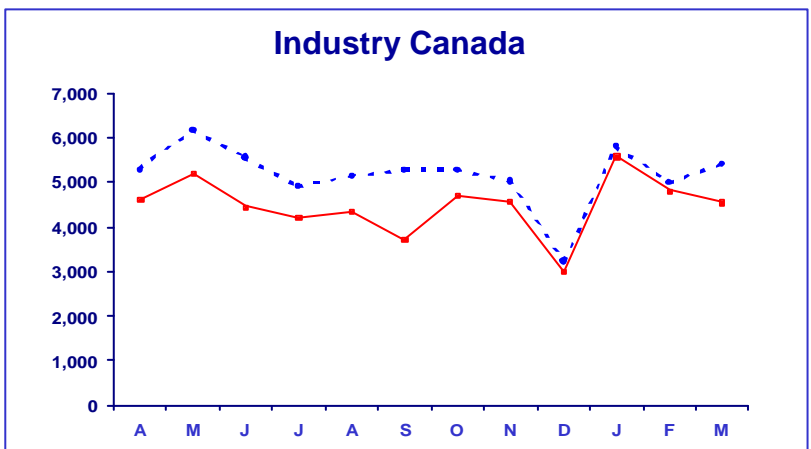
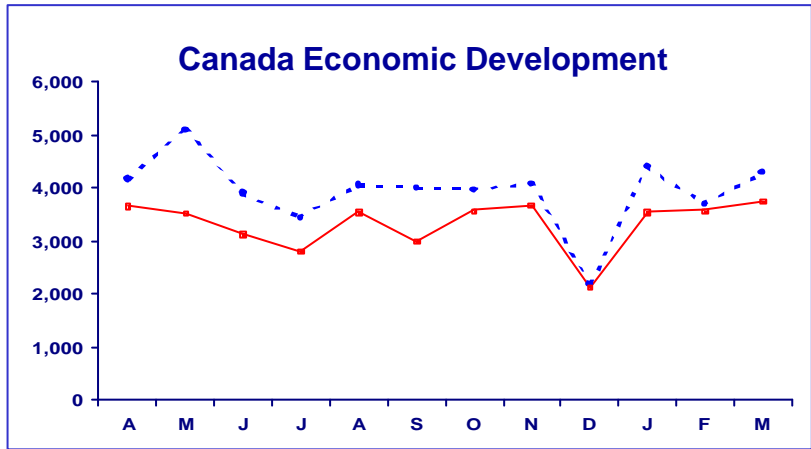
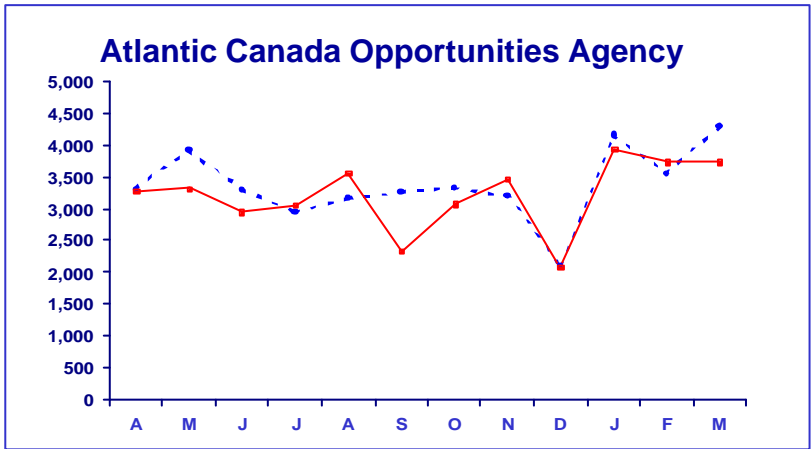
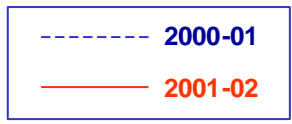
## Number of Officer-assisted\* Interactions All Centres FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

\* Telephone calls, In-person visits, E-mails, Mail, Fax

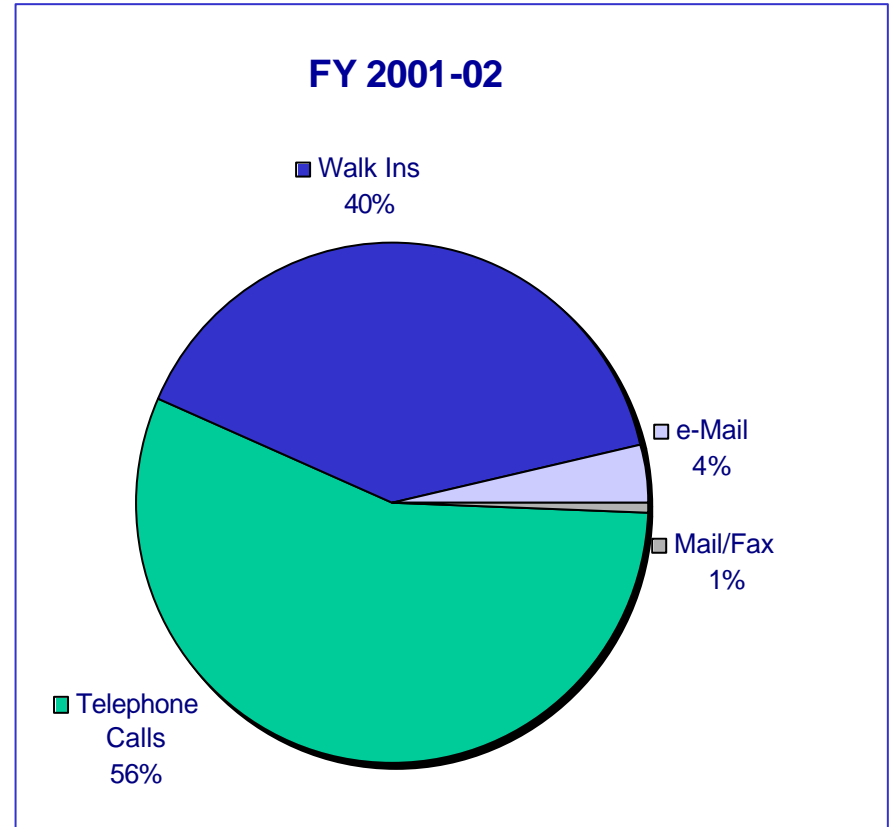
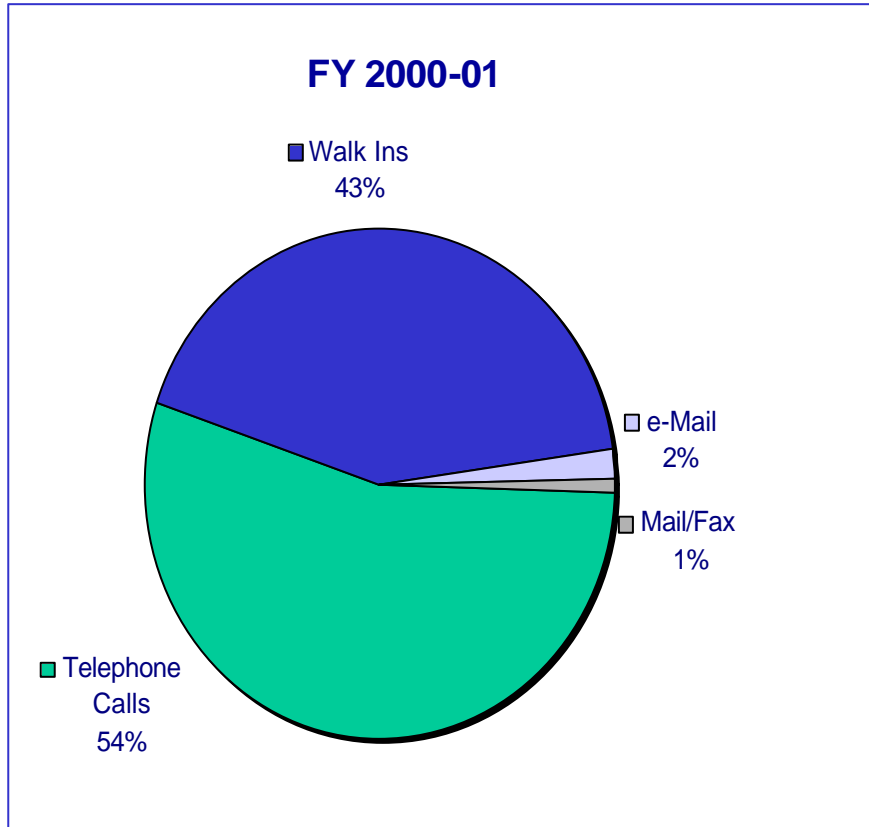
## Officer-assisted\* Interactions by Managing Partner FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

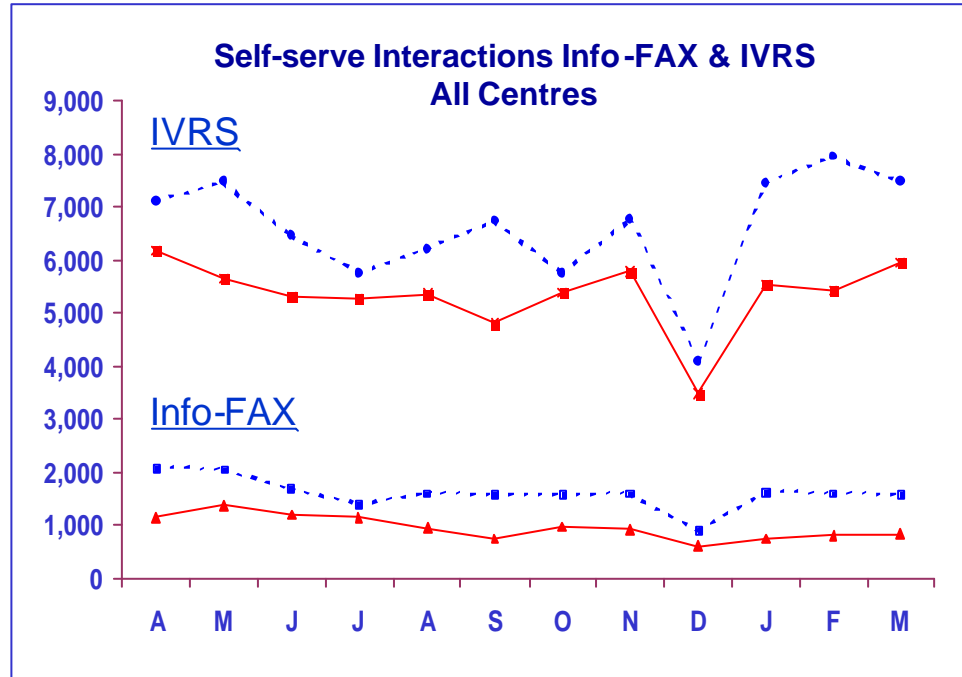
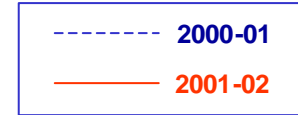
\* Telephone calls, In-person visits, E-mails, Mail, Fax

## Officer-assisted Interactions by Service Delivery Mode (%) FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

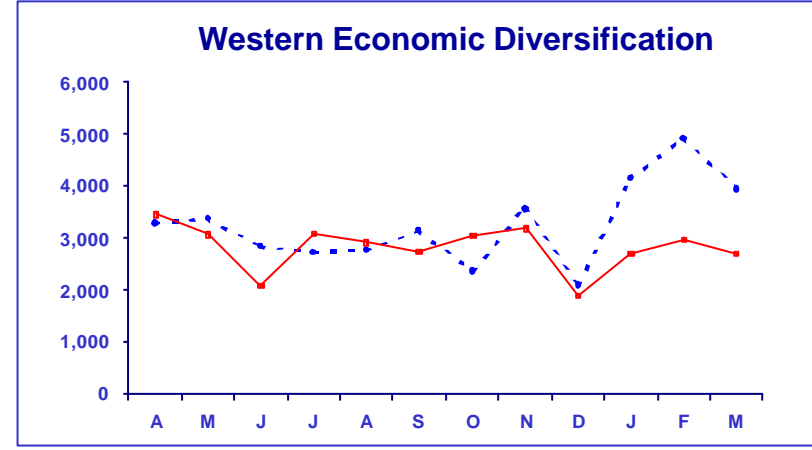
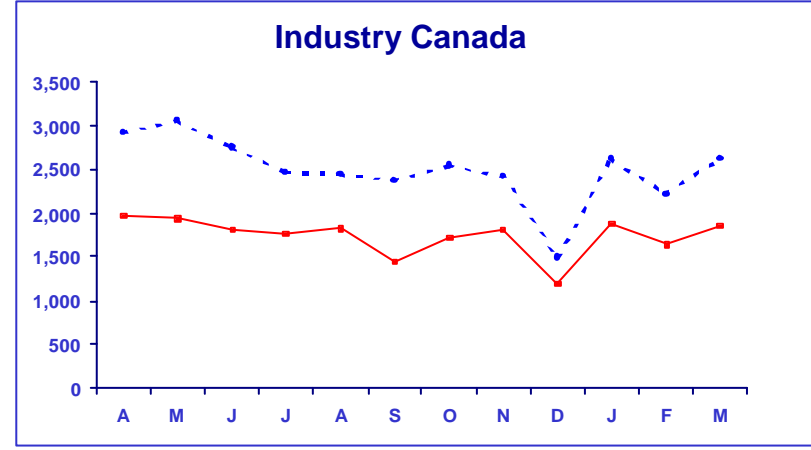
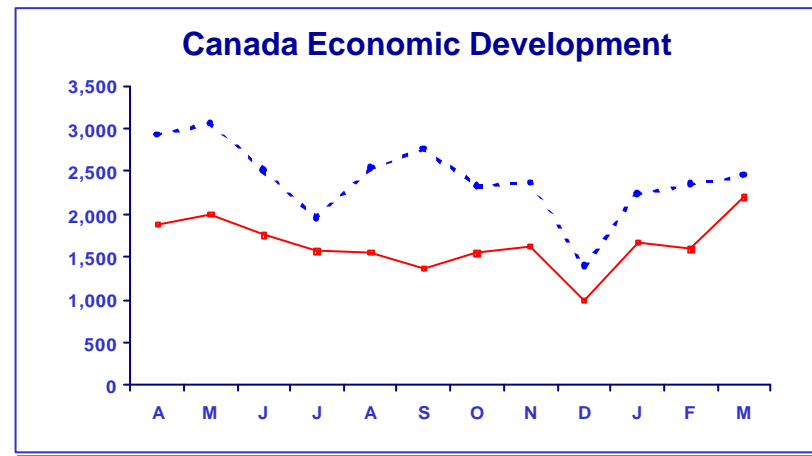
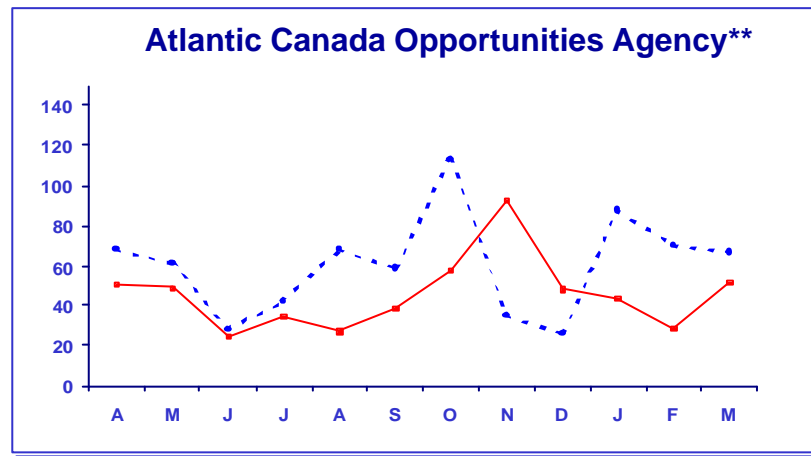
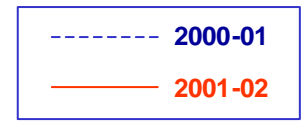
## Number of Self-serve Interactions (Info-FAX\* and IVRS\*\*) All Centres FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS)

- \* The Info-FAX system is a toll-free, automated fax response system which allows users to order documents from the Canada Business Service Centres using a Touch-Tone™ telephone.
- \*\* Some centres have Interactive Voice Response Systems (IVRS) which provide automated recorded answers to frequently asked questions.

## Number of Self-serve\* Interactions by Managing Partner FY 2000-01 versus FY 2001-02



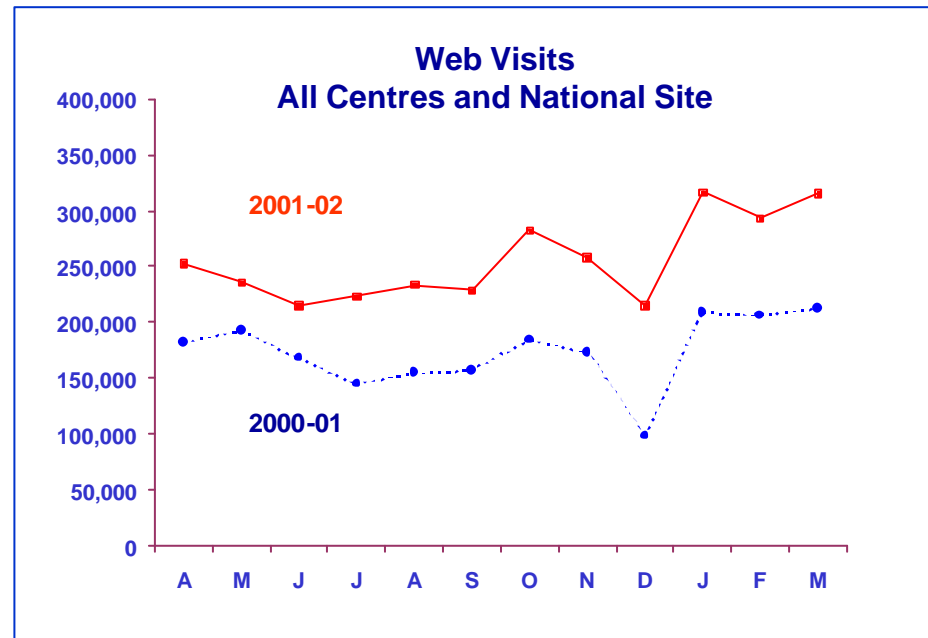
Source: National Statistical Reporting System (NSRS)

\* Info-FAX and IVRS, excluding Web visits

\*\* Atlantic CBSCs do not use IVRS which explains the disproportionately smaller self-serve volumes



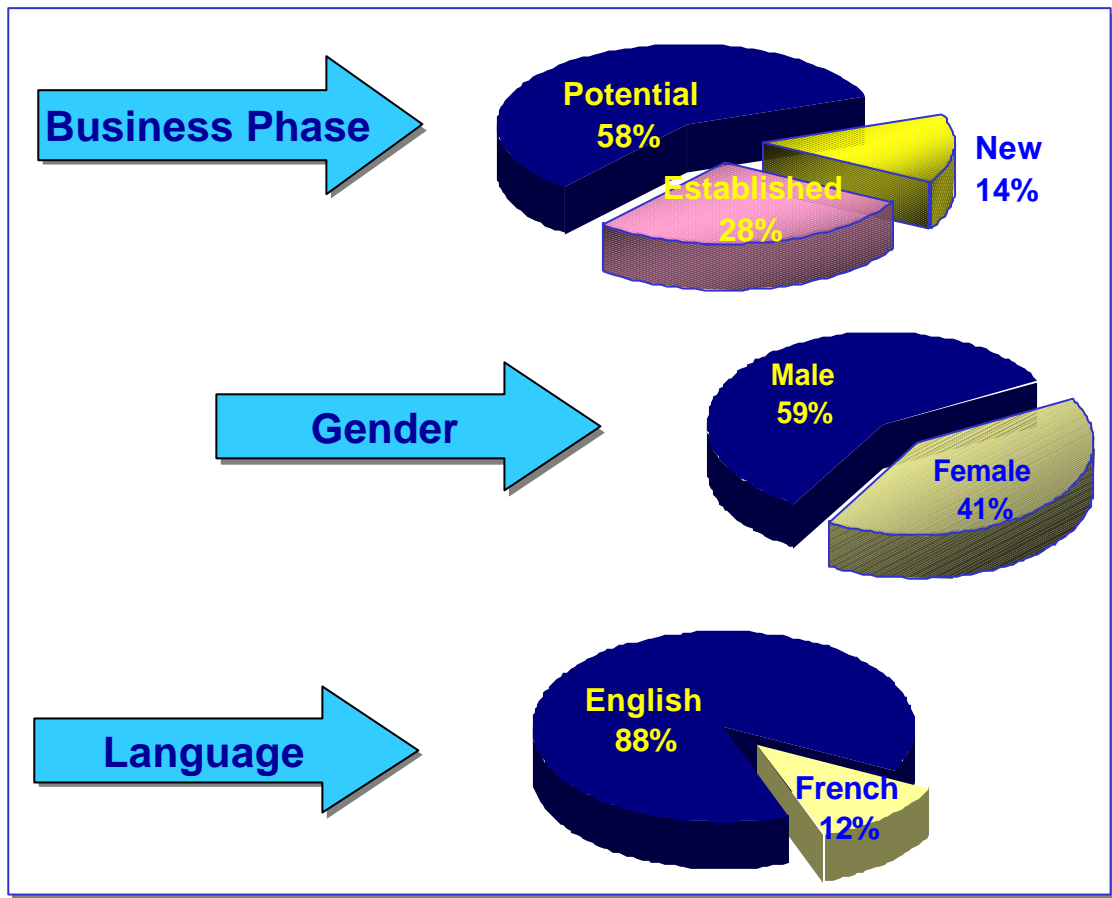
## Number of Web Visits\*, All Centres, including the National Site FY 2000-01 versus FY 2001-02



Source: National Statistical Reporting System (NSRS) and WebTrends™

- \* Web visits: A series of requests made by a visitor to the CBSC Web site. If the visitor is inactive for more than 30 minutes, the visitor's next request is counted as a new visit.
- \*\* As of April 1, 2001, the Web statistics are collected through "WebTrends™", a Web tracking software.

# Client Profiles FY 2001-02



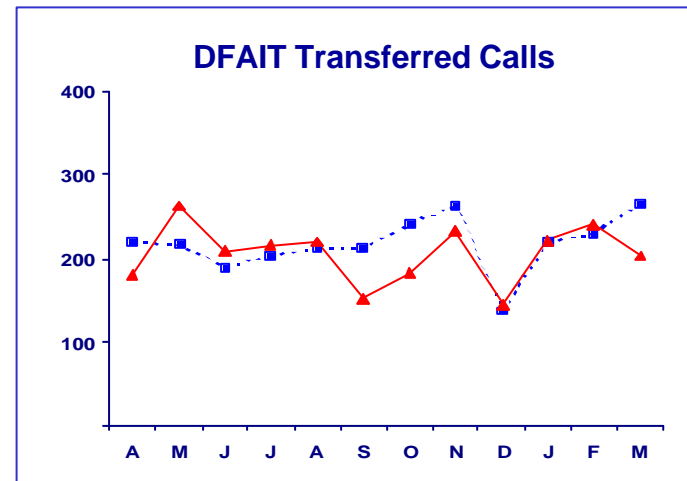
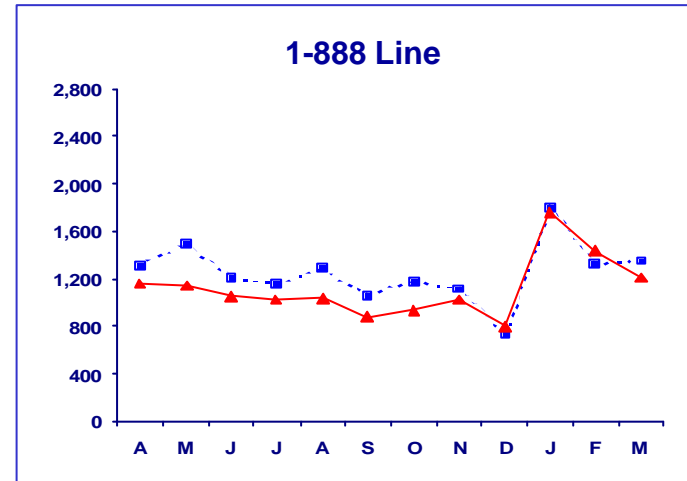
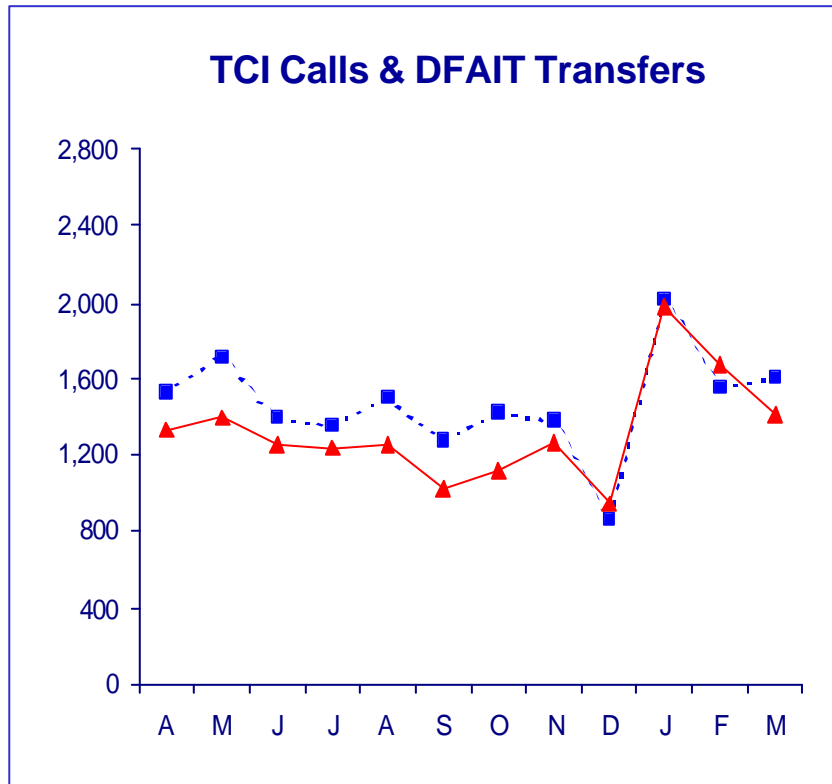
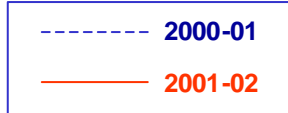
## Definitions for Business Phase:

- **Potential:** A business that is not yet in operation, and has not yet been registered but may come into being. Businesses that are still at the idea stage are included in this definition.
- **New:** A business that has been operational (and/or registered) for less than a year.
- **Established:** A business that has been operational (and/or registered) for a year or more.

## Trade-related Call Volumes

### Team Canada Inc (TCI) 1-888 Line and Department of Foreign Affairs and International Trade (DFAIT) Transferred Calls

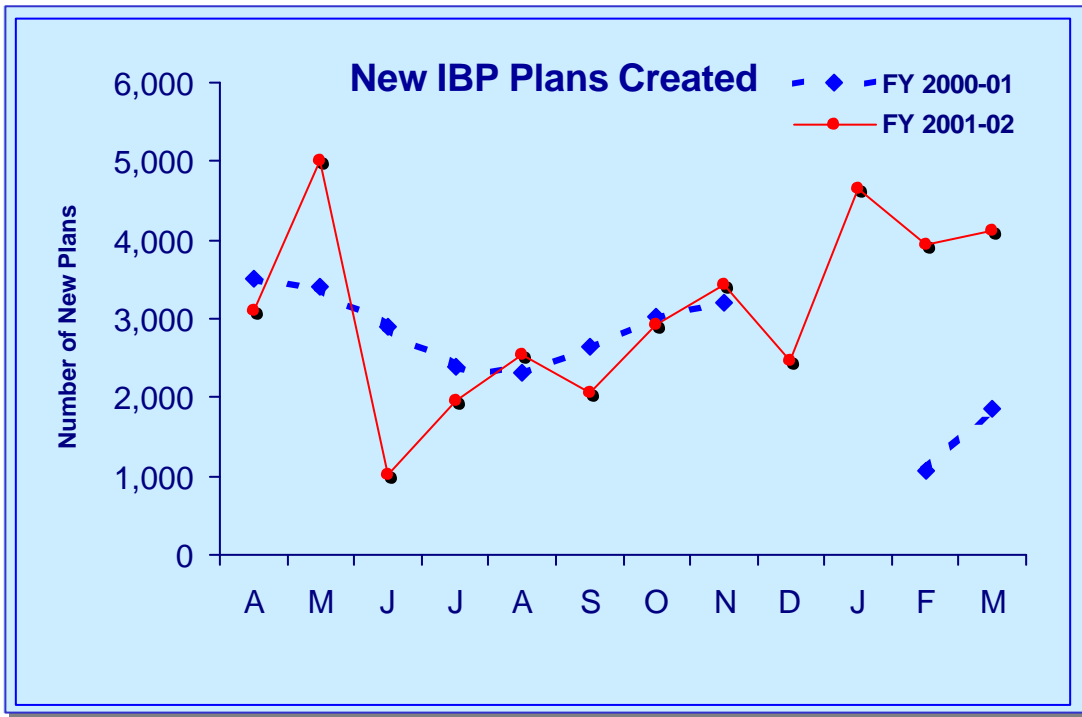
#### FY 2000-01 versus FY 2001-02



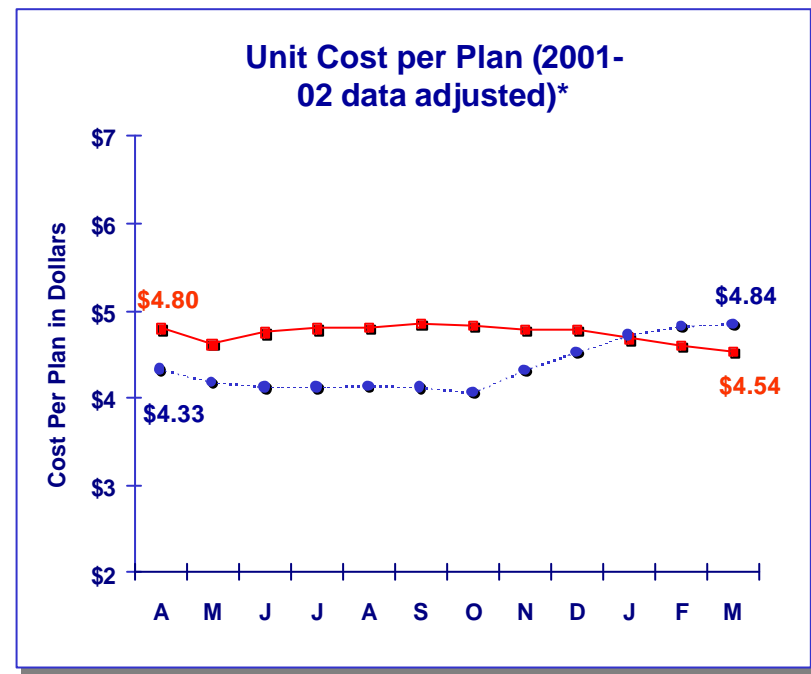
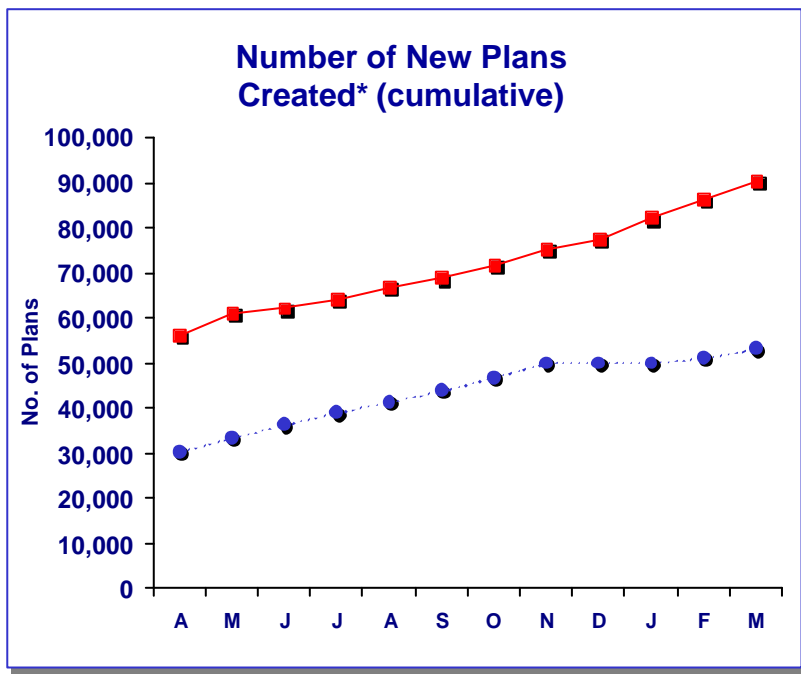
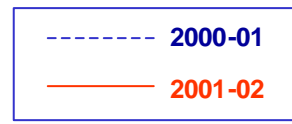
Source: Bell Canada Call Detail Service

## Interactive Business Planner (IBP) New Plans Created by Month\* FY 2000-01 versus FY 2001-02

\* Note: Between December 2000 and January 2001 the IBP experienced technical difficulties. It was temporarily shut down and was unavailable during this period. In June 2001, further technical issues forced the IBP to temporarily shut down for most of the month resulting in lower volumes of new plans. With these technical issues now resolved, the growth pattern has been restored.



## Number of IBP Plans Created and Unit Cost per Plan (Maintenance Costs Only) FY 2000-01 versus FY 2001-02

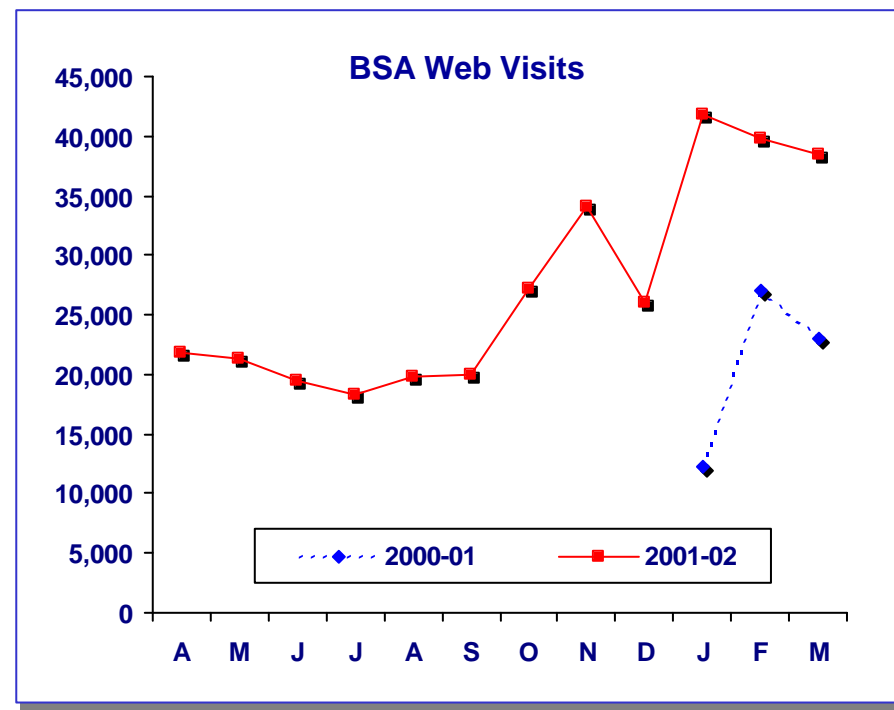


\* The actual number of new business plans created in 2001-02 increased 59% over the previous fiscal year.

\* Data was revised to include the costs related to the repairs to the IBP in June 2001.

Source: Web Site Statistical Collection System

## Business Start-Up Assistant (BSA)\* Web Visits FY 2000-01 versus FY 2001-02



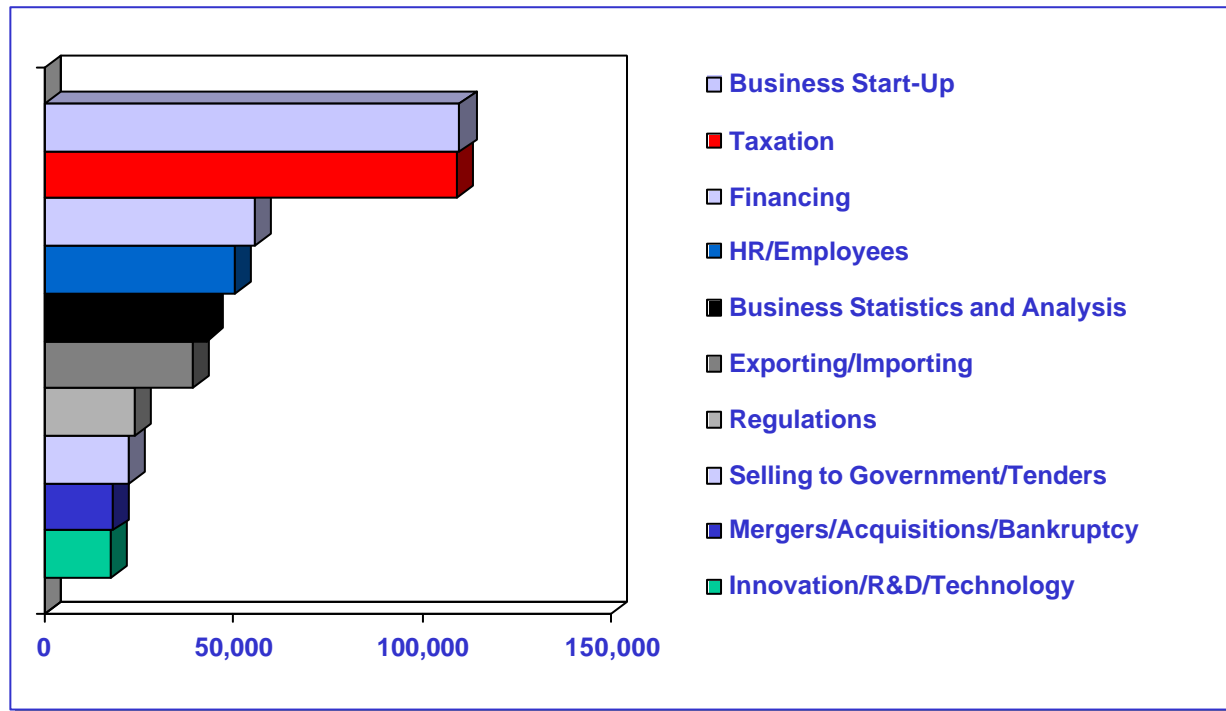
There have been 390,390 visits since its launch.

- An average 20,728 visits per month for the first 3 months of operation in FY 2000-01.
- An average of 27,351 visits per month for FY 2001-02 for an average increase of 32% per month over the first fiscal year.

Source: WebTrends™

\* Launched January 2, 2001

## Access to Business Start-up Assistant (BSA) relative to other "BusinessGateway.ca" Information Clusters FY 2001-02



Source: WebTrends™

## Top 15 Requested Federal Documents Officer-assisted FY 2001-02

Rank	Type of Info	Title - Federal Documents (Officer-assisted)	Dept.*	Volume
1	Financing	Canada Small Business Financing Program	IC	22,366
2	Regulations	Goods and Services Tax and Harmonized Sales Tax	CCRA	13,089
3	Services	Interactive Business Planner	IC	10,510
4	Financing	Sources of Financing	IC	7,624
5	Financing	Micro Business Program	BDC	6,318
6	Regulations	Federal Business Incorporation	IC	5,886
7	Services	Business Number	CCRA	3,810
8	Financing	Young Entrepreneur Financing Program	BDC	3,688
9	Services	Importer/Exporter Account Number	CCRA	3,289
10	Financing	Program for Export Market Development	DFAIT	2,833
11	Services	Canadian Company Capabilities	IC	2,370
12	Regulations	Export Permits	DFAIT	2,339
13	Services	Strategis	IC	2,190
14	Regulations	Trade-marks	IC	2,062
15	Financing	Ontario Community Futures	IC	2,050

Source: National Statistical Reporting System (NSRS)



## Top 15 Requested Federal Documents Self-serve (Web) FY 2001-02

Rank	Type of Info	Title - Federal Documents (Web)	Dept.*	Volume
1	Financing	Canada Small Business Financing Program	IC	40,727
2	Financing	Sources of Financing	IC	17,491
3	Services	Interactive Business Planner	IC	17,398
4	Regulations	Federal Business Incorporation	IC	16,489
5	Services	Business Number	CCRA	15,634
6	Regulations	Goods and Services Tax and Harmonized Sales Tax	CCRA	15,189
7	Financing	Young Entrepreneur Financing Program	BDC	14,438
8	Financing	Micro Business Program	BDC	12,731
9	Services	Social Insurance Number	HRDC	7,799
10	Regulations	Income Tax Returns: T1 General	CCRA	7,723
11	Services	Online Federal Incorporation	IC	7,685
12	Regulations	Trade-marks	IC	7,349
13	Regulations	Patents	IC	6,900
14	Regulations	Income Tax Returns: the T2 Corporation Income Tax Return and the T2 Short Return	CCRA	6,060
15	Financing	Student Summer Job Action	HRDC	5,920

Source: National Statistical Reporting System (NSRS)

## Top 15 Requested CBSC Documents Officer-assisted FY 2001-02

Rank	Type	Title - CBSC Documents (Officer-assisted)	Volume
1	Info-Guide	Business Start-up	62,637
2	Info-Guide	Taxation	11,210
3	Fact Sheet	Legal Issues in Starting a Business	7,834
4	Fact Sheet	Dealing With Your Banker & Other Lenders	7,447
5	Fact Sheet	Business Plan Guide	6,848
6	Info-Guide	Exporting	6,836
7	Fact Sheet	Lending - The Basic Criteria	6,276
8	Fact Sheet	Guide to Market Research and Analysis	6,220
9	Info-Guide	Employment and Training	4,560
10	Info-Guide	Young Entrepreneurs	3,466
11	Info-Guide	Importing	1,972
12	Info-Guide	Aboriginal	1,851
13	Fact Sheet	Forms of Business Organization	1,472
14	Fact Sheet	Business Plan for Small Service Firms	1,356
15	Fact Sheet	Feasibility Checklist for Starting a Small Business	1,307

Source: National Statistical Reporting System (NSRS)

- An **Info-Guide** is an introductory document organized by topic (e.g. business start-up) offering brief overviews of programs, services and regulations most commonly applicable in a related area. This blended product of both federal and provincial information is developed to answer a growing demand for strategic information by business people. Municipal and other non-government information may be included, depending on the content and region.
- A **Fact Sheet** is an information sheet covering a range of business start-up topics, including product development, retail management, advertising and promotion, and market development.

## Top 15 Requested CBSC Documents Self-serve (on the Internet) FY 2001-02

Rank	Type	Title - CBSC Documents (Internet)	Volume
1	Info-Guide	Business Start-up	368,717
2	Info-Guide	Electronic Commerce	89,482
3	Fact Sheet	Checklists For Going Into Business	41,778
4	Fact Sheet	Business Plan Guide	33,299
5	Info-Guide	Taxation	29,306
6	Info-Guide	Exporting	23,841
7	Fact Sheet	Legal Issues in Starting a Business	22,716
8	Info-Guide	Employment and Training	20,234
9	Fact Sheet	Guide to Market Research and Analysis	19,403
10	Fact Sheet	Business Plan for Small Service Firms	19,380
11	Fact Sheet	Home-Based Business	17,844
12	Info-Guide	Importing	13,670
13	Fact Sheet	Feasibility Checklist for Starting a Small Business	13,629
14	Fact Sheet	Naming Your Business	13,574
15	Info-Guide	Aboriginal	13,524

Source: National Statistical Reporting System (NSRS)

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