



Government
of Canada

Gouvernement
du Canada

Network of Canada Business Service Centres

National Performance Report for the Fiscal Year 2002-03



12
43

Canada

Highlights

Officer-assisted Channels

- The telephone and in-person channels remain the channels of choice for our clients. Together, they account for 95.2% of the total activity (telephone 52.0%; in-person visits 43.2%).
- The Talk to Us! service was rolled out to all CBSCs as of April 1, 2002. The service received a total of 2,063 requests for an average of 172 requests per month.

Highlights

Self-serve Channels

- Web visits increased again this fiscal year, up 25.1%.
 - 3.8 million visits compared to 3 million last fiscal year
 - an average of 320K visits per month
 - an average of 16:01 minutes per visit

- The Info-FAX service was discontinued on December 1, 2002.

Highlights

Partnerships and Service Enhancements

- On behalf of **Team Canada Inc** and **DFAIT**, the CBSC's:
 - ➔ answered 15,353 trade calls during the fiscal year for an average of 1,279 per month
 - ➔ responded to 21 Domestic Referrals from countries around the world on behalf of the Trade Commissioner Service
 - ➔ exceeded the TCI service standard by 11.3%
- Effective January 2003, the CBSCs receive and respond to e-mail questions originating from the ExportSource "Contact Us" page.
- The CBSC's Talk to Us! feature was added to the ExportSource Website.
- The CBSC's toll-free TTY service for the speech and hearing impaired was extended to TCI clients (CLF requirement).
- Content Management - the ExportSource content is harmonized with CBSC content and updated automatically.

Highlights

Partnerships and Service Enhancements

- Work began on the amalgamation of the **CBSC** and the **Business Gateway** Web sites.
- CBSC front line employees from across the network were trained to receive and respond to the Business Gateway telephone inquiries as of April 1, 2003.
- Work began on joint CBSC/BG marketing materials.

Highlights

ABSN, Special Activities

- Two national ABSN booths were staffed by ABSN coordinators from CBSCs across the country during the fiscal year:
 - ➔ AFN-NEXUS 2002 in Montreal - July 2002



Source: NITA Web site photo gallery

- ➔ CANDO in Edmonton – October 2002
 - in a coordinated effort, ABSN coordinators from a few CBSCs across the country took to the podium to speak about their ABSN provincial activities

Highlights

Products and Tools

- Visits to the Business Start-up Assistant increased 90.4% over last fiscal year.
 - 624,796 visits compared to 328,207 last fiscal year
 - an average of 52,066 monthly visits per month

- The number of new Interactive Business Plans created increased by 19.5% over last fiscal year.
 - 44,516 plans were created
 - the 100,000th plan was created in June 2002
 - as the number of plans created increases, the unit cost per plan continues to decrease. At year end, the cost per plan was \$3.87

All Interactions by Managing Partner FY 2002-03

	ACOA	CED	IC	WD	Total
Officer-assisted interactions					
Telephone Calls	25,262	26,268	45,028	72,241	168,799
Walk-ins	9,490	8,579	844	121,265	140,178
Fax	106	104	33	179	422
Mail	498	29	80	293	900
E-mail	3,042	1,196	3,574	4,570	12,382
Talk to Us Sessions	623	370	673	397	2,063
Sub-total Officer-assisted	39,021	36,546	50,232	198,945	324,744
Self-serve interactions					
Web site visits*	426,683	501,267	626,465	1,440,300	2,994,715
Fax-on-demand	207	690	1,195	1,173	3,265
Automated Telephone	0	10,227	11,500	16,923	38,650
Sub-total Self-serve	426,890	512,184	639,160	1,458,396	3,036,630
Total Both	465,911	548,730	689,392	1,657,341	3,361,374

Notes

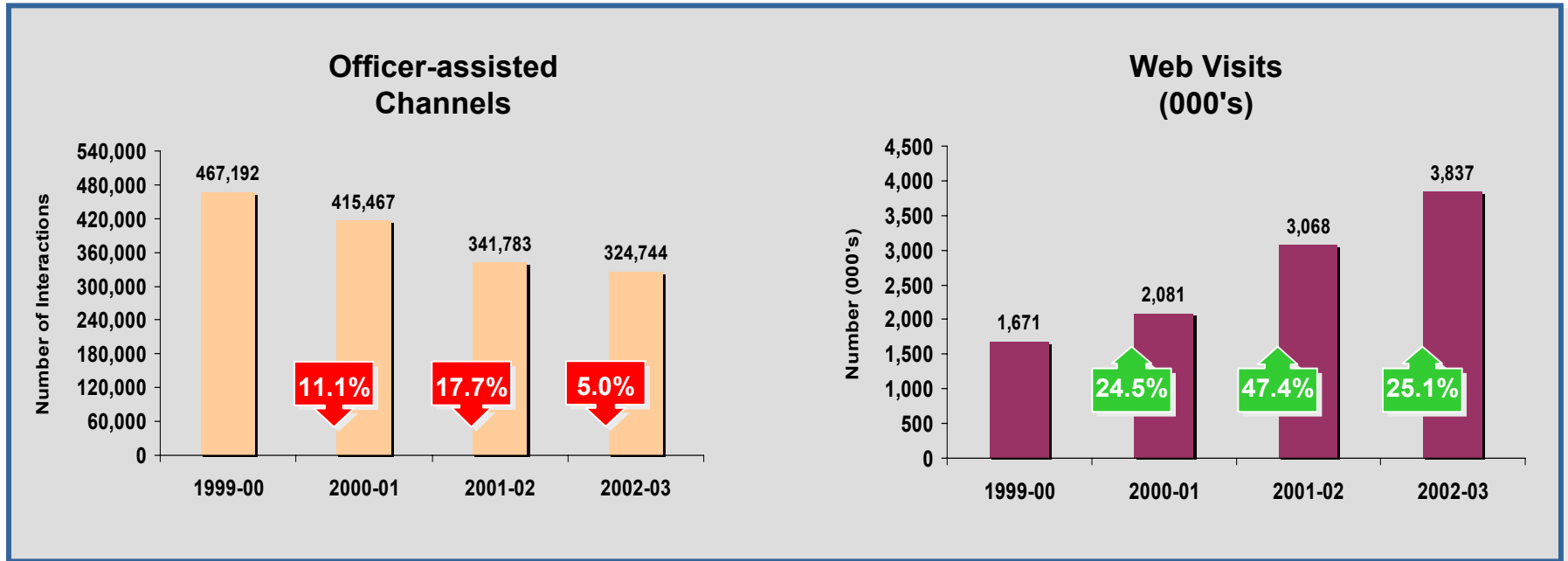
IC: The COBSC does not have an in-person channel.

WD: Unlike other CBSCs, the BC centre has the provincial business registration services located in the centre. This centre therefore receives a lot of walk-in traffic and accounts for 54.8% of all in-person visits across the country.

Web site visits: excludes the data for the National Website (1,575,521) but cannot be added to the managing partner Web site numbers. This would result in double counting.

Assisted* Channels and Web Visits

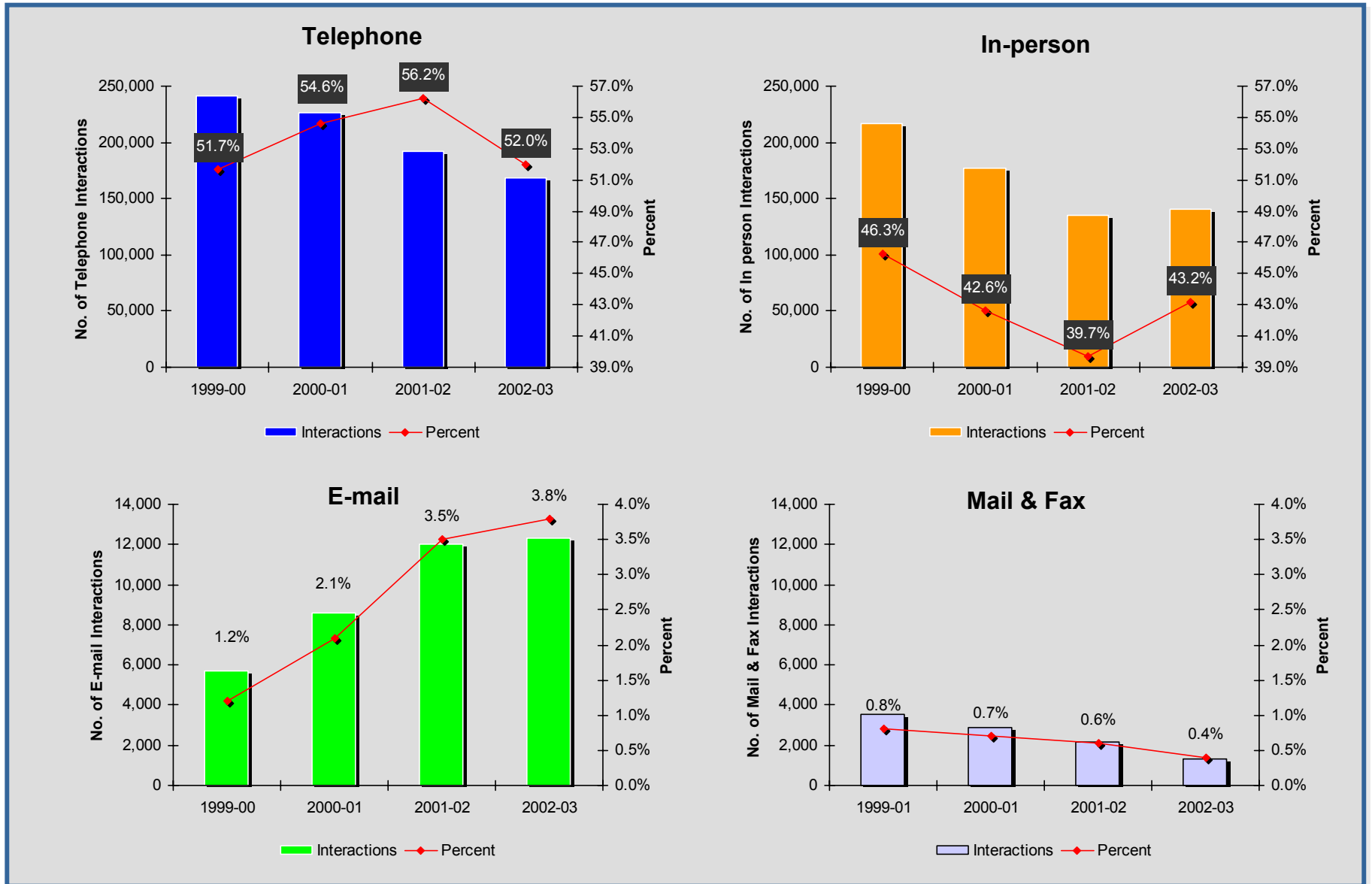
Percent Change Over Time



* Assisted Channels: Telephone, In person, E-mail, Fax, Mail, and the Talk to Us! service (since FY 2002-03).

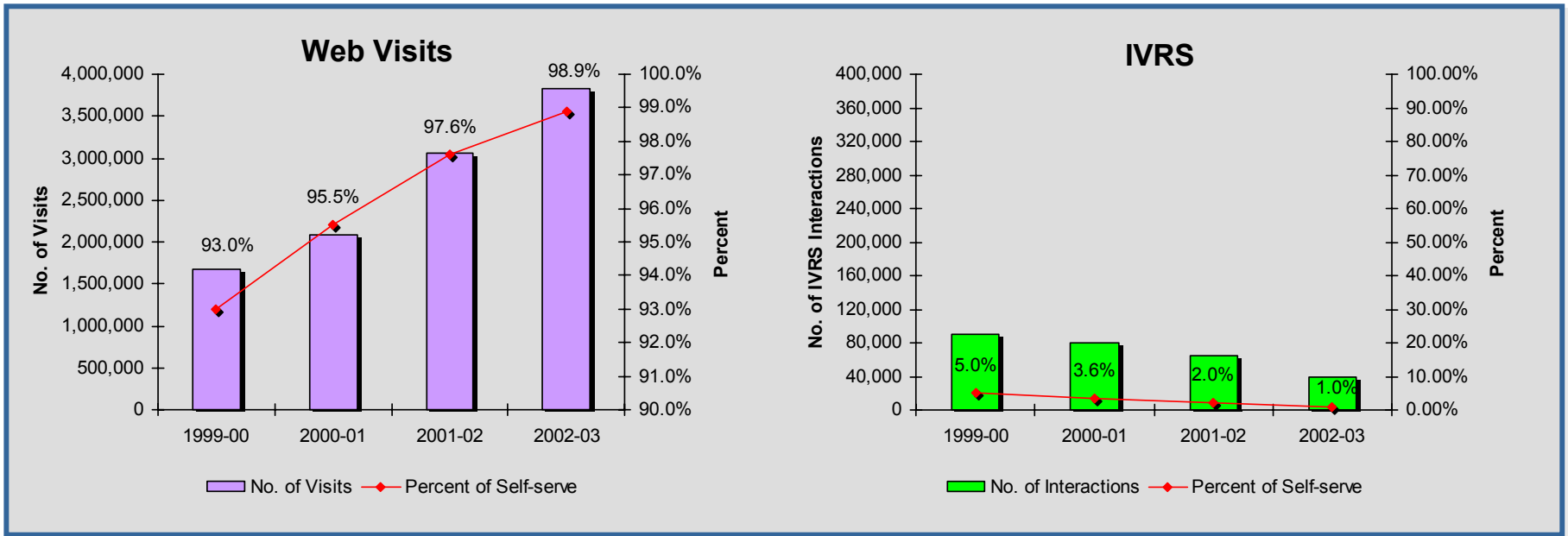
Assisted Channels

Number of Interactions and Percent Distribution in Channel



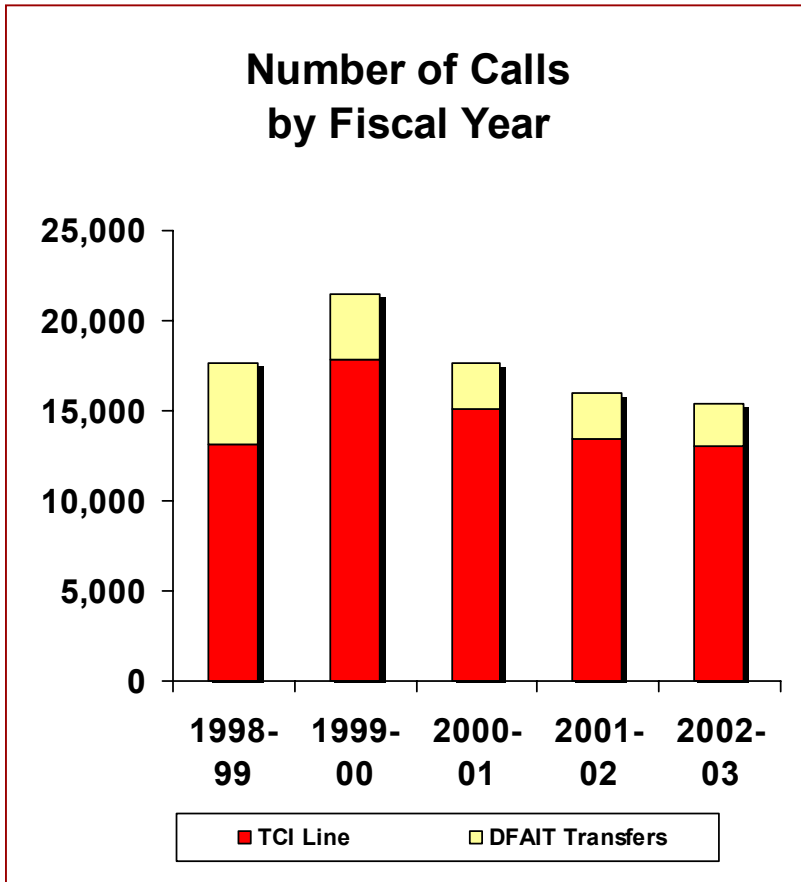
Self-serve Channels

Number of Interactions and Percent Distribution



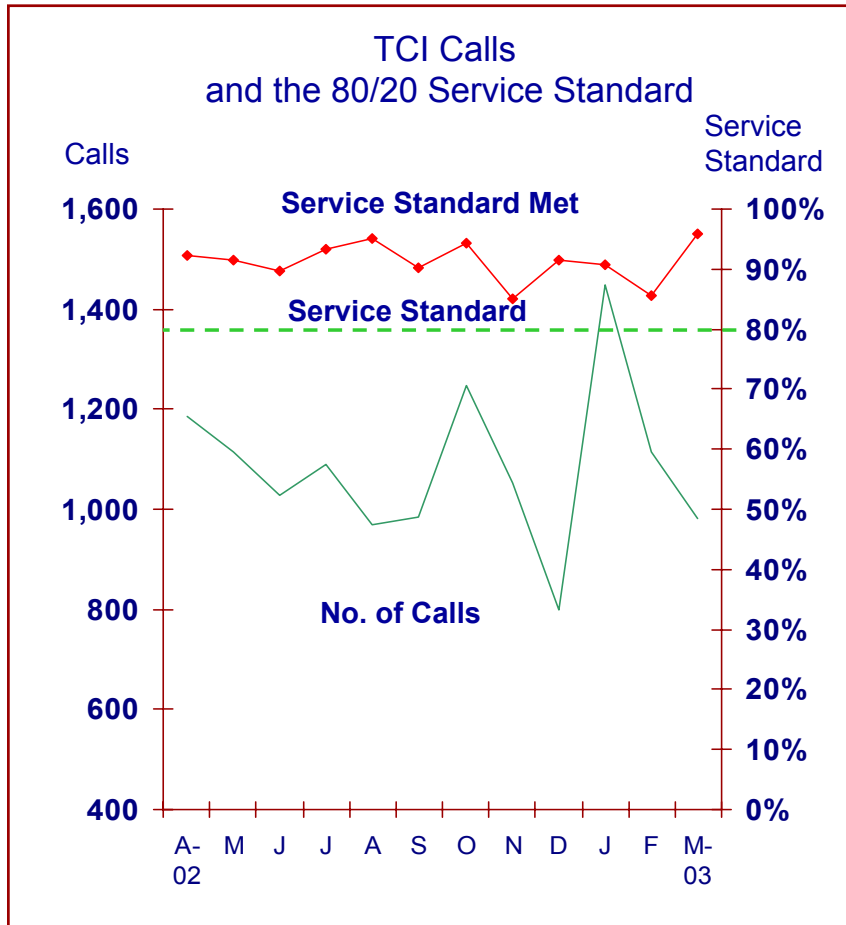
NB: The Info-FAX service is not shown because it was discontinued on December 1, 2002.

TCI 1-888 Line and DFAIT Trade Inquiry Transferred Calls Year Over Year



- 13,013 calls answered on the Team Canada Inc 1-888 line. Down slightly (3.4%) from last fiscal year
- 2,340 trade-related calls transferred to CBSCs from DFAIT, for a total of 15,353 trade-related calls
- Average of 1,279 trade inquiries per month in the 2002-03 fiscal year

TCI 1-888 Line Service Standard



■ 1-888 line standards

- ➔ Direct response by information officer (no voice recording)
- ➔ 9:00 to 5:00 in every time zone
- ➔ After-hours message – calls returned next business day
- ➔ 80% of calls answered within 20 seconds or 3 rings

- The service standard for the fiscal year was 91.3% (exceeded by 11.3%)

TCI and Domestic Referrals FY 2002-03

Country of Origin	No.
Canada - DFAIT Post Support Unit	2
USA = 10	
Boston, MA	3
New York City, NY	3
Minneapolis, MN	2
Washington, DC	2
Dublin, Ireland	2
Abu Dhabi - UAE	1
Athens, Greece	1
Beijing, China	1
Havana, Cuba	1
Madrid, Spain	1
Sydney, Australia	1
Warsaw, Poland	1
Total	21
Receiving CBSC	No.
ON	11
QC	7
SK	2
NL	1
Total	21

- The CBSCs received 21 Domestic Referrals from the Trade Commissioner Service.
 - ➔ 2 originating from DFAIT's Post Support Unit in Canada
 - ➔ 10 from the USA
 - ➔ 9 from other countries
- 86% were handled in less than 2 days (the Domestic Referral service standard).
- These inquiries tend to be more complex than other export inquiries and more often involve a referral to a TCI partner for further advice or counselling.

CBSC Enhanced Services on ExportSource Web site

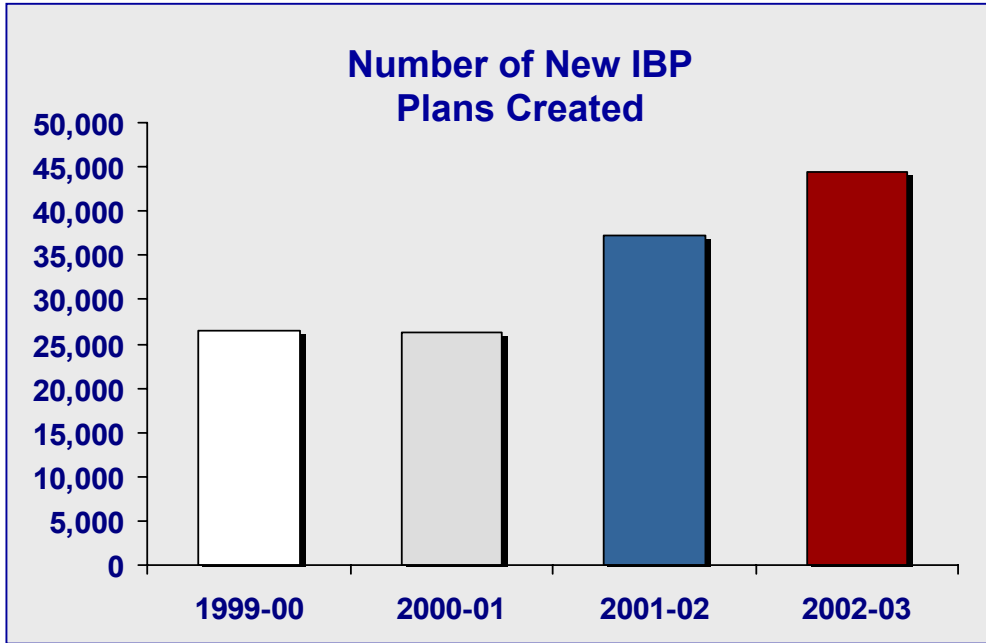
The screenshot shows the website interface for exportsource.ca. At the top, there is a navigation menu with links for Français, Contact Us, Help, Search, and Canada Site. Below this is a secondary menu with links for Home, What's New, About Us, Media Room, and Business Gateway.ca. The main header features the 'exportsource.ca' logo and the phone number '1 888 811-1119', which is circled in blue. Below the header is a navigation bar with links for Roadmap to Exporting, Export Article of the Week, Export Diagnostic, Guides and Tools, and Regional Export Info. A search bar is located on the left side. The main content area is titled 'Contact Us' and contains the following text: 'On behalf of Team Canada Inc, the [Canada Business Service Centres](#) will provide an answer to your exporting questions. Services are available from 9:00 to 5:00 in every time zone across the country. Your question will be answered within one business day.' Below this text are three call-to-action buttons: 'Call us: 1-888-811-1119 TTY: 1-800-457-8466', 'E-mail us your export question', and 'Use the Talk to Us! service'. A 'Talk to Us! Connect' button is also visible in the bottom left corner. The page footer includes a section titled 'Other good reasons to contact us' with links for Ordering Publications, Web Site Feedback, Technical Support, Marketing Opportunities, Partnership Opportunities, and Report a broken link.

CBSCs

CBSCs

CBSC "Talk to Us!" Service

Interactive Business Planner (IBP) New Plans Created Year Over Year

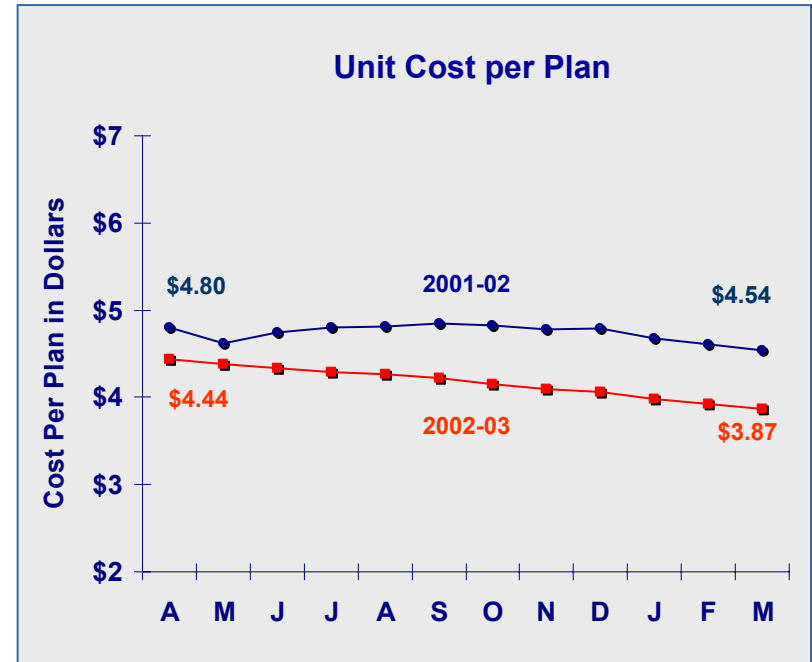
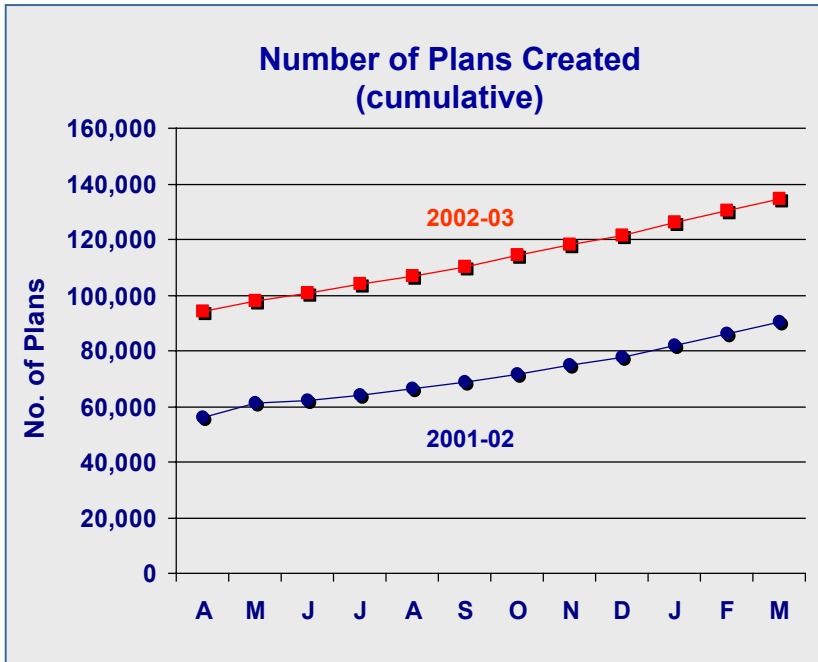


Plans Created:	
FY 1999-00	= 26,558
FY 2000-01	= 26,359 (-0.7%)
FY 2001-02	= 37,240 (+41.3%)
FY 2002-03	= 44,516 (+19.5%)
Total	= 134,673

Source: IBP Web logs

- The number of IBP Plans created in the 2002-03 fiscal year increased by 19.5% over the previous fiscal year.

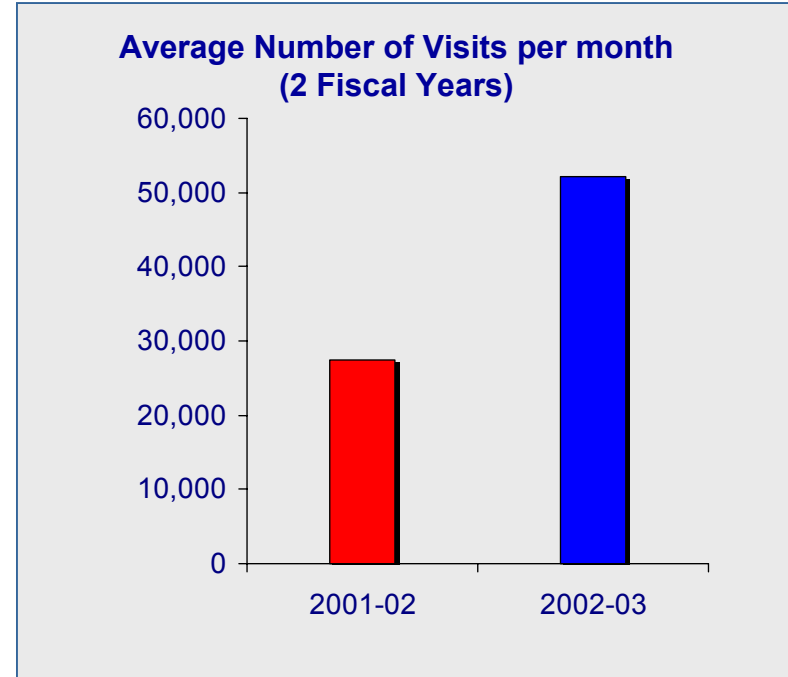
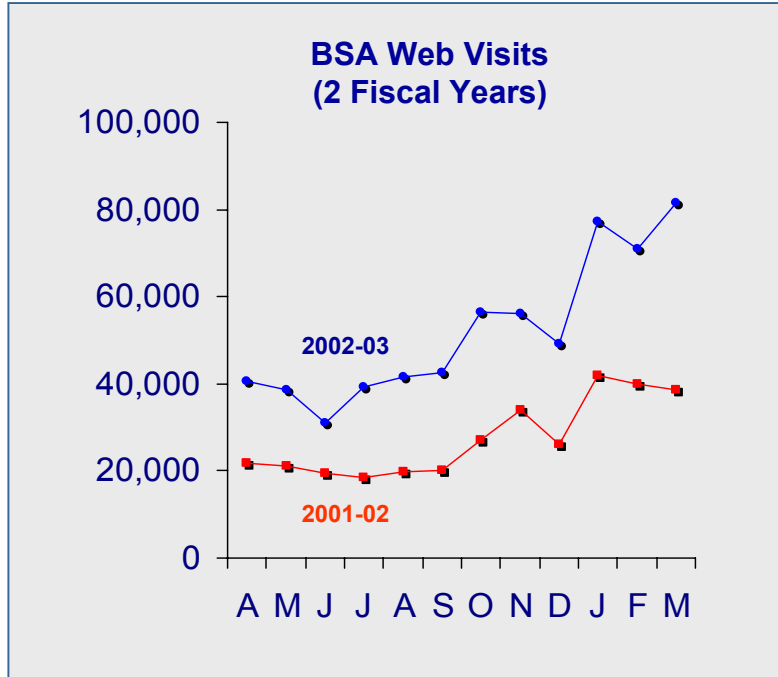
Number of IBP Plans Created and Unit Cost per Plan (Maintenance Costs Only) Year Over Year



NOTE: The 100,000th interactive business plan was created in June 2002



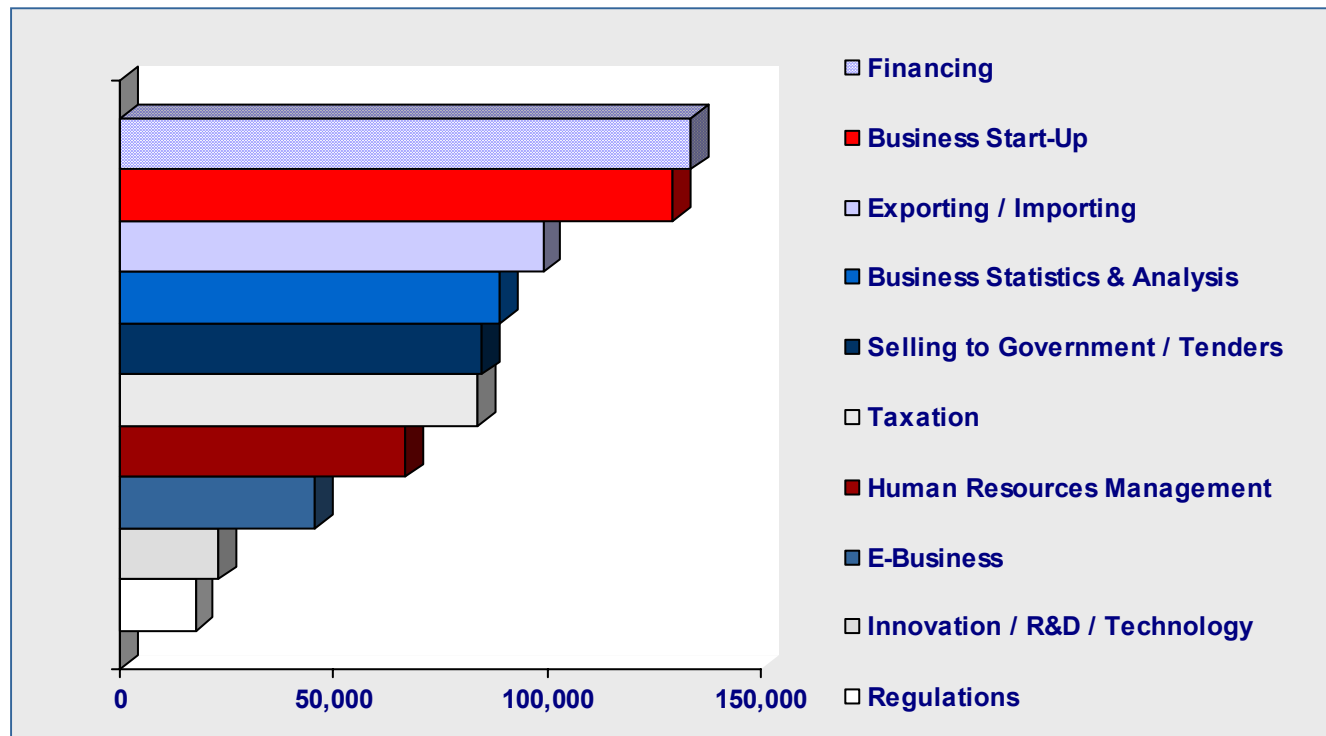
Web Visits Year Over Year



Source: CBSC Business Start-Up Assistant, Web Site Statistical Reports, 2002 and 2003.

- The BSA received a total of 624,796 visits during the 2002-03 fiscal year compared to 328,207 last fiscal year. This is an increase of 90.4%.
- Average of 52,066 monthly visits.

Access to the BSA relative to other Information Clusters on the Business Gateway FY 2002-03

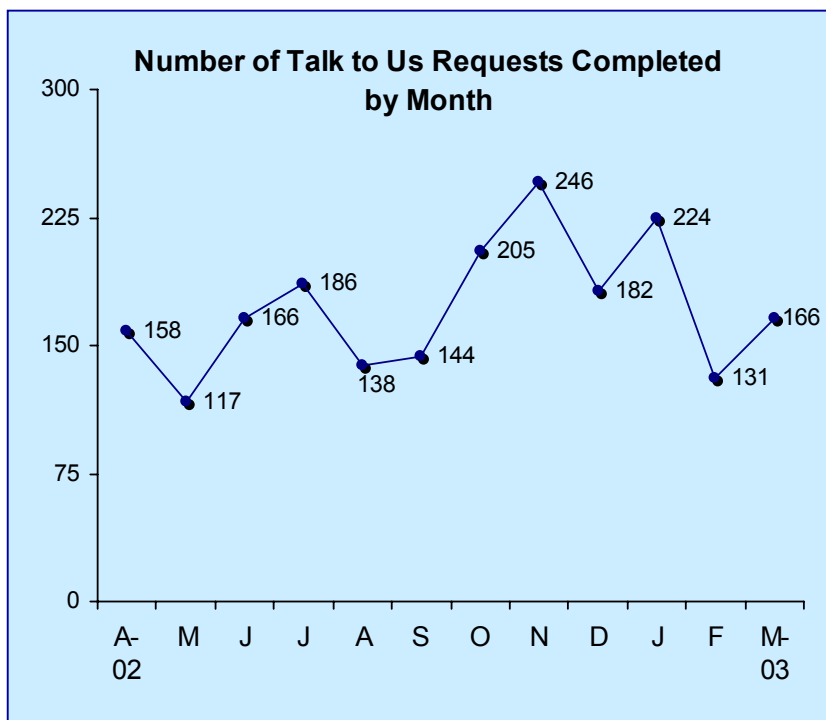


Source: CBSC Business Start-Up Assistant, Web Site Statistical Reports, 2002 and 2003.



Talk to Us!

Number of Requests Completed FY 2002-03

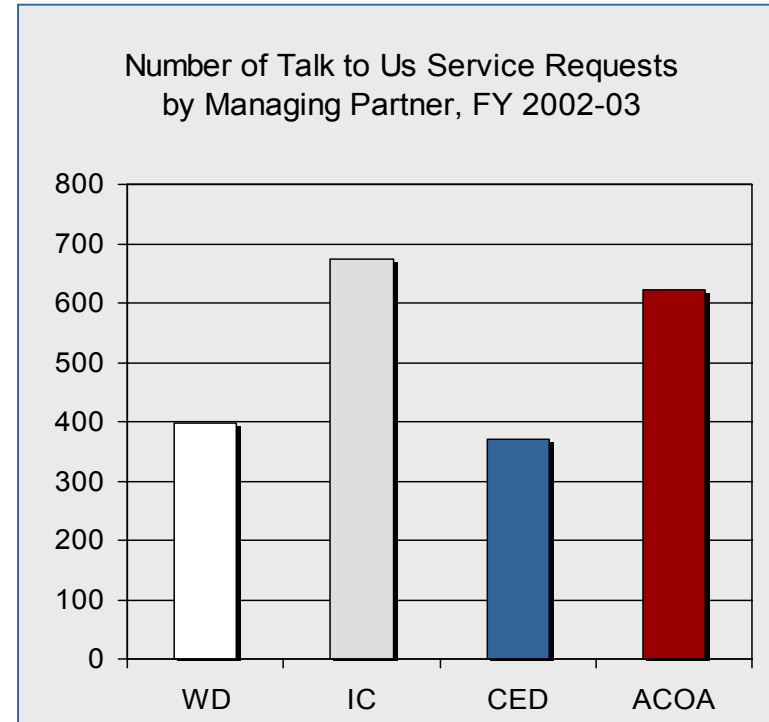
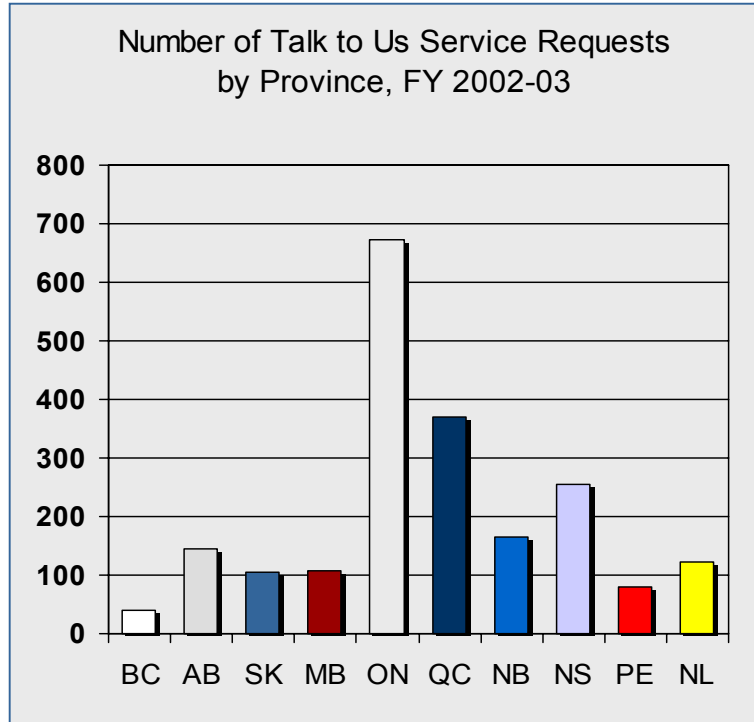


Source: Talk to Us! Management Information System

- The “Talk to Us!” application was rolled out to all provincial CBSCs at the end of March 2002. Statistics shown, therefore, are from April 2002 onward.
- CBSC agents received a total of 2,063 requests in the first year of this new service for an average of 171.9 requests per month.
- The National Secretariat is pursuing other partnership opportunities as a further service enhancement.

Talk to Us! Requests

by Province and Managing Partner
FY 2002-03



- Although Ontario and Quebec receive the highest number of requests at the individual CBSC level, at the Managing Partner level, clients in the Atlantic provinces are availing themselves of this service at a high rate.

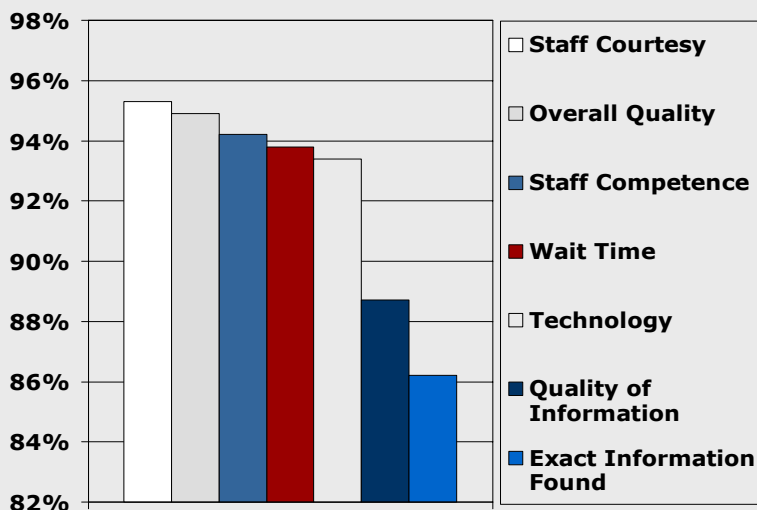
Talk to Us! - Client Feedback

(Rated 1 & 2 - High Level Satisfaction)

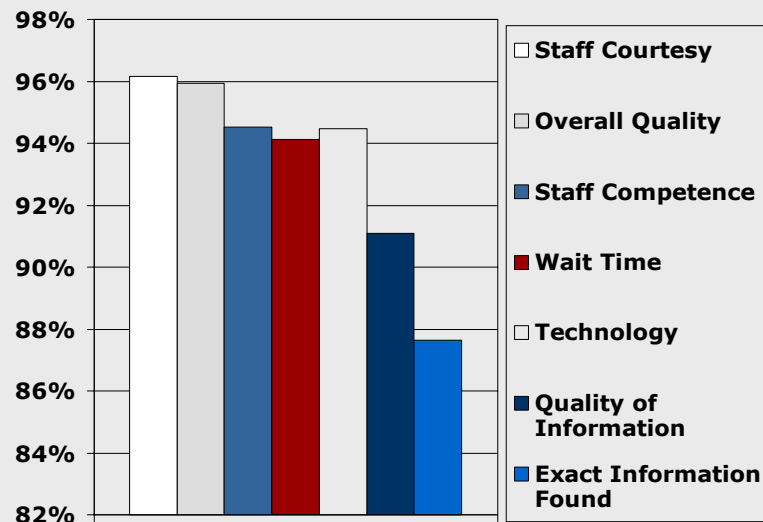
FY 2002-03



**April to September 2002
(first 6 months)**



**April 2002 to March 2003
(full 12 months)**



- In the first 6 months of this new service, over 85% of clients who provided feedback, indicated that they were very satisfied (rated 1 or 2 on a scale of 1 to 5) with all aspects of the service.
- After a full year of service, clients' satisfaction levels were even higher and 96.7% of the survey respondents said they would use the service again.



Talk to Us!

Client Comments

- ***“Provide some kind of warning to cushion the shock of receiving such great service from a government agency.”***
- ***“The service was fast, efficient and courteous. It targetted my needs and quickly provided me with the information I needed.”***
- ***“As a disabled single parent living below the poverty line I did not feel dehumanized, embarrassed, self-conscious or intimidated in making my requests for information.”***
- ***“Made my search for the proper forms extremely easy.”***
- ***“Very innovative. Speed and quality of service is awesome! Favourite features are the voice to voice while being fed materials on the screen.”***
- ***“Interactive, able to get verification from a real person - computers don’t talk back. Able to find more info and answers than I would have thought.”***
- ***“I like having the ability to interact with an employee who has more experience doing market research. I found it quite helpful to have someone walk me through the research process.”***
- ***“Une belle découverte !”***

Top 20 Requested Federal Documents (Officer-assisted Modes - FY 2002-03)

Rank	Type of Document	Name of Document - Assisted Modes	Dept.	Volume
1	Financing	Canada Small Business Financing Program	IC	22,433
2	Regulation	Goods and Services Tax and Harmonized Sales Tax	CRA	15,342
3	Service	Interactive Business Planner	IC	11,974
4	Financing	Sources of Financing	IC	7,371
5	Regulation	Federal Business Incorporation	IC	5,342
6	Service	Importer/Exporter Account Number	CRA	3,856
7	Service	Business Number	CRA	3,809
8	Financing	Micro Business Program	BDC	3,156
9	Service	Canadian Company Capabilities	IC	3,003
10	Financing	Program for Export Market Development	DFAIT	2,989
11	Regulation	Trade-marks	IC	2,372
12	Service	Automated Customs Information Service	CRA	2,329
13	Financing	Young Entrepreneur Financing Program	BDC	2,233
14	Regulation	Export Permits	DFAIT	2,044
15	Financing	Term Financing	BDC	1,897
16	Financing	Ontario Community Futures	IC	1,849
17	Regulation	Import Permits	DFAIT	1,842
18	Service	ExportSource	IC	1,709
19	Service	Strategis	IC	1,682
20	Regulation	Patents	IC	1,617

Top 20 Requested Federal Documents (Self-serve on the Web - FY 2002-03)

Rank	Type of Document	Name of Document - Self-serve Mode (Web)	Dept.	Volume
1	Financing	Canada Small Business Financing Program	IC	49,235
2	Regulation	Goods and Services Tax and Harmonized Sales Tax	CRA	21,161
3	Service	Business Number	CRA	19,314
4	Service	Interactive Business Planner	IC	17,571
5	Regulation	Federal Business Incorporation	IC	17,293
6	Regulation	Trade-marks	IC	13,361
7	Service	Social Insurance Number	HRDC	13,132
8	Financing	Student Summer Job Action	HRDC	11,622
9	Regulation	Income Tax Returns: T1 General	CRA	11,529
10	Regulation	Income Tax - Payroll Deductions	CRA	10,456
11	Service	Importer/Exporter Account Number	CRA	10,382
12	Financing	Term Financing	BDC	10,366
13	Service	Online federal incorporation	IC	10,321
14	Regulation	Income Tax Returns: the T2	CRA	10,195
15	Regulation	Patents	IC	10,070
16	Regulation	Record of Employment	HRDC	10,006
17	Financing	BDC CONNEX	BDC	9,997
18	Financing	Aboriginal Business Canada	IC	9,993
19	Regulation	Copyrights	IC	9,923
20	Regulation	Federal Not-For-Profit Incorporation	IC	9,566

Top 20 Requested CBSC Documents (Officer-assisted Modes - FY 2002-03)

Rank	Type of Document	Title - CBSC Documents (Officer-assisted Modes)	Volume
1	Info-Guide	Business Start-up	33,106
2	Info-Guide	Taxation	13,689
3	Fact Sheet	Business Plan Guide	9,929
4	Info-Guide	Exporting	7,700
5	Fact Sheet	Dealing With Your Banker & Other Lenders	7,111
6	Fact Sheet	Legal Issues in Starting a Business	6,203
7	Fact Sheet	Guide to Market Research and Analysis	4,917
8	Info-Guide	Employment and Training	4,912
9	Fact Sheet	Lending - The Basic Criteria	4,872
10	Info-Guide	Young Entrepreneurs	3,488
11	Info-Guide	Importing	2,525
12	Info-Guide	Electronic Commerce	2,198
13	Fact Sheet	Forms of Business Organization	1,378
14	Info-Guide	Aboriginal	1,178
15	Fact Sheet	Business Plan for Small Service Firms	961
16	Fact Sheet	Home-Based Business	861
17	Fact Sheet	Feasibility Checklist for Starting a Small Business	656
18	Fact Sheet	Can You Make Money With Your Idea or Invention	601
19	Fact Sheet	Business Plan for Retailers	569
20	Fact Sheet	Setting Up a Pay System	539

Top 20 Requested CBSC Documents (Self-serve on the Web - FY 2002-03)

Rank	Type of Document	Title - CBSC Documents (Self-serve Mode on the Web)	Volume
1	Info-Guide	Business Start-up	230,582
2	Info-Guide	Electronic Commerce	94,620
3	Fact Sheet	Checklists for Going Into Business	68,139
4	Fact Sheet	Business Plan Guide	47,629
5	Info-Guide	Taxation	42,583
6	Fact Sheet	Home-Based Business	40,896
7	Info-Guide	Employment and Training	35,298
8	Fact Sheet	Guide to Market Research and Analysis	34,914
9	Fact Sheet	Forms of Business Organization	33,314
10	Info-Guide	Exporting	32,952
11	Fact Sheet	Points to Consider When Starting Your Own Business	29,693
12	Fact Sheet	Business Plan for Small Service Firms	28,851
13	Fact Sheet	Legal Issues in Starting a Business	27,513
14	Info-Guide	Importing	24,425
15	Fact Sheet	Feasibility Checklist for Starting a Small Business	22,875
16	Fact Sheet	Market Analysis	21,903
17	Info-Guide	Aboriginal	21,733
18	Fact Sheet	Can You Make Money With Your Idea or Invention	20,574
19	Fact Sheet	Buying a Business	20,181
20	Fact Sheet	Marketing Plan Outline	19,602