Evaluation of Activities

- What is EVD
- The EVD towards 2003
- Agency Status
- What does this mean for our activities
- How to evaluate performance
The EVD connects Netherlands companies and foreign markets.
EVD generally

I. Information

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I. Information

II. Promotion
Mission of the EVD

- **EVD is the central organisation of the Netherlands government for the support of Dutch companies in the field of foreign trade and investments.**
- **As an expert in this field the EVD utilises its unique and worldwide network.**
- **EVD is an customer oriented, innovative organisation adapting itself to developments in foreign markets and to the needs of Dutch companies.**
Target group of the EVD

- 80,000 exporting companies
- O.w. 9,000 customers
- plus about 30,000 potential exporters
Strategy

• Central Organisation
• Government
  – First line assistance
  – Non competitive to private sector
  – Independent
  – Lowering the threshold
  – Broad service
Targets towards 2003

- Awareness in the targetgroup should rise from 40 to 60 %
- Actual reach in target group should rise from 11 to 20 %
- Customer satisfaction should rise from 70 % to 80%
- Efficiency; more effect with the same budget
Targets towards 2003

• All government contracts that fit within our mission
Agency Status

- As from January 1st 2000 full agency status for EVD
- Ministry of Economic Affairs remains owner
- The Director General of Foreign Economic Relations is our principal
- But other Ministries can also become principals
Agency status

- Managing on result

instead of

- Managing on input
Agency

- Show what we can offer
- Show how much it costs (transparency)
- Flexibility to adapt to changes in the environment
What are the effects of the agency status?

On clients (Dutch companies)
- Improvement in quality
What are the effects of the agency status?

On EVD

- Managing on result instead of input
- More flexibility in human resources planning
- Switching from the traditional government accounting system to a profit and loss accounting system.
What are the effects of the agency status?

On principals

- Transparency price quality ratio of services offered
- Better connection with policymaking
How to evaluate performance

• Targets for awareness, reach and customersatisfaction by product (category)
• Customer contacts and cost per customer contact is becoming an essential figure
Specific evaluation tools

- Site monitor
- Management Information Module
Matching supply-demand

Site-monitor

Not found

Match

Not searched for

Building bricks

Searches client

Management Information Module
Specific evaluation tools
- CRM (Customer Relationship Management)
  • Computer Telephone Integration
  • Client monitoring system
    – History
    – Questions
    – Products/subscriptions
  • Interactive webresponse, e-mail, e-commerce, fax, telephone