

# ITC CLIENT SURVEY 2010

PRELIMINARY REPORT TO THE JOINT ADVISORY GROUP,  
DECEMBER 2010

## INTRODUCTION

Tracking ITC clients' perception of the impact, quality and relevance of its services is essential for the organization. It is a strong indicator of our effectiveness with regard to applying results based management principles and achieving our "Export impact for Good" objectives. Over the past four years, ITC has consistently conducted an annual client survey, and in this process, developed a solid internal capacity for conducting and analyzing such surveys.

The 2010 survey shows a positive evolution with regard to ITC's performance and the quality and relevance of its services. For the first time this year, the survey also provided the opportunity to our clients to express their current and future needs for web-based services, training and advisory programmes, through open ended questions. A large amount of data has been collected in this process, and this document presents only a short summary of this data which we will be analyzing further in order to continuously adjust our offer and delivery of services, in line with our client expectations.

The outcome of ITC's client surveys are shared with all ITC staff, JAG participants and published on ITC's corporate website. Individual workshops will also be planned for technical sections within ITC to ensure that the lessons learnt from the survey are incorporated into section level operational plans.

## OUTLINE OF THE SURVEY OBJECTIVES AND OVERVIEW OF RESPONDENTS' PROFILE

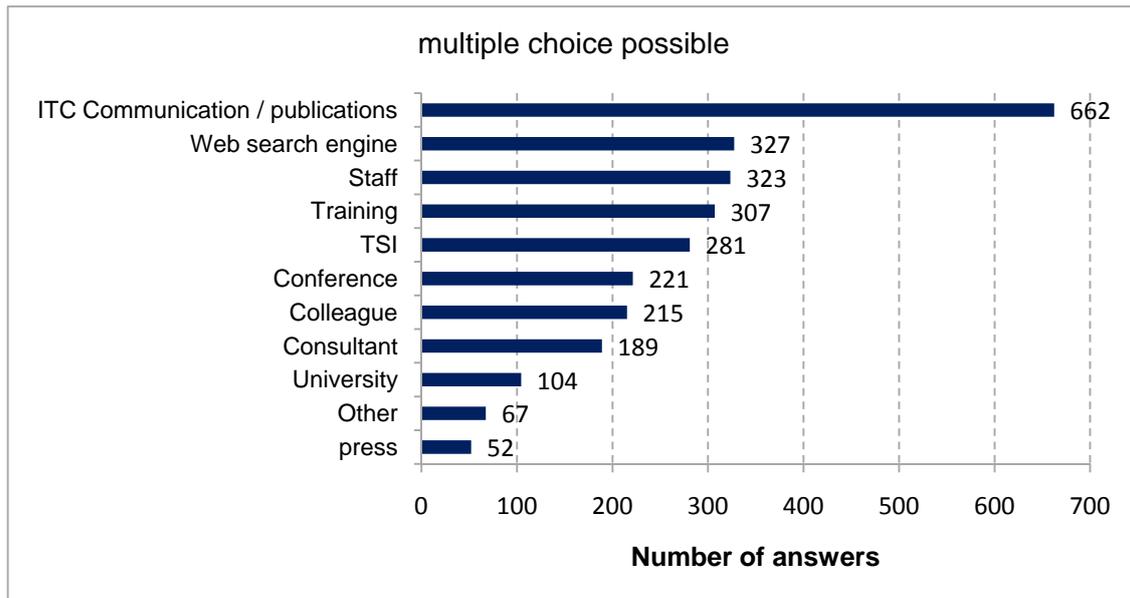
The 2010 ITC client survey occurred from the 15th of September to the 13th of October 2010. The survey was designed to provide detailed insights into ITC's clients' perceptions on the quality and relevance of the services they receive from the organization. It also tracks the evolution of clients' perceptions over the past three years, and provides a view of clients' needs and expectations with regard to the future evolution of ITC's products and services.

- The 2010 survey consisted of 20 questions including 4 open answer questions. The survey was received by a sample of 25,000 ITC contacts, spread across all geographical regions, focusing on Africa, Asia and Latin America (25% each) with contacts from Arab states, Eastern Europe and OECD countries representing the remaining 25%.
- A total of 1,500 responses were received, representing a 6% response rate, a relatively high score (up from 4% in 2009) for web based surveys.

- Representatives of Governments made up 21% of survey respondents, SMEs represented 19%, Trade Support Institutions 14%. Respondents from Governments were the largest group in all regions except Africa where Trade Support Institutions made up 22% of respondents from that region.
- Some 87% of respondents indicated they are in a position to influence decision-making within their organization, or are the principal decision-maker, with regard to trade-related products and services they receive.

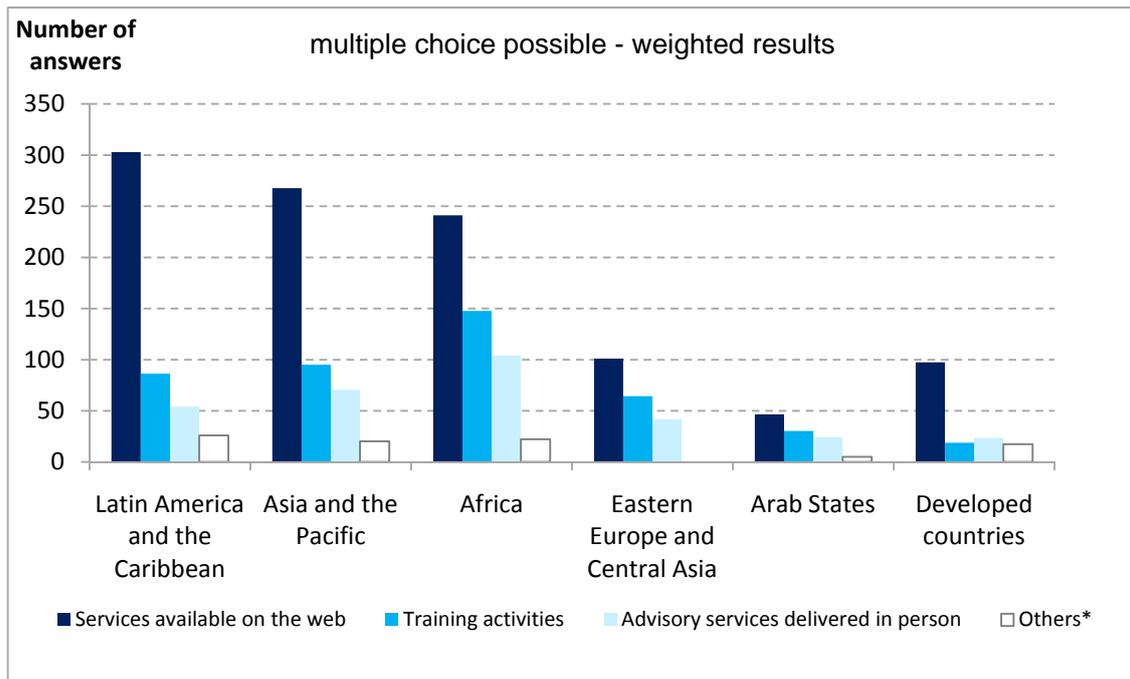
## ORIGIN OF THE RELATIONSHIP OF THE CLIENT WITH ITC

### How did you learn about the services provided by ITC?



- ITC communications and publications are the principle channel to learn about ITC services, this applies particularly to Trade Support Institutions and Governments, while SMEs, in addition to publications, know ITC mainly through web search engines and Trade Support Institutions.
- In an increasingly connected trade-related environment, web search engines represent an important mode of awareness of ITC services, followed closely, as shown on the graph above, by ITC staff who contribute to an increased awareness of ITC services.

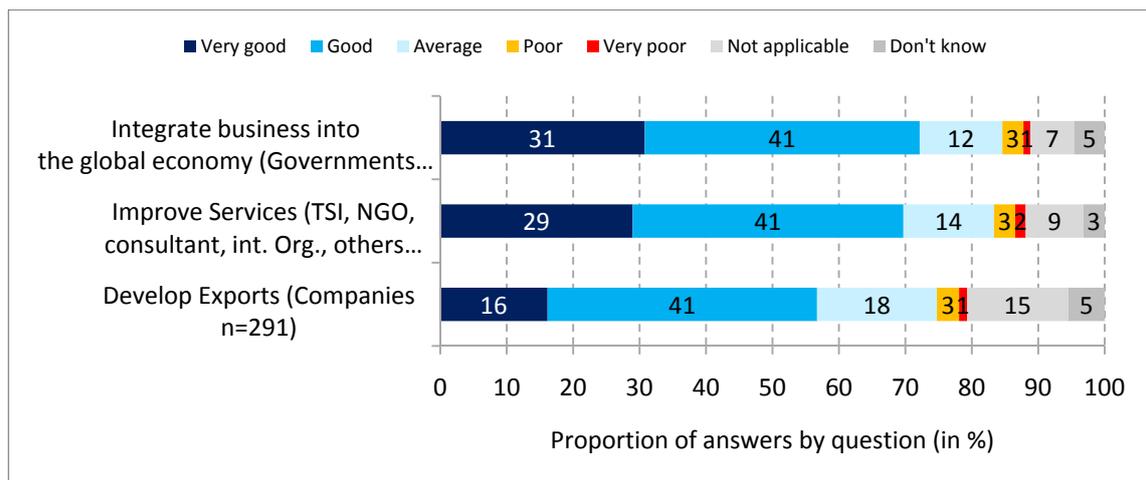
## Use of ITC services by region – All respondents



- There is a significant difference in how frequently respondents use ITC web-based services vs. other services, such as training activities or advisory services delivered in person.
- Proportionally, clients in Africa and Eastern Europe have used ITC's advisory and training services more often than in the rest of the world.

## EVOLUTION OF ITC'S PERFORMANCE

### Overall rating of ITC for helping its clients

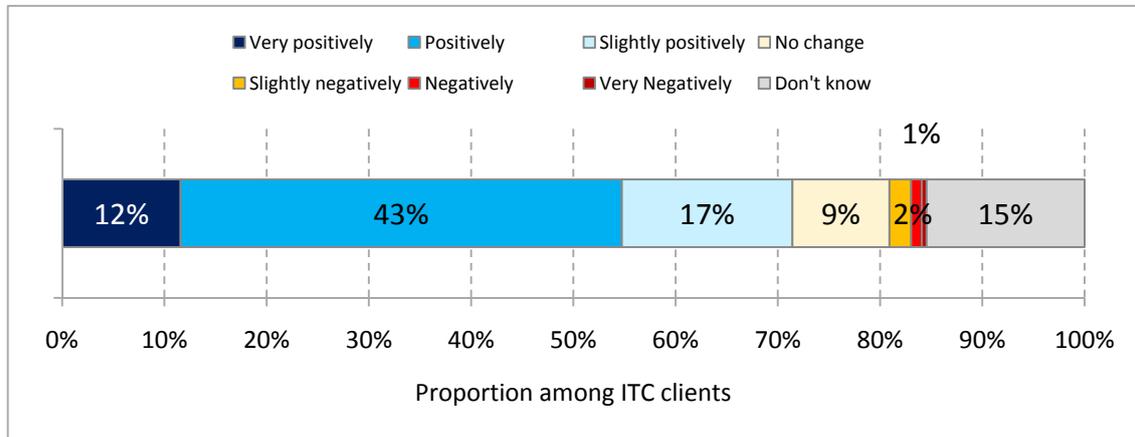


The survey questioned ITC clients on the impact of its work for Governments, Trade Support Institutions (TSIs) and Enterprises:

- 72% of government respondents believe ITC is doing a good job on supporting them with the integration of business in the global economy

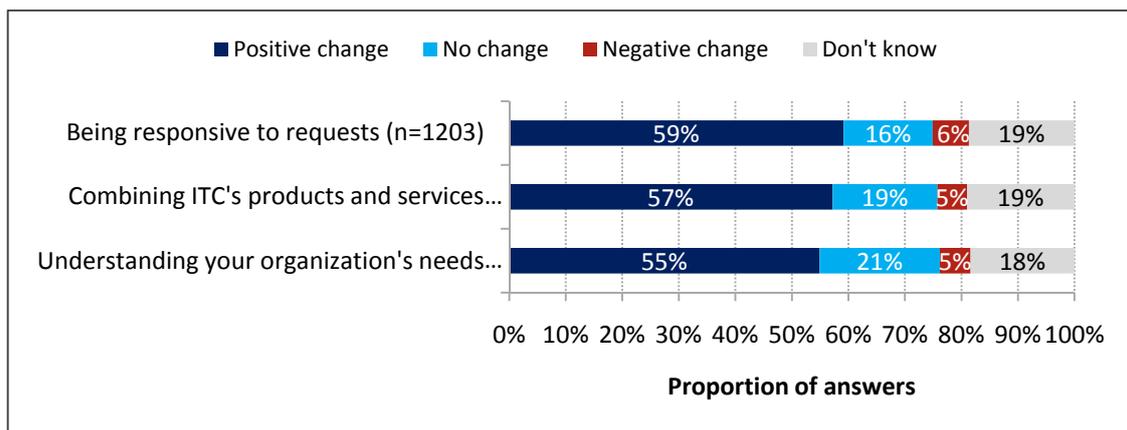
- 70% of TSIs believe ITC is doing a good job on supporting them with the improvement of their services
- 57% of companies indicate that ITC is doing a good job in helping them develop export, while 15% say it is not applicable

**"How has the quality of ITC services evolved over the last three years?"**



- An average of 72% of respondents indicated that the quality of ITC services has evolved positively over the past three years. Trade Support Institutions (TSIs), in particular, rated ITC’s evolution positive at 82%.
- At a regional level, most Latin American respondents expressed a positive opinion (77%) with a slightly lower rating for respondents in Arab States

**Evolution of ITC performance on specific delivery aspects**



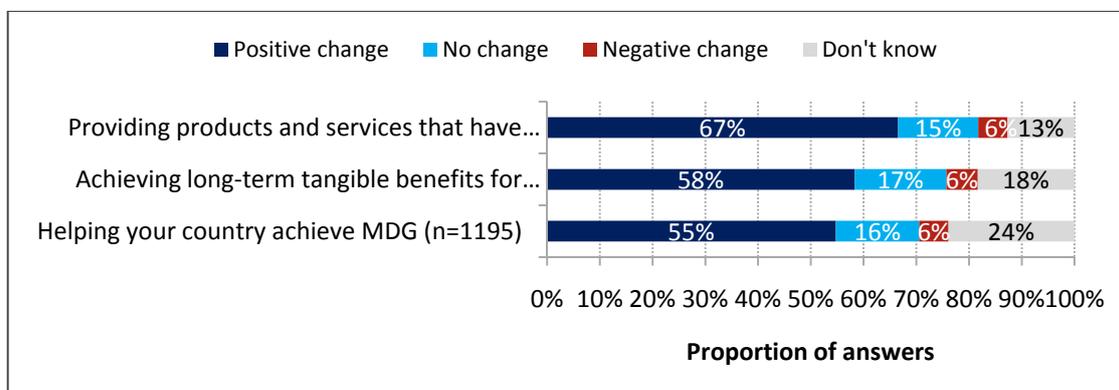
With regard to specific aspects of ITC’s delivery over the past three years:

- 59% of all respondents saw a positive evolution in ITC “Being responsive to requests”
- 57% saw a positive change in ITC's “Combining its products and services to offer complete solutions”
- 55% saw a positive evolution in ITC’s “Understanding of their organizations' needs”. In Africa in particular, 66% of clients saw a positive evolution

For reference as a baseline the proportion of positive opinion in 2009 was:

- “Being responsive to requests”: 47%
- “Combining ITC’s products and services to offer complete solutions”: 41%
- “Understand your organization's needs”: 44%

### **Evolution of ITC performance on achieving specific objectives**



With regard to achieving specific delivery objectives over the past three years:

- 67% of all respondents saw a positive evolution in ITC “providing products and services that have impact on their activities”
- 58% saw a positive change in “Achieving long-term tangible benefits for their organizations”
- 55% saw a positive evolution in ITC helping their country “Achieve MDGs”, with 24% of respondents who do not know if ITC helps them in this area.

### **INITIAL REVIEW OF CLIENTS' EXPRESSED NEEDS (OPEN QUESTIONS)**

The four open, unprompted questions in the 2010 survey generated some 3,000 answers. A brief summary of our initial analysis is presented below. The open-questions approach provided ITC with very factual insight into client needs and expectations. The questions were as follows:

#### **What are your specific needs regarding trade-related web-based services?**

A majority of respondents quoted trade or market information as a primary need, followed by access to databases, information on enterprises, buyers or sellers and networking. Also mentioned were trade statistics, detailed information on specific products or sectors, on non-tariff measures, prices, quality standards, trade in services and e-learning.

#### **What are your specific needs regarding trade-related advisory services delivered in person?**

Needs for advice and expertise cut across the trade value chain, with a broad category of market information mentioned most frequently, with advice on import compliance, regulations, export promotion, networking and marketing also referred to.

#### **What are your specific needs regarding trade-related training activities?**

Respondents referred to specific needs for training in the field of export development, procedures, promotion or marketing as well as training in market research, data analysis. Needs for training also touched on specific products or services (tourism, insurance services) as well as negotiations skills, certification, packaging, training for trainers' and e-training.

**Which other specific needs would you like ITC to address or what could ITC do to better serve you?**

The majority of respondents sees a strong need for more periodic information on ITC services, publications as well as support with regard to networking, commercial exchanges, buyers information or prices. Among other aspects, respondents also asked for a more integrated approach for projects, with international cooperation across agencies.

**FOR FURTHER INFORMATION, PLEASE CONTACT**



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