

ITC CLIENT SURVEY 2011

REPORT TO THE JOINT ADVISORY GROUP, MAY 2012

INTRODUCTION

In October 2011, for the fifth consecutive year, ITC conducted a survey to further reinforce its understanding of clients' perceptions and expectations, with a view to improving the quality and relevance of its work.

The survey was conducted during a record year of trade-related technical assistance delivered by the agency, making the perspectives of clients all the more important to gather and analyze. The online survey, which also contributed to the preparation of ITC's 2012–2015 Strategic Plan, was complemented by a series of telephone interviews with policymakers and managers from TSIs and private enterprises, to gather deeper input and explore potential priorities for the future. An external agency, Dalberg Global Development Advisors, provided an independent assessment of the survey in the design phase and in the analysis.

Overall, the survey shows that ITC is on the right track in terms of meeting clients' expectations and is continuously improving the quality and relevance of its products and services. More than 75% of all respondents indicated that the quality of ITC's products and services have evolved positively over the past three years. This 2011 result represents a 5 percentage points increase over 2010. While positive results have already been achieved by applying solid RBM principles throughout the organization, clients still expect ITC to maintain an even stronger focus on achieving and demonstrating impact for its interventions.

Client survey data is invaluable to ITC management and staff. It is being shared throughout the organization to ensure the survey results are incorporated into section-level priorities and development plans. The outcome of ITC's client survey results are also shared with JAG participants and published on ITC's corporate website.

OUTLINE OF THE SURVEY OBJECTIVES AND OVERVIEW OF RESPONDENTS' PROFILE

The 2011 ITC client survey took place from the 5th of October to the 28th of October 2011, it was made available online in three languages (English, French, Spanish) and consisted of 10 questions and 9 sub-questions, with a final open answer question asking respondents "Which specific needs would you like ITC to address in the future and what could ITC do to better serve you?". The survey was designed to provide insights into ITC's clients' perceptions on the quality and relevance of the services they receive from the organization and allowed the tracking of the evolution of clients' views over the past three years.

- A web link to the 2011 survey was sent by email to a sample of 26,436 ITC contacts, spread across all geographical regions.

- With approximately 1,000 responses received, the effective response rate was 4.7% of valid email addresses.
- Answers received were very close to the expected geographic proportions. Minor weights were applied to reach the following: 25% of answers from Africa, 25% from Asia Pacific, 25% from Latin America and Caribbean, 5% from Arab States, 10% from Eastern Europe and Central Asia, and 10% from Developed countries.
- Representatives of Governments made up 16% of survey respondents, Entreprises represented 26%, Trade Support Institutions 21%. This year we also tracked respondents from NGOs (11%) or Academic Institutions (7%). The remaining respondents represented individual consultants and independent advisers (8%) as well as other international organizations (7%).
- A vast majority of respondents have senior level responsibilities: 60% are Heads of companies, Minister level or equivalent, Senior management in their organization and 82% indicated they are directly involved in selected trade related services for their organization.

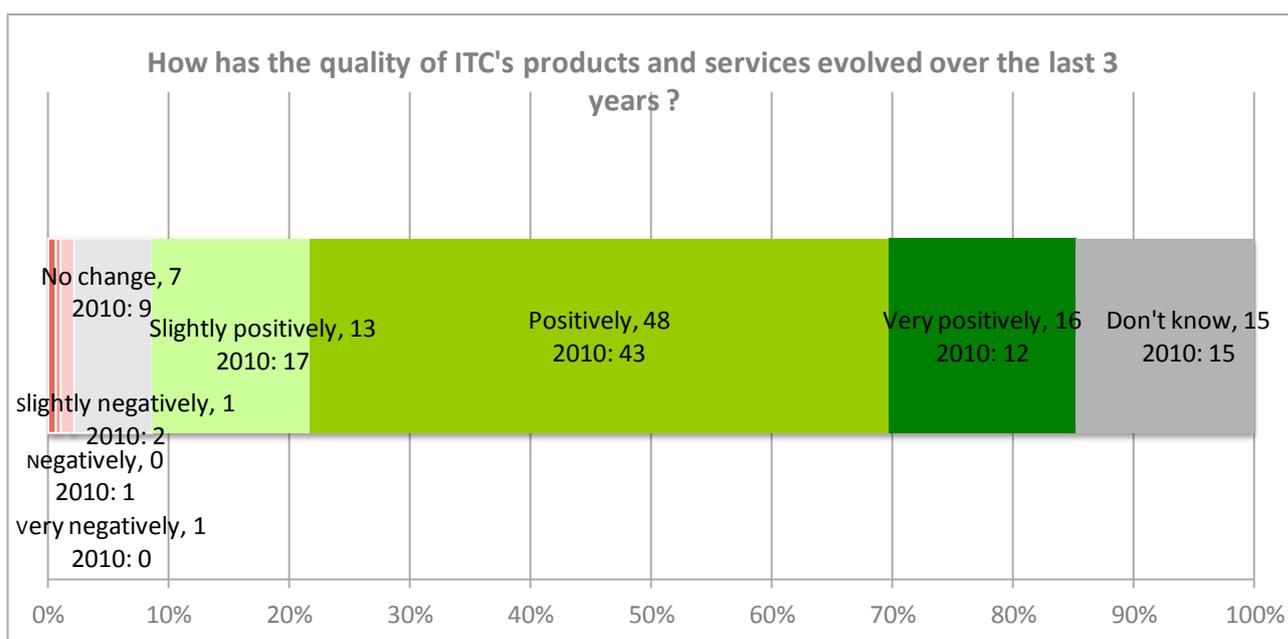
RELATION WITH ITC

Respondents were asked to identify the type of interaction they have had with ITC over the apst three years. Multiple answers were possible, ranging from the use of ITC's online tools, to participation in training events, or conferences:

- Confirming the extended reach of ITC's web-based services, more than 50% of respondents stated that they interact with ITC through its web presence, with its online tools and services.
- Some 23% of respondents interact with ITC through events or conferences organized by the agency.
- Just under 20% of respondents have interacted directly with ITC through its technical projects
- And 16% of respondents have participated in training events organized by ITC

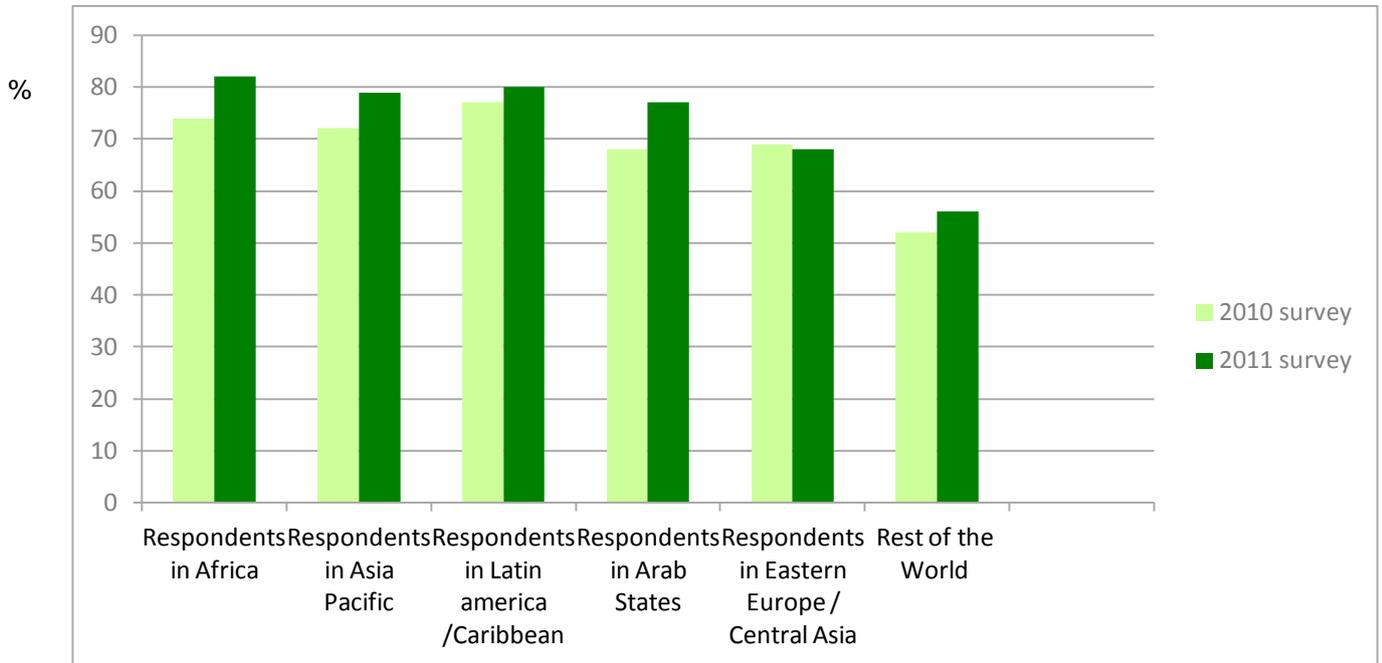
EVOLUTION OF ITC'S PERFORMANCE

Overall rating of ITC for helping its clients



- In 2011, 77% of the respondents indicated that the quality of ITC products and services has evolved positively over the last three years
- In 2010, 72% of the respondents indicated a positive change

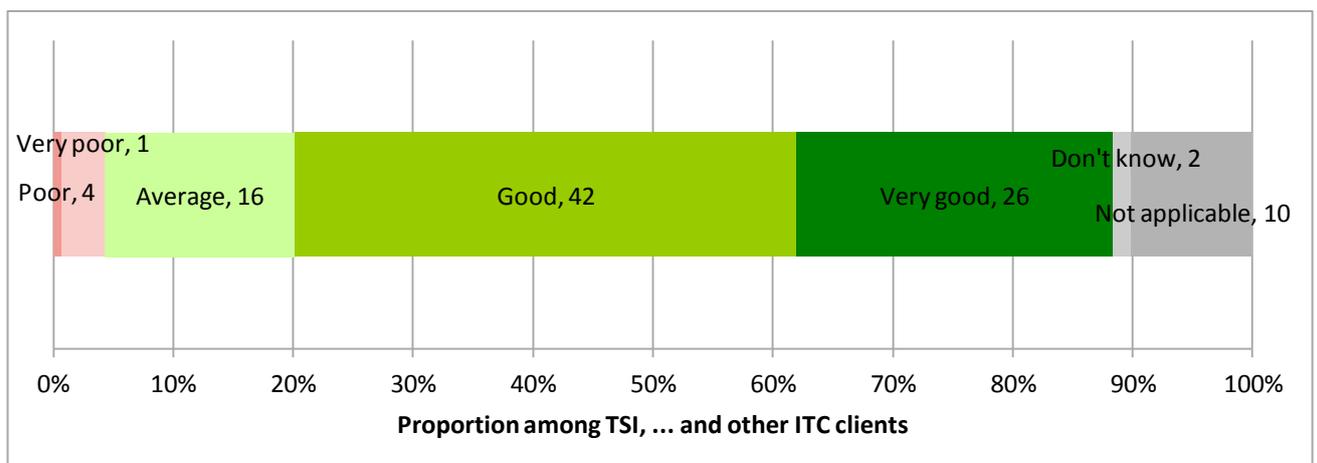
Percentage of clients who saw a positive evolution in the quality of ITC products and services, by region over the last 3 years



- Progress in 2011 is to be noted for the African region and Arab states, with close to 10 percentage points increase in the proportion of clients who saw a positive evolution in the quality of ITC products and services

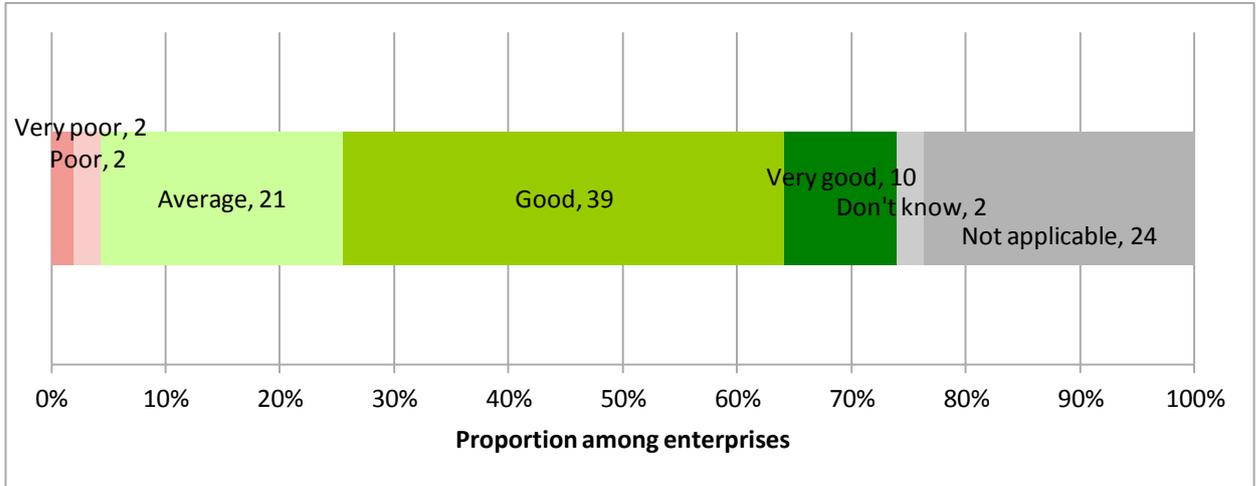
Evolution of performance on specific technical assistance aspects

“How would you rate ITC’s performance in supporting your organization to improve its services in the past 3 years?”



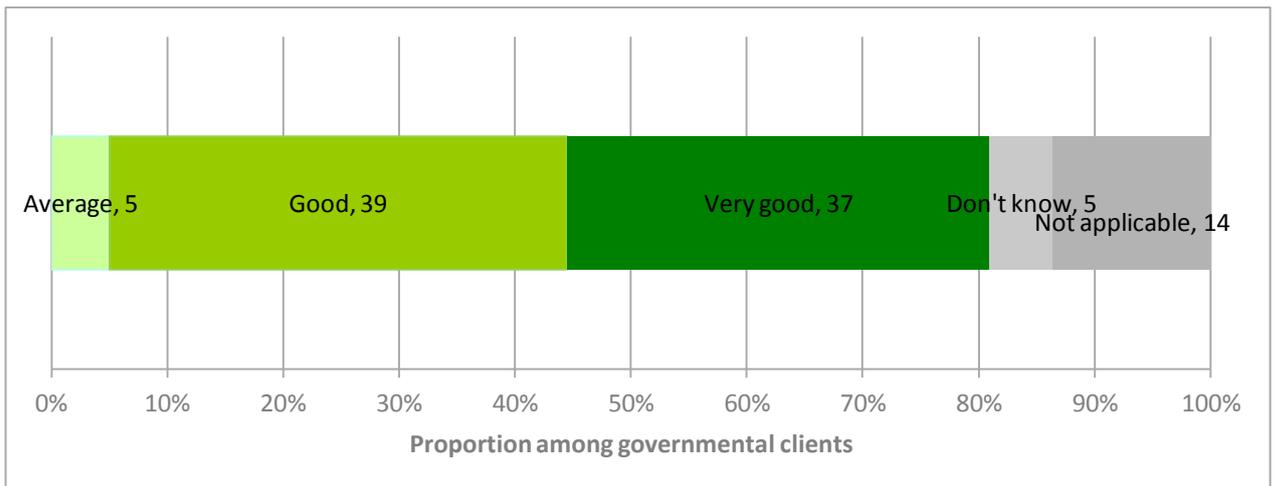
- This question was addressed to clients who have had a direct interaction with ITC, by way of participation in a technical project or a training event. The data above relates to answers from Trade Support Institutions, NGOs, Universities, Independent consultants and other international organizations

“How would you rate ITC’s performance in helping your company to develop its exports in the past 3 years?”



- This question was addressed to clients who have had a direct interaction with ITC, by way of participation in a technical project or a training event. The data above relates to answers from Enterprises only. The relatively high proportion of “not applicable” can be explained by the relatively long process for developing country entrepreneurs to secure actual exports as a result of participation in a training programme.

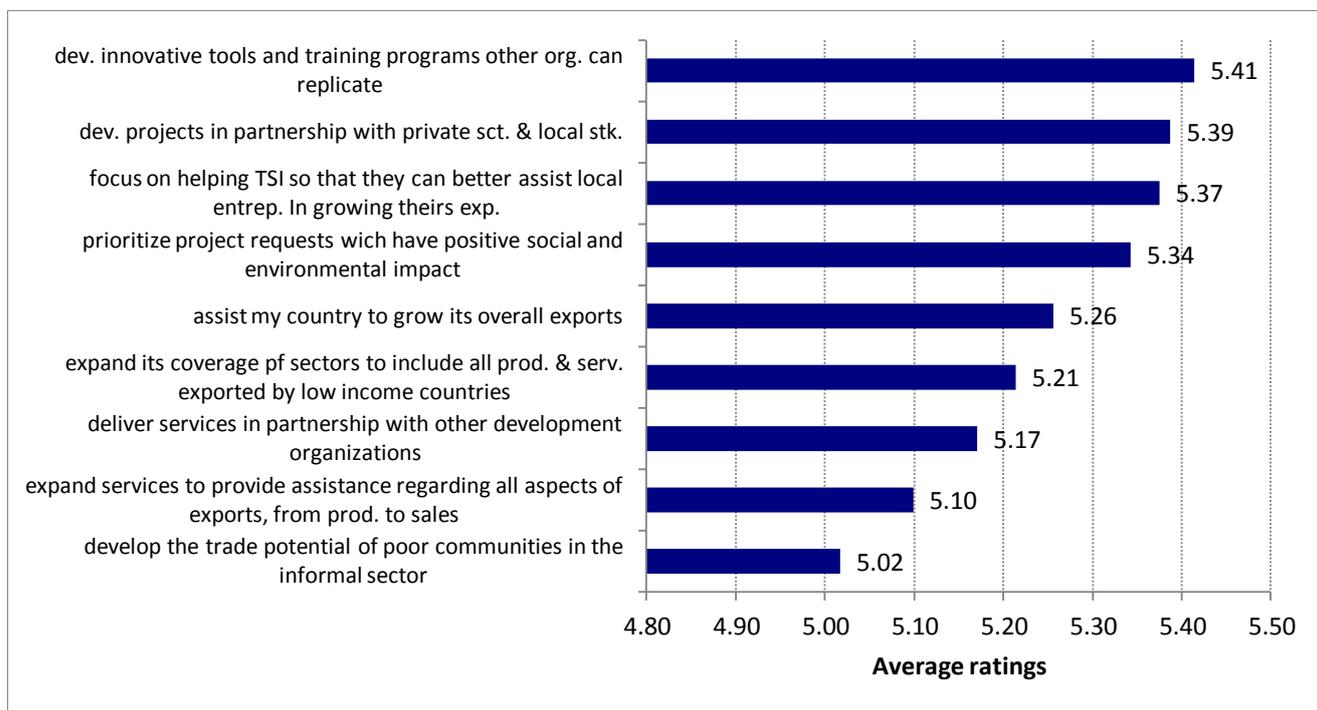
“How would you rate ITC’s performance in supporting your organization or department to integrate business into the global economy in the past 3 years?”



- This question was addressed to clients who have had a direct interaction with ITC, by way of participation in a technical project or a training event. The data above relates to answers from Government institutions / policy makers only.

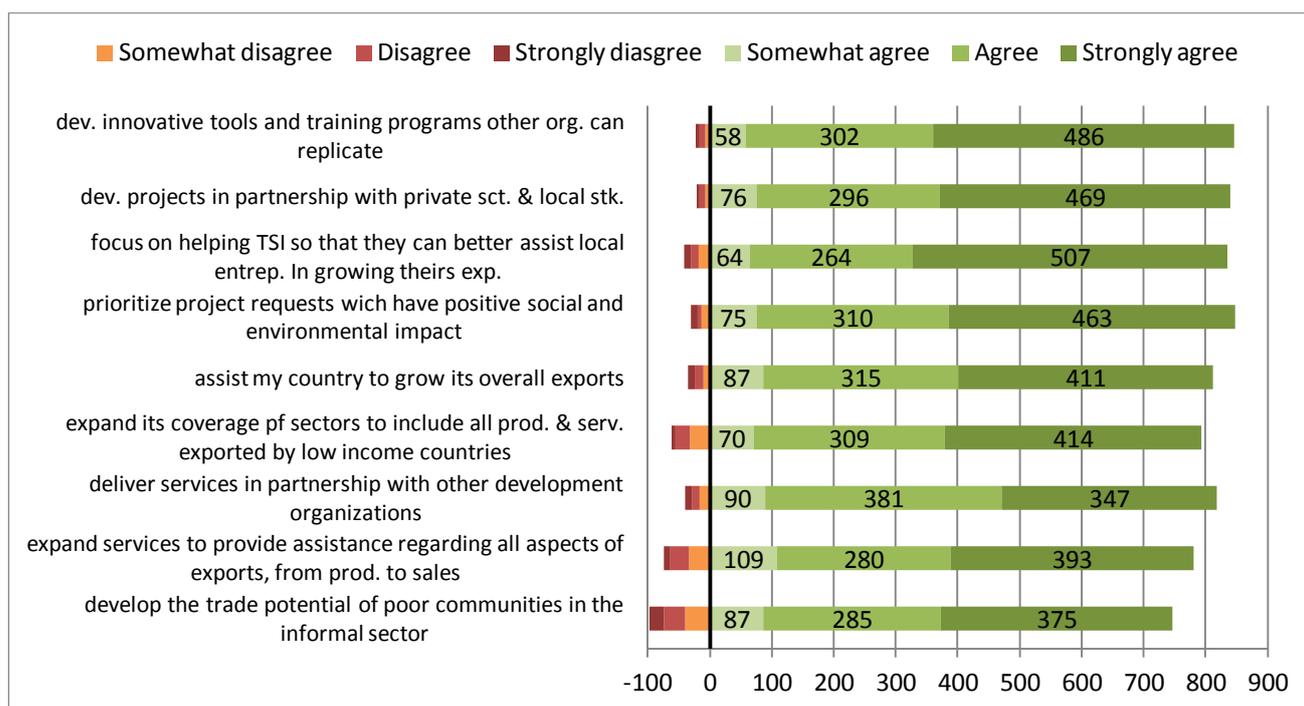
STATEMENTS ON ITC'S FUTURE STRATEGY

A series of priority areas have been identified by ITC as having an impact on its future strategy. Clients were asked to rate these by order of importance, on a scale of 1 (strongly disagree) to 6 (strongly agree):



- Notably, all proposed priority areas receive support from the respondents
- When considering areas to prioritize – innovation, initiatives in partnership with private sector, focus on supporting TSIs and projects with social and environment impact receive the most support
- Developing trade potential of poor communities in the informal sector and expanding ITC services to provide assistance on all aspects of exports receive the least support

Distribution of positive (agree) Vs negative (disagree) responses for each statement:



Weighted number of answers

REVIEW OF CLIENTS' EXPRESSED NEEDS (OPEN QUESTION)

Some 700 responses to the open question “Which specific needs would you like ITC to address in the future and what could ITC do to better serve you?” were received.

The responses can be grouped in broad categories, as follows:

- Support on training and capacity building in areas including export strategy, market entry and trade intelligence;
- Specific market intelligence; detailed information on markets;
- Dedicated programme in support of SMEs; private sector in general;
- Sector-specific information, focusing on online information and market opportunities;
- Support with regard to participation in networks
- Support on quality, compliance and procurement;
- Sector strategy support;
- Distance learning;
- Periodic information on ITC services.

WORD CLOUD – OPEN ANSWERS

An analysis of the words used by respondents for the open answer to the question “Which specific needs would you like ITC to address in the future and what could ITC do to better serve you?” provided the following “Cloud”, highlighting the pre-eminence of topics such as “training”, “developing”, “information”, “assistance”, “help”, “trade” and “export”:



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