# Contact Centre Role and Definitions

## Background information

**Team Role**

The contact centre support Canadian citizens and businesses in Canada and abroad with navigating and locating ISED information on the ic.gc.ca and Canada.ca websites and answering enquiries about programs and services offered by ISED. The contact centre also improves the digital experience to self-serve and innovates through new tools such as chatbot, and by using a citizen centric approach.

## Dataset Definitions

**SRT #:** Ticket number for internal tracking

**SRT Status:** Ticket status. These can be open, pending or closed.

**Date Closed:** Date that the ticket was closed. No further action is required unless re-opened for further action.

**Client Group:** The type of client that is contacting ISED. See *Client Groups* section below for more details.

**Contact Method:** The initial method of contact the client used to contact ISED (telephone, email, web chat, Facebook, Twitter, mail, fax).

**Postal/Zip Code:** The client's postal code or zip code if provided/available.

**City:** The client's city if provided/available.

**Prov/State:** The client's province if provided/available.

**Country:** The client's country if provided/available.

**Language:** The client preferred language of communication (English, French, Other or Unknown).

**Topic:** The subject of the enquiry. This is related to the programs and services provided by ISED

*Possible entries: Bankruptcy, Consumer affairs, Corporate content, Corporations, Financing, Imports exports and investment, Industries and business, Innovation, Intellectual property and copyright, Internet radio and wireless, Policies and research, Science and technology, Statistics and research, Weights and measures, Unknown, Other.*

**Organization:** The organization the client is enquiring about. Most client enquires about an ISED program or service; however, the requested information might not be part of ISED's mandate were another tag would be selected.

*Possible entries: Enterprises, Federal Government, Innovation, Science and Economic Development Canada, Not Applicable; Other Government, Provincial Government.*

**Program:** The program or service the client is requesting information about and/or the offered programs or services provided as an answer by the agent to the client.

**Program area:** Specific subject within the program that the client is asking about.

**Reason for Enquiry:** The primary reason the client is contacting the Department of ISED. See *Reasons for Enquiry* section below for more details.

Resolution:

## Client Groups

This category indicates the life role/personal status/organizational affiliation of the client.

Association: An organization of persons having a common interest. Usually in connection with an industry or a professional group.

Company: Any chartered/registered/incorporated organization/enterprise carrying on a business, or commercial activity OTHER THAN a manufacturer (see below).

Consultant: A person whose occupation is to be consulted for their expertise, advice, or help in an area or specialty.

*For example, a management consultant, a business consultant, or a human resources consultant.*

Consumer: A person with a consumer-related concern that needs to contact a Consumer agency/Competition Bureau.

Economic Development Organization:An organization, which aids in the development of economic wealth of countries or regions for the well-being of their inhabitants. They assist in the efforts or undertakings which aid in the growth of the economy. They can be country trade offices or municipal or provincial economic development agencies.

*For example, WTO, UNICEF, Chambers of Commerce.*

Educational Institution: An institution dedicated to education. This category is used for public and private schools, trade and vocational schools, community colleges and institutions of higher education.

*For example, a university, a college, a Cégep, a school board, a professor or employee.*

Entrepreneur: Someone who assumes the financial risk of the initiation, operation and management of a given business or undertaking. It is usually used to refer to an individual who is starting a new business.

*For example, people who want to start a business/not-for-profit organization.*

Federal Government:The system of government administered in a nation (in this case Canada) formed by the union or confederation of several independent states or provinces.

*For example, federal departments (Transport Canada), agencies (Canada Revenue Agency), crown corporations (Canada Post, NCC).*

Financial Institution:An institution (public or private) that collects funds (from the public or other institutions) and invests them in financial assets. A financial institution acts as an agent that provides financial services for its clients or members. Financial institutions generally fall under financial regulation from a government authority.

*For example, a saving association, a bank, a trust company, a credit union, an industrial loan and thrift company, or a trust company.*

Health Institution: An institution (public or not-for-profit) that provides health care and related services.

*For example, a hospital and a health clinic.*

Individual: A single person: a human being.

*For example, a person considered alone, rather than as belonging to a group of people.*

Innovation, Science and Economic Development Canada:A person employed by Innovation, Science and Economic Development Canada.

Manufacturer: A manufacturer makes a finished product from raw materials, especially in large quantities.

*For example, a manufacturing plant.*

Media:The communications media, especially television, radio, and newspapers and magazines that reach the mass of the people.

Not-for-profit Corporations: Organizations incorporated either under the *Canada Corporations Act*, *Part II* or the *Canada Not-for-profit Corporations Act*. An organization chartered for other than profit-making activities. These organizations also include those who are provincially incorporated.

Other:Clients who cannot be identified under any other category.

Other Government: All other government institutions not covered by Canadian federal or provincial government.

*For example, a municipal government, governments of countries outside Canada, and Embassies.*

Professional Services:Professional services are infrequent, technical, or unique functions performed by independent contractors whose occupation is the focal point of the professional service.

*For example, professional services of physicians, dentists, lawyers, engineers, architects, certified public accountants, veterinarians, chiropractors, insurance agents, hospitals, nursing homes.*

Provincial Government:Government departments and agencies administered at the provincial level in Canada.

*For example, the Ontario Ministry of Health, the Motor Vehicle Licensing Agency of Alberta.*

Research Institution: A research institution is an establishment endowed for doing research (research is defined as human activity based on intellectual application in the investigation of matter and reality in a systematic and scientific manner).

*For example, the Canadian Institutes of Health Research.*

Student:A student is a learner who is enrolled in an educational institution at all levels from public school to colleges and universities.

Unknown: A client the agent was unable to actually speak to, such as a hang-up call or a TTY call with no response.

## Reasons for Enquiry

What is the nature of the client’s request and what is the solution to their enquiry? How are the agents helping the client?

Comment:A suggestion from a client to improve the content of the material, look and feel, process, or technical set-up of the ISED website.

*For example, “It would be nice to have ...” or “please add this information to the site…”*

Complaint: A strong expression of displeasure about an **ISED product/process**, or a complaint regarding a service that was delivered and that did not meet the client’s needs.

*For example, “I wasn’t satisfied with ...” or “I would like to complain about…”*

Compliment: A compliment regarding an ISED product/process, or a compliment regarding a service that was delivered that exceeded the client’s needs.

Hang up:A client calls but hangs up as the call is being answered by the officer or a client leaves a voice mail, but there is no message.

Misdirected to ISED: This tag should be used when a client is misdirected to us by another group such as another federal department, a provincial government or a private enterprise.

*For example, a client is trying to import fruits and would like to know if we have any regulations. The client contacted Global Affairs Canada and they directed the client to us for this information. In reality the client should have been directed to the Canadian Food Inspection Agency.*

Obtain Official Documents: The client needs an official document, such as Articles of Incorporation, radio licences, etc.

Other:An enquiry that cannot be classified under another category.

Payment of Fees:Questions related to the payment of fees.

*For example, fees relating to federal corporations, intellectual property, radio licensing, etc.*

Problems (Non-Technical):Client is experiencing an issue on the website that is not caused by a technical difficulty.

*For example, a client is filling out a form and is getting an error message due to missing information.*

Request for Publication: An inquiry for paper format publications.

*For example, a client wants a physical copy of the Little Black Book of Scams.*

Requires Contact Information: This tag should be used when a client is requesting contact information for a person or program. It should not be used when you simply provide a client with a contact at the end of a call or email.

*Examples:*

* + *What's the phone number for the Minister?*
  + *What's Corporations Canada's phone number?*
  + *What's the number for Statistics Canada?*
  + *Can I have John Smith's email address?*

Requires Information on a Procedure:This tag should be used when a client wants to know how to complete a task on the website or asks a question regarding a procedure or a service standard.

*Examples:*

* *How can I incorporate a business?*
* *What is the process to register a trademark?*
* *Can you show me how to create a profile for my company in the CCC database?*
* *What is the average wait time for a trade-mark to be examined?*
* *I applied for an Industry Canada number yesterday and haven’t received it yet; do you know when the Certification and Engineering Bureau will issue my IC Number?*
* *I incorporated this morning, when will I receive my certificate of incorporation?*
* *When do I have to pay my annual return for my federal corporation?*

Requires Navigational Aid: The client is asking that we show him/her to information on our website or how to navigate through a form or application. You should use this tag if links to program websites are provided in an email.

*Examples:*

* *Where can I find information about companies?*
* *Where can I find statistics?*
* *Help with searches: basic search, detailed search*
* *Explanation of ISED’s menu structure, that is, how the client can determine where he is within the site.*

Require Expert Information: ALL enquiries that need to be sent to an expert or that require an expert’s input should be tagged under this category.

Search for Employment:The client is looking for employment.

Status Update: When a client wants to know the status of his application, request, etc., and this cannot be answered with procedure information or it has gone beyond the expected timelines.

Technical Problem: Any technical problem that originates on ISED's site:

*Examples:*

* *A portion of the site is down*
* *The search engine isn't working*
* *Printing (when a specific document will not print correctly)*
* *Error messages*
* *Broken links*

### Organizations, Programs and Program Areas

Enterprises

Private Enterprise

Federal Government

Agriculture and Agri-Food Canada (AAFC)

Business Development Bank of Canada (BDC)

Canada Border Services Agency (CBSA)

Canada Revenue Agency (CRA)

Canadian Anti-Fraud Centre (CAFC)

Canadian Food Inspection Agency (CFIA)

Canadian Heritage (CH)

Canadian Northern Economic Development Agency

Canadian Radio-television Telecommunications Commission (CRTC)

Commissioner for Complaints for Telecommunications Services (CCTS)

Other

Wireless Code

Department of Justice Employment and Social Development Canada (ESDC)

Environment and Climate Change Canada

Federal Economic Development Agency for Southern Ontario (FedDev)

Finance Canada

Financial Consumer Agency of Canada (FCAC)

Fisheries and Oceans Canada (DFO)

Global Affairs Canada Health Canada (HC)

Immigration, Refugees and Citizenship Canada

Indigenous and Northern Affairs Canada

Library and Archives Canada

National Defence and the Canadian Forces (DND/CF)

National Research Council Canada (NRC)

Concierge

Other

Natural Resources Canada (NRCAN)

Office of the Privacy Commissioner of Canada

Office of the Superintendent of Financial Institutions (OSFI)

Other

Parliament of Canada

Prime Minister of Canada (PM)

Public Health Agency of Canada (PHAC)

Public Safety Canada

Public Service Commission of Canada (PSC)

Public Services and Procurement Canada

Royal Canadian Mounted Police (RCMP)

Service Canada

Standards Council of Canada (SCC)

Statistics Canada (STATCAN)

Transport Canada (TC)

Innovation, Science and Economic Development Canada (ISED)

Accessible Technology Program

Agreement on Internal Trade (AIT)

Audit and Evaluation Branch (AEB)

Broadband Canada Business Assistant (Chatbot)

Canada-China Year of Tourism 2018

Canada Business Mobile App

Canada Business Network

BizPal   
 Business Advisor   
 Business Planning   
 Grants and Finances   
 Growth and Innovation   
 Market Research and Statistics   
 Other   
 Starting a Business

Canada Small Business Financing Program (CSBFP)

Canadian Company Capabilities

CCC Removal Comment   
 Change of Data Provider   
 Company Registration   
 Delete Company Profile   
 IC Account   
 Misdirected to Industry Canada   
 Other   
 Search Company Directory   
 Update Company Profile

Canadian Importers Database (CID)

Canadian Industry Statistics (CIS)

Canadian Intellectual Property Office (CIPO)

2018 CIPO Client Satisfaction Survey   
 Copyrights   
 Create JIRA Ticket   
 Industrial Designs   
 Other   
 Patents   
 Trade-Marks   
 WebTech

Chief Information Office Sector (CIO)

Clean Growth Hub

Communications and Marketing Branch (CMB)

About Us   
 Advertising / Communication   
 Crown Copyright Clearance   
 ISED Employee Information Line   
 ISED Headlines   
 ISED Search   
 Media Relations - Follow-up   
 Media Relations - Interview   
 Media Relations - Media Call   
 Media Relations - Tech Briefing   
 Media Relations   
 Media   
 Other   
 Publication Request - Electronic   
 Publication Request

Communications Research Centre Canada (CRC)

Competition Bureau Canada

Abuse of Market Power   
 CA number Database   
 Gas Prices   
 Investigating Cartels   
 Labelling Corner   
 Misleading Advertisement   
 Other   
 Price Gap

Connecting Canadians

Connecting Families

Billing   
 Code Status (Reserved/Used Code)   
 Comment - ISP   
 Computer Order   
 Connecting Families Survey   
 Hardware Issue   
 Legitimacy   
 Lost Code   
 No ISP   
 Other   
 Slow Internet

Consumer Affairs (OCA)

Cell Phone Complaint/Comment   
 Consumer Complaint   
 Credit Report and Score   
 Notice and Notice Regime   
 Other

Copyright Consultations

Corporate and Insolvency Law Policy

Corporate Management Sector (CMS)

Bed Bugs   
 Corporate Facilities and Security   
 Corporate Finance, Systems and Procurement   
 Human Resources   
 Other   
 Values and Ethics

Corporate Social Responsibility

Corporations Canada (CC)

Amend Articles of the Corporation   
 Articles of Continuance   
 Business Number   
 Change of Registered Office Address   
 Changes Regarding Directors   
 Cooperative   
 Corporation Key   
 Dissolve a Corporation   
 File an Annual Return   
 Incorporate a Business   
 NFP - Annual Return   
 NFP - Change of Registered Office Address   
 NFP - Changes Regarding Directors   
 NFP - Incorporation   
 NFP - Transition   
 NUANS   
 Obtain Corporation Documents   
 Other   
 Pre-Approve a Corporate Name   
 Registered Intermediary   
 Revive a Corporation   
 Search for a Federal Corporation

Cyber Authentication

GCKey   
 IDM   
 SecureKey

CyberSecure Canada

Certification Body   
 Early Adopter Enrollment   
 Other

Digital Literacy Exchange Program

Digital Skills for Youth Program

e-Service to Business

Economic and Market Research Stats

Electronic Commerce

Environmental and Sustainability

FedNor

FightSpam

Legislation   
 Legislative Process   
 Site Info   
 Spam Reporting Centre

Financial Performance Data

IC Registration

Password   
 Registration   
 Update   
 User Name

Indigenous Business Directory

Change of Data Provider   
 Company Registration   
 Delete Company Profile   
 ISED Account   
 Misdirected to ISED   
 Other   
 Search Company Directory   
 Update Company Profile

Industrial Technologies Office (ITO)

Other   
 Post-Secondary Institutions Strategic Investment Fund (SIF)

Industry by Sector

Automotive Investment Attraction Hub   
 Cluster Map   
 Consumer Products   
 Manufacturing Industries   
 Other   
 Service Industries   
 Technologies

Innovation Advisors

Innovation Advisors - Complaint / Client Not Contacted   
 Innovation Advisors - Tier 1   
 Innovation Advisors - Tier 2

Innovation Canada Platform

Other   
 Platform Help

Innovation Canada

ExploreIP   
 Other   
 Promotional campaigns (Online advertising)   
 Promotional campaigns (Posters)   
 Promotional campaigns (Radio)   
 Promotional campaigns (Social Media)   
 Promotional campaigns (Television)   
 Promotional campaigns (Word of mouth)

Innovation Lab

Innovation Superclusters Initiative

Innovation, Research, Science and Technology

Moving Forward in Science, Technology and Innovation 2014

Innovation, Science and Economic Development Canada Legal Services

Innovation, Science and Economic Development Web Services Centre

Innovative Solutions Canada

Intellectual Property Strategy

Other   
 Patent Collective Pilot Program

Investment Canada Act

ISED Web

Measurement Canada (MC)

Fairness at the Pumps Act (FAPA)   
 Gas and Electricity   
 Other   
 Weights and Measures

National Digital and Data Consultations

Office of the Corporate Secretary (OCS)

ATIP Services   
 Minister's Office   
 Other

Office of the Superintendent of Bankruptcy (OSB)

Alternatives to Bankruptcy   
 Bankruptcy and Insolvency Records   
 CCAA Records   
 Declaring Bankruptcy   
 E-Filing - Tier 1   
 E-Filing - Tier 2   
 Other   
 Trustee Registry   
 Unclaimed Funds Database

Small Business Internship Program

Small Business Research and Policy

Other   
 SME Direct   
 SME Financing Data Initiative

Small Business, Tourism and Marketplace Services

WES Ecosystem Fund   
 Women Entrepreneurship Fund   
 Women Entrepreneurship Knowledge Hub

Spectrum Management and Telecommunications

Amateur Radio   
 Atlantic   
 Broadband Canada   
 Business Registry Search Pilot   
 CanCode   
 Cell Phone Complaint/Comment   
 Certification and Engineering Bureau   
 Computers for Schools - Tier 1   
 Computers for Schools - Tier 2   
 Connect to Innovate   
 DC 150   
 Emergency Telecom   
 Information and Communications Technologies (ICT)   
 Ontario   
 Other   
 Pacific   
 Prairie & Northern   
 Prime Minister's Awards   
 Quebec   
 Radio Operator Certificate Service Centre   
 Spectrum Auctions   
 Wireless Policy

Strategic Innovation Fund

Mailing List   
 Not Applicable   
 Stream 1   
 Stream 2   
 Stream 3   
 Stream 4 (Telethon)   
 Stream 4   
 Stream 5

Strategic Policy Sector (SPS)

Canada's Innovation Agenda   
 Co-operatives Policy   
 Notice and Notice Regime   
 Other

Technology Roadmaps

Other   
 Soldier Systems Technology Roadmap

Technology Roadmaps

The Department

Other   
 Telephone Directory

Trade Data Online (TDO)

Universal Broadband Fund

Venture Capital Catalyst Initiative

Wiki

Youth Can Do It!

Youth Initiatives

Youth Initiatives

Other

Not Applicable

Not Applicable

Other Government

Foreign Government

Local Government

Provincial Government

Alberta

British Columbia

Manitoba

New Brunswick

Newfoundland and Labarador

Northwest Territories

Nova Scotia

Nunavut

Ontario

Prince Edward Island

Quebec

Saskatchewan

Yukon

### Resolutions

Completed: The agent answers all the clients’ questions and did not require to redirect the call, but may still provide the client with a contact number to another group such as Corporations Canada in case they need more information in the future.

Partial Resolution + External:The agent provided the client with some information the client requested, but was unable to provide him with a full answer and needed to be redirected to another group outside ISED such as CBSA, or the agent consulted with an external expert to provide an answer.

Partial Resolution + Internal: The agent provided the client with some of the requested information, but was unable to provide the client with a full answer to their question. The Agent then needed to direct the client to another group inside ISED as CIPO, or the agent consulted with an internal expert to provide an answer.

Public Engagement – Email Sent:When we engage the client by email as part of a promotional campaign**.**

Referral (External): The agent is unable to help or answer any of the client’s questions and has to be referred to another group outside ISED such as Health Canada, CBSA or even a non-governmental group.

Referral (Internal): The agent is unable to help or answer any of the client’s questions and has to be referred to another group in ISED such as Corporations Canada, CIPO or OSB.

TIP Submitted:When an agent submits a Ticket to Improve Performance (TIP) to improve the web site.

Survey Refused: The client refuses to answer the contact centre’s client satisfaction survey.

Survey sent – Subscribed:The client accepts to answer the contact centre’s client satisfaction survey and the survey is sent to the client by email.

Survey sent – Unsubscribed:The client previously accepted to answer the contact centre’s client satisfaction survey after a telephone call and requested to be unsubscribed to the reminder via email.