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July 11, 2000

TO: The Board of Governors of Exhibition Place
Dianne Young
General Manager & CEO

FROM: Ernest Vincent, General Manager, The National Trade Centre

SUBJECT: O&Y SMG Quality Assurance Program

Recommendation:

This report is presented for information purposes only.

Background:

In March of 1999 O&Y SMG Canada introduced the Customer quality Assurance Program for The National Trade Centre. This initiative is continuing on an ongoing basis to address the development of three main areas affecting service provided to clients at The National Trade Centre:

1. **Training**
2. **Presentation of a full complement of quality services.**
3. **Monitoring of service standards and performance.**
4. **Establishment of service standards**

Discussion:

Acting upon the key components of the program O&Y SMG Canada has drawn upon our resources both locally and across North America. The expansion of services offered and mechanism put in place to monitor our progress in a quantifiable way has ensured we will progress towards our goal of being the only facility offering exhibitor service guarantees.

Enclosed is the current status and detail as to how we have addressed each component:

1. **Training:** O&Y SMG Canada has initiated numerous courses for staff of The National Trade Centre and Exhibition Place. In June of 1999, The National Trade Centre facility management staff attended the SMG Ice Institute in Tampa Fla. in preparation for the operation of the Coliseum Arena for IHL Hockey. The National Trade Centre staff has

also attended SMG facilities in Miami, Ft. Lauderdale, Denver and New Orleans to both observe and participate in the delivery of services in other venues.

In January and April 2000 an extensive one-day O&Y SMG Canada customer service and emergency response course was held for over 70 National Trade Centre and Exhibition Place staff including unionised workers

Working co-operatively with the City of Toronto, Exhibition Place and Labourers Local 506, The National Trade Centre management received equipment training for high reach and forklift operation. Occupational Health and Safety & Labour relations training were also conducted for management from October 1999 and in early 2000. The National Trade Centre staff also has received computer training in November 1999 and January 2000.

2. **Presentation of a Full Complement of Quality Services:** Customer service has been addressed to ensure a consistent quality presentation to our clients. To date the program has included the establishment of the following services:

- On Site Business Centre with all services required to provide exhibitors with an office away from their office.
- On Site Concierge Service providing local information and access to Toronto attractions.
- Event Marshalling Service that ensures an efficient move in/out of each event.

In addition, other new services are being tested with the first being the attendees back rub program introduced in September of 1999

In 1999 a uniform clothing policy was implemented to give our clients an easily identified consistent appearance for staff working at The National Trade Centre.

3. **Monitoring of Program:** An internal group of National Trade Centre managers (Quality Assurance Team) was established to implement and monitor new quality assurance initiatives. Additionally, the O&Y SMG Canada standard on site survey of exhibitors began in the first half of 2000 in order to provide quantifiable data as to customer satisfaction.

In order to maintain The National Trade Centre's commitment to "leading the industry by providing services and facilities, which exceed clients' expectations" O&Y SMG Canada commissioned First Stage (an independent survey and communications company) to design and carry out an exhibitor survey program. Between March and May of this year two hundred and thirty six structured interviews were conducted by First Stage at the Spring One of a Kind Craft Show, The National Home Show and InterMed 2000. This sample represented 20% - 30% of all exhibitors at each show.

The survey found that exhibitors over 90% consistently rated the attitude of The National Trade Centre staff and specifically the on site order desk staff as either outstanding or good.

The National Trade Centre offers a variety of services directly to show exhibitors including sign hanging, booth cleaning and water/air connections. Electrical connections and telecommunications are the most popular services provided. Although the overall acceptance was good, exhibitors were impressed more with electrical than with telecommunications:

Telecommunications Service		Electrical Service
Outstanding	23.7%	31.9%
Good	<u>57.9%</u>	<u>59.3%</u>
Total	81.6%	91.2%

When invited, through two open-ended questions, to specify what they liked best or least, exhibitors had many anecdotal insights. On the positive side, the building itself and its services such as washrooms, coat checks and ease of access during loading in were highly appreciated, as was the staff:

Best Liked

Building	31.7%
Access	29.8%
Staff	21.2%

Least Liked

Food quality	17.8%
Food cost/price	17.3%
Parking cost/price	13.9%

More surveys specific to food are planned for the third quarter after the renewed theme of food retail outlets are completed.

Overall 98% of exhibitors interviewed would recommend The National Trade Centre to other exhibitors and most offered to provide testimonials.

4. **Establishment of Service Standards:** In March and April 2000 management closely monitored the timing and quality of service delivery in order to set achievable standards for service delivery that can be guaranteed. When fully implemented, The National Trade Centre will be the first facility in North America with exhibitor service guarantees.

In the future the program is being expanded to include more and expanded services. We will continue to survey exhibitor satisfaction with existing services and reaction to new initiatives.


Ernest Vincent

General Manager, The National Trade Centre

