EVALUATION OF THE BIZPAL SERVICE MANAGEMENT RESPONSE AND ACTION PLAN

RECOMMENDATION	MANAGEMENT RESPONSE AND PLANNED ACTION	MANAGEMENT ACCOUNTABILITY	ACTION COMPLETION DATE
1. Ensure that BizPaL content is reviewed and validated, as agreed to in the Intergovernmental Letters of Agreement (ILA).	Agreed: The 2013-18 ILA stipulated that "The Parties agree that the Steering Committee (SC) is responsible for creating, updating and implementing an <i>Information Quality Management Framework</i> (IQMF) that includes the goals, processes and responsibilities required to implement effective quality management functions for the BizPaL Data".		
	Action Plan:		
	Creation of an Information Quality Management Framework (IQMF): In collaboration with the SC, the National BizPal Office (NBO) has created an IQMF which stipulates the rules governing all BizPaL participants as it relates to BizPaL content.	NBO	Complete
	Hire a Data Administrator: The SC has approved hiring a resource to assist partners who have identified limited resources and/or funds required to update BizPaL content. This resource will be hired	NBO	Q1, 2016-17

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	 in Q1, 2016 and is being funded by the BizPaL Specified Purpose Account (SPA). Enhance BizPaL content review and validation practices: The SC has approved the implementation of a "last revised date" on all BizPaL content. This will provide clients with the knowledge that the information they are accessing has been validated and is trustworthy. 	NBO	Q1, 2016-17
	 Provide Information Quality Management analysis and reports on BizPaL content in order to identify areas for improvement.	NBO NBO NBO	Bi-Weekly Annually Ad-Hoc
	Creation of a Performance Measurement Strategy Framework (PMSF) Task Force responsible for identifying baselines and establishing measureable goals. It will be used to identify the on- going success of the BizPaL service. The task force will use the current PMSF for BizPaL that was approved by	NBO/SC	Task Force to be established in Q1, 2016-17. Note: Date for the creation and implementation of the strategy to be

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	the Treasury Board Secretariat (TBS) as a point of reference.		determined by the Task Force.
	BizPaL Content Enhancement projects: • Develop the proof of concept for the Expedited Business Service which will simplify the application process and consolidate all the information needed by SMEs to start a business. This translates to cost and time savings for small business owners and reduces the duplication of information they must provide across governments.	NBO/ SC	 Research and analysis (Q4 2015-2016) Design and develop Proof of Concept (Q1 2016-2017) Evaluate Proof of Concept (Q2 2016-2017)
	Restaurant Industry Bundle project. This project will explore ways to provide clients with a general understanding on the total cost, time and steps to secure the required permits/licences to start a full-service restaurant in participating jurisdictions.	NBO/ SC	 Jurisdiction recruitment and data capture (Q3 2015-2016) Analysis and design (Q4 2015-2016) Develop and implement pilot (Q2 2016-2017)

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				- Evaluate pilot (Q4 2016-2017)
2. Address performar monitoring barriers continue to pursue feedback on the Bi to ensure that mode needs are met.	s and client zPaL Service	Agreed: The NBO will work with the BizPaL SC to continue to improve performance monitoring practices and exploit modern client feedback and research options to ensure that modern business needs are met. Action Plan: BizPaL data and statistics: Maximize the use of Google Analytics to ensure that the NBO is able to generate statistics and produce a more complete picture of site traffic specifically as it relates to the BizPaL service, including traffic from all available referral sources leading to BizPaL such as the Canada Business Network (CBN) Application Programming Interface (API) and Canada.ca.	NBO	Quarterly reports throughout the fiscal year.

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	• Continue to pursue partner cooperation to complete the web analytics picture in order to collect BizPaL data from partners using the BizPaL API (ON, NS, QC).	NBO/SC	Q1, 2016-17
	Measuring BizPaL's impact on business clients (SMEs):		
	Initiate a project focused on social media analytics to measure client feedback and visibility on BizPaL's social media platforms (blogs, social networks, informational sites, etc.)	NBO	Q1, 2016-17
	Implement a schedule for BizPaL posts on CBN and Canada.ca websites and other referral sources including Facebook posts on the Canada Business Facebook page and ISED's twitter account.	NBO	Schedule created by Q1, 2016-17
	Initiate a project focussed on mystery shopping the client experience of the BizPaL service to measure the client experience beyond usability	NBO	Q2, 2016-17

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	• Engage the Innovation, Science and Economic Development Canada (ISED) Communications and Marketing Branch (CMB) to determine available options with regards to focus testing and surveying small business clients to initiate a project to directly measure the client's perspective of the BizPaL service.	NBO/CMB NBO/ISED Service Lab	Q4, 2016-17 Discussions to commence in Q1,
	 Collaborate with the Service Innovation Lab to initiate a project using the design thinking process to engage the business community and identify enhancements that will support the evolution of the BizPaL service. 		2016-17