

« Bonjour »

“Welcome”

The Business Assistance Program

Service in English and French:
it's **good business!**

According to a recent survey, a majority of business owners want to serve their customers in English and French. They recognize the benefits of offering quality bilingual customer service. Business owners and front line staff also expressed a need for assistance in order to improve their bilingual customer services.

The Business Assistance Program offers effective, low-cost solutions:

- Reduced cost for translation services
- Spoken French workshops, tailored for the service industry
- Help recruiting bilingual staff

Exceed your customers' expectations by ensuring they can ask for and receive services in the language of their choice. A delighted customer is a loyal customer!

For more information or to benefit from a service, please contact the Business Assistance Program team:

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F: 613-744-3572

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What's in it for you?

- Reach a larger portion of your target clientele
- Enhance the quality of your customer service
- Exceed your clients' expectations
- Make your clients feel valued and respected
- Increase your client base and establish client loyalty

Getting started

Putting bilingualism into practice in your business means, first and foremost, making your customers feel comfortable asking for services and communicating in their preferred language. Your professionalism in this area will be appreciated by your clientele and the benefits will be yours to reap.