



# Media Release

## TRADE MINISTRY CALLS ON BUSINESSES TO ESTABLISH A REPUTATION OF 'GOOD CUSTOMER SERVICE'

**May 25, 2016:-** Ms. Karlene Roach, Deputy Permanent Secretary (Ag.), Ministry of Trade and Industry delivered an Address at the Customer Service Strategy Conference, **'Creating a Strategy to Achieve and Maintain a Service Culture'** at the Hyatt Regency on Tuesday 24 May, 2016.

In addressing the members of the Association, Ms. Roach called on service providers to establish a reputation of high quality service to customers. She said ***'in this increasingly competitive global environment, Trinidad and Tobago needs to create a reputation of good customer service. It is not only good for business. It is necessary for our future. The Services Industry is growing in importance in global trade and commerce and plays a major role in the national economy, to the extent that the projected figure for non-energy services sector in 2015 is TT\$52.7 billion – which represents over 55% of Trinidad and Tobago's Gross Domestic Product (GDP) and contributes more than 65% to national employment.'***

The Acting Deputy Permanent Secretary stated that ***'although there are many obstacles to developing services in Trinidad and Tobago such as the absence of relevant timely data; underutilization of technology by service providers and consumers which can, not only, increase efficiency, but also, ensure that businesses are more accessible to and interact more effectively with their customers. In fact, this is an international problem. Some of the ways that the Government is working to increase awareness and productivity of our Services Industry is by providing the overall legislative and policy structures, creating synergies to acquire and analyse data, and providing opportunities and incentives for training to improve customer service.'***

On Wednesday 25 May, 2016, the acting DPS Roach also addressed participants at the Association of Real Estate Agents (AREA) Annual Seminar, **'Best Practices for Real Estate 2016'**. She noted that ***'the real estate market has the potential to provide a steady source of monthly income, while also growing wealth through long-term asset appreciation. In this regard, real estate investments are durable and capable of building multi-generational wealth. The real estate market also has some flexibility associated with maturity of investment, as unlike other investments that have fixed maturities, an investor can sell in a few days if there is a good opportunity, or hold for decades. These unique characteristics are evident throughout the world with examples of profitable real estate that have been held for several decades in American cities, or held by the same trust or family for centuries in Europe. There are also lucrative investment opportunities for the industry in Trinidad and Tobago'***.

