

## Business Navigation Service

### Overview:

- The Business Navigation Service is in response to the expressed need from businesses for help navigating the complex regulatory environment. The issue and need was identified in research, including surveys and focus groups.
- The Business Navigation Service is a one-year pilot. The pilot will help determine whether this service makes a difference in reducing red tape for business. Results will be evaluated to determine next steps.
- Three Business Navigators, all with private sector customer service experience, take a case management approach to help businesses of all sizes and across all industries navigate the provincial regulatory environment. The intent is for each Navigator to own and resolve each inquiry from start to finish.
- The three Business Navigators are supported by departmental navigators.
- The focus of the service is navigating the provincial regulatory environment. Examples of questions Navigators can help with are:
  - Where is my permit?
  - What permits and licenses do I need to start my business?
  - I don't understand what I need to do to comply?
  - How do I fill out this form?
  - Who do I call about my inspection?
  - What do I need to do in advance of my inspection?
- A recent example of a question received from a business owner is:

I own a restaurant and am interested in bottling our signature sauce to sell in house. Can you please help me find information for this process?
- Each interaction with each business customer will be followed up with survey to assess the helpfulness and effectiveness of the service to help us improve.

## **Your help needed: Promoting the Business Navigation Service**

Getting the word out to businesses that this service exists is critical. As with all our work, we cannot succeed with your partnership. Please find some content to help promote this service to your networks.

### **DRAFT Website Content**

#### **Help with Red Tape**

Figuring out what rules and regulations apply to your business can be complex, frustrating and time-consuming. Let Nova Scotia's Business Navigators do some of this work for you so you can focus on getting on with business.

To contact a Business Navigator, please call 1-844-628-7347 (1-844-NAV-REGS) or email [BusNavigation@novascotia.ca](mailto:BusNavigation@novascotia.ca).

Hours of service are from 8am-5pm, Monday-Friday.

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### **DRAFT Newsletter or Email content**

#### **BUSINESS NAVIGATORS: Help with Red Tape**

Starting and running a business takes courage, determination, and a lot of hard work. It can also be complex, frustrating and time-consuming.

To help reduce red tape, the Government of Nova Scotia is piloting a Business Navigator Service to help businesses navigate provincial rules and requirements.

Business Navigators can:

- find timely information on rules and regulations specific to your business
- help you understand how to comply with provincial regulations
- help you secure the status of your business registration
- help you get a status update of permit and license applications
- provide support in completing applications and forms

Business Navigators have one goal: take some work off your plate so you can focus on the work only you can do - building a successful business.

Business Navigators can be reached Monday through Friday, 8am – 5pm at 1-844-628-7347 (1-844-NAV-REGS) or [BusNavigation@novascotia.ca](mailto:BusNavigation@novascotia.ca).