



SIGMA ASSISTEL

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The following text was written by Elisabeth Boisvert, a marketing advisor with Sigma Assistel, to raise awareness of Sigma's little known, but extremely useful concierge services and illustrate their benefits.

Dear Santa, you gave me a sweater, but what I really want is time...

Last year, I asked you for more time but you gave me a sweater. This year, I am asking you again for more time. I want more time! That's what I put on my list! So, dear Santa, could you please take back the sweater and give me more time? Let me give you a bit more background about why I'm writing to you on behalf of myself and my fellow Canadian workers.

I've been a good girl all year long! My spouse and I, like other typical Canadian couples, spent a total of just under 7 hours a day doing unpaid work. That's close to 4 hours of housework and 3 hours of looking after our kids or doing shopping and errands. I know it sounds like a lot, but that's reality Santa, and I can prove it! Statistics Canada came up with these calculations, and things don't seem to have changed that much over the past 20 years.⁽¹⁾

However, unlike 20 years ago, nowadays, we spend more time commuting and at work every day. In other words, we have even less free time. In 1986, Canadian workers had, on average, 136 minutes of free time per day, which they spent doing leisure activities, reading, watching TV, etc. By 2005, that number had dropped to 100 minutes.⁽²⁾ That's half an hour a day less to enjoy ourselves. This means, Santa, that working couples have 8 fewer hours per week to enjoy themselves compared to working couples 20 years ago.

So as you can see, I haven't had time to be anything but good! That said, what I really want you to see is just how much my reality has changed and how different it is from that of Canadian workers 20 years ago: longer working days and commute time. You simply can't keep giving Canadians the same kinds of gifts you gave 20 years ago. Sweaters are out, Santa! Please, just give me time.

I know giving time is a new concept for you and your elves, but it can be done. All I need is Sigma Assistel's concierge services. A concierge is someone who can get things done for me. With this service, I would have access to people specialized in different areas. They could help me with my chores (ironing, washing windows, wrapping presents, finding a last-minute babysitter, lining up at the passport office, etc.). Contracting out a number of my daily errands would give me more free time. I could enjoy myself as much as adults 20 years ago did! You're obviously not familiar with concierge services, Santa, but don't worry, neither are most Canadians. They've only recently become so accessible to everyone. Why don't you give Sigma Assistel a call so they can tell you what they do?

In closing, thanks for considering my request. You'll find milk and cookies under the tree again this year. The cookies will be store bought, mind you, because I don't have the time to make them. But if you give me Sigma Assistel concierge services, then next year, I'll ask them to make you some delicious homemade cookies.

Everyone knows they're way better!

Thanks again,
Elisabeth (who's been a VERY good girl!)

⁽¹⁾ Statistics Canada, *The Daily*, July 19, 2006, General Social Survey: Paid and unpaid work

⁽²⁾ Statistics Canada, 2007, "Time spent with family during a typical workday, 1986 to 2005," *Canadian Social Trends*, Catalogue number 11-008-XWE.



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