

Re-using the users' information to improve the Quality Management System at Statistics Spain (INE)

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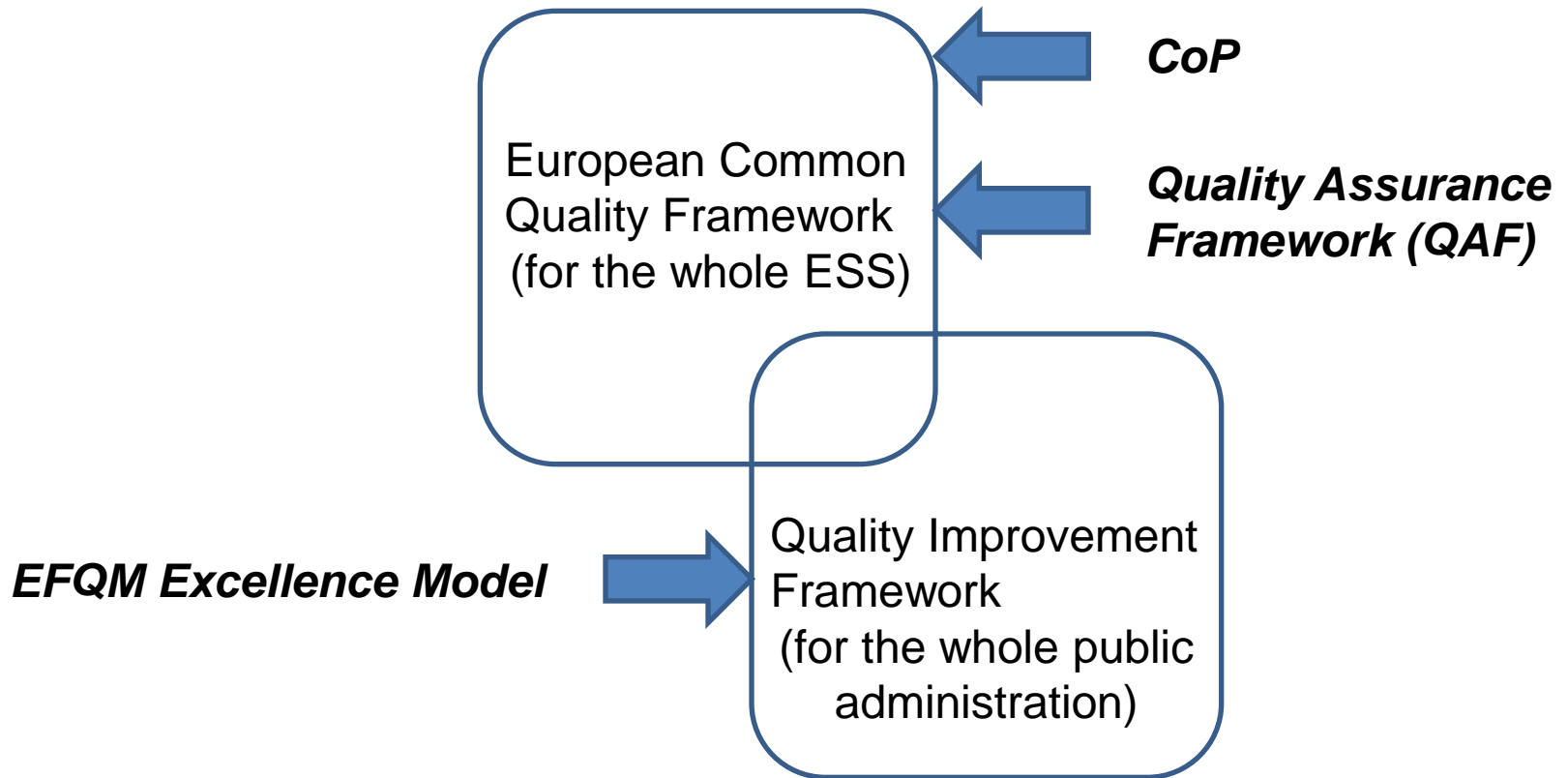
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I. A twofold quality framework

The INE's Quality Management System relies on two complementary frameworks:



European Common Quality Framework

The (CoP based) users' approach is achieved through several tools:

- User's Satisfaction Survey (USS, the last published in 2017 with data from 2016).
- Results are an input for the National Statistical Plan (NSP).
- Higher Statistical Council (HSC, representatives of users and producers) .
- Assessment of the economic impact of official statistics on the media.



Quality Improvement Framework

The QIF encompasses 5 programmes for improving quality in the services provided by the Gov sector, fulfilling the user-oriented approach:

- Supply, demand and user's satisfaction analysis.
- Letter of Services (LoS) programme.
- Suggestions and complaints programme.
- Quality in Organizations Assessment programme.
- Excellence Awards programme.



2. User's Satisfaction Survey (USS)

- Addressed to qualified users: academia, researchers, government, international organizations).
- Conducted every three years; the last in 2016 with some novelties: international users, a module for the media, and a users' satisfaction index.

With a twofold scope:

- To **assess satisfaction** with the information provided by official statistics and dissemination services, broken down by statistical domains and variables.
- To **identify statistical needs** not covered by the current statistical output.



Users' satisfaction index

A synthetic indicator on quality was estimated with 2016 data. Users were asked on a self-reported value for every dimension in quality and every statistical product (results are broken down by domain).

Product	USI
Population Statistics	4.0
Social Statistics	3.7
Labour Statistics	4.1
Consumer Price Index	4.4
Income & Living Conditions Survey	3.8
National accounts	4.0
Industry	3.7
Services	3.8
Agriculture	3.7
ICT Statistics	3.8
Other	3.7



3. Tools for detecting user's needs

<http://www.ine.es/>

240 m. pages.
14 m. data consultations.
17 m. applications requested



28,730 followers



82,709 visits



User Support service:
8,406 requests
5,160 customised requests

Those requests provide us with feedback from the users

Assessment of the impact of official statistics on the media

As of 2013, the Press Office carries out a daily follow-up on the media with the objective of measuring the economic impact on them.

- An innovative method whose metrics are underpinned by market prices.
- Nonetheless, neither quality dimensions or their perception are monitored whatsoever, thus such technique should be regarded as an ancillary tool for understanding how much a statistical product is worth.



Letter of Services (LoS)

- A set of documents where the different bodies of the Spanish Public Administration inform the citizens of the services they are entrusted to provide.
- The main objective is to meet the **highest standards of quality** in the compilation of official statistics, including:
 - ✓ quick and efficient dissemination
 - ✓ easy access to services
 - ✓ respect for statistical secrecy.



Letter of Services (LoS)

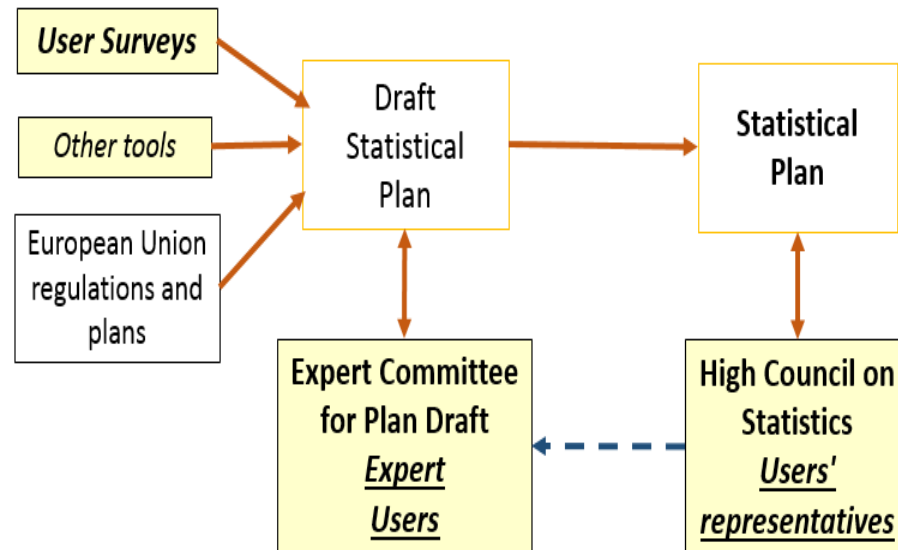
The degree of compliance with those commitments is verified by a set yearly indicators

Indicators listed in the LoS: 2015 - 2016				
INDICATOR	2016		2015	
	n	%	n	%
Statistical operations published in INEbase	471		482	
Divergences from the dissemination time schedule	0	0.0%	0	0.0%
Querys answered by email	8,406		10,637	
Solved within the established term	8,372	99.6%	10,605	99.7%
In more than established time	34	0.4%	32	0.3%
Taylor-made requests	5,152		4,695	
Solved in less than 10 working days	4,235	82.2%	3,909	83.3%
RSS feeds/Tweets	1,915		1,708	
Published <10 minutes following the official publication	1,915	100.0%	1,708	100.0%
Claims received by the Electoral census	16,289		38,345	
Solved within the established term	16,289	100.0%	38,345	100.0%
Complaints and suggestions received	363		406	
Answered within the established term	328	90.4%	372	91.6%



4. Two mechanisms for including users' demands in the NSP

- Information of unmet users' needs, stemming from the User Satisfaction Surveys and other tools, are a main input in the INE's planning
- Involvement of the representatives of users and producers of statistics (through the Higher Statistical Council, HSC).



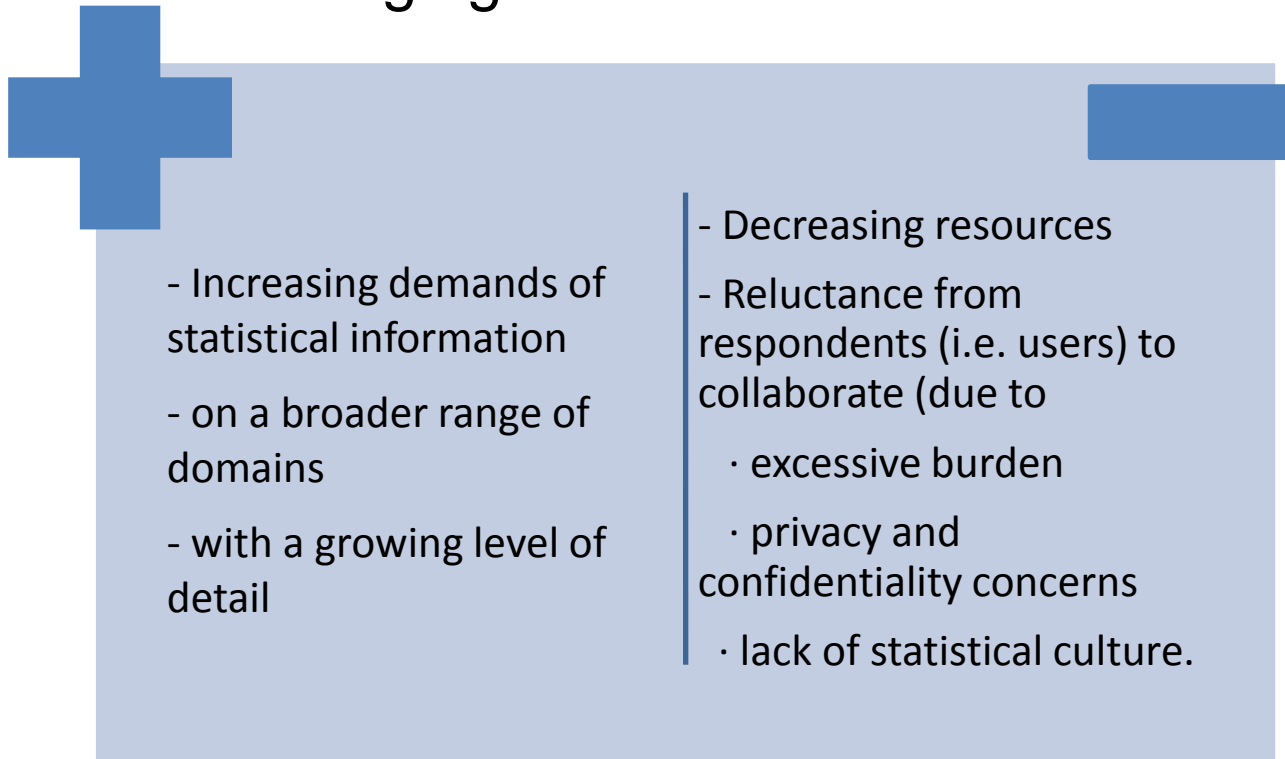
Strategic guidelines in the Statistical Planning

- The NSP defines a set of strategic guidelines including “a) *meeting users’ needs*”
- The NSP 2017-2020 establishes the actions to be undertaken:
 - *Identify statistical needs, differentiating by segments of users, with diverse expectations and needs, which will lead to differences in the production process.*
 - *To engage users into the statistical production process, including their assessment on the different statistical domains and their outcomes.*
 - *Analyze whether fulfilling expectations and needs is feasible.*



5. Conclusions and final remarks

- Credibility and reputation on statistics rely on users' perception.
- Main challenging area in the INE's tasks:



- Increasing demands of statistical information
- on a broader range of domains
- with a growing level of detail
- Decreasing resources
- Reluctance from respondents (i.e. users) to collaborate (due to
 - excessive burden
 - privacy and confidentiality concerns
 - lack of statistical culture.



5. Conclusions and final remarks

- The LoS is linked to a commitment to quality of statistical services, whose compliance can be assessed via an adequate set of indicators.
- But it is necessary to go beyond a mere compilation, and integrate them into a more developed system, completing the rest of measures currently in use.
- The INE has developed a range of tools for assessing users' satisfaction and needs. So far, the USS has played a major role, though new challenges have emerged as the internet has become the main channel to disseminate statistics.





Thank you!

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