

New Technology on the Czech Statistical Office website

Knowledge Base,
i.e. Database of
Frequently Asked
Questions

WWW.CZSO.CZ
before change



New look of www.czso.cz

The screenshot shows the homepage of the Czech Statistical Office (ČSU) with a new design. The header features the CSU logo and the text 'ČESKÝ STATISTICKÝ ÚŘAD / CZECH STATISTICAL OFFICE'. A search bar is located in the top right corner. The main content area is divided into several sections:

- Left sidebar:** Contains navigation links such as 'O NÁS', 'POPIS VĚSTĚNÍ', 'NADACNÍ', 'STATISTICKÉ VÝKAZNÍ', 'KONTAKTY', and 'Elektronické služby'. Below these are links for 'Regiony', 'Časová řada', and 'Elektronické služby'.
- Main content area:** Displays a list of recent news items with dates and titles, such as '26.06.2002 - Jak bylo až teď naše soustavy', '26.06.2002 - Společný statistický rámec', and '27.06.2002 - Výsledky průzkumu životního stylu'. Below the list, there are sections for 'Inflace, inflace, inflace...', 'Intravital II', 'Nová technologií na nových systémech', 'FAQ - dynamické datové záznamy', 'Koncept prezentace regulability nově vyvíjených systémů', 'CD-ROM Volby 2002', and 'Předčasné prohlášení guvernérů ECB k volbám'.
- Right sidebar:** Contains a 'REKOMENDACE' section with links to 'Statistická ročenka 2002', 'Rychlá statistická informace', and 'Informace v českém jazyce'. Below this is a 'Kategorie' section with various categories like 'Práce, sociální statistika', 'Demografie, migrace', 'Makroekonomika, HDP', 'Internacionální obchod', 'Ceny', 'Průmysl, strojírenství', 'Rozvoj', and 'Metodika'. At the bottom, there are links for 'Statistická data a výhled' and 'Výhled'.

Knowledge Base on [WWW.CZSO.CZ](http://www.czso.cz)

The screenshot shows the 'Database of Frequently Asked Questions' section of the Czech Statistical Office website. The header is the same as in the previous screenshot. The main content area is titled 'Database of Frequently Asked Questions' and features a search bar with a 'Search' button. Below the search bar, there are radio buttons for 'First' and 'at least one word'.

The search results are displayed as a list of 10 questions, each with a number and a link to the answer:

- 1 Where can I find the list of the most popular first names of children born in Czech Republic? (54 accesses)
- 2 How do I know how many persons in Czech Republic has the surname HENZL? (23 accesses)
- 3 How many inhabitants has Czech Republic? (23 accesses)
- 4 Where can I find the list of countries or countries, especially addresses from which results how many countries men, women and infants? (3 accesses)
- 5 Where can I find the basic information about Czech Republic (for example the number of inhabitants, inflation rate, average wages, unemployment rate etc.)? (19 accesses)
- 6 What does it mean republication rate and what is its value? (18 accesses)
- 7 What is "inflation", how is calculated and what is inflation rate? (26 accesses)
- 8 What are "fiscal deficits" and "non-recurring"? (23 accesses)
- 9 It is the fact that the data on your web site are updated less often than they should be? (23 accesses)
- 10 Where can I find the identification number (IC) of certain company? (23 accesses)

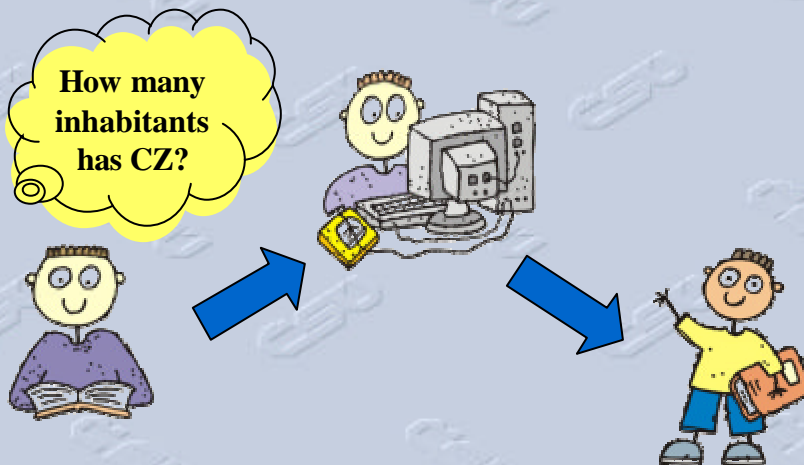
At the bottom of the list, there is a link 'Přít. 10 otázek'.

The right sidebar contains a 'REKOMENDACE: ABOUT CSU' section with links to 'Most Requested Data', 'CSU in Figures', 'Press and Press Releases', 'Time series', and 'Information in Mail'. Below this is a 'Kategorie' section with various categories like 'Labour and social statistics', 'Population and elections', 'Macroeconomy, GDP', 'External trade', 'Prices', 'Industry and construction', 'Services', and 'Methodology'. At the bottom, there are links for 'Domů' and 'O nás'.

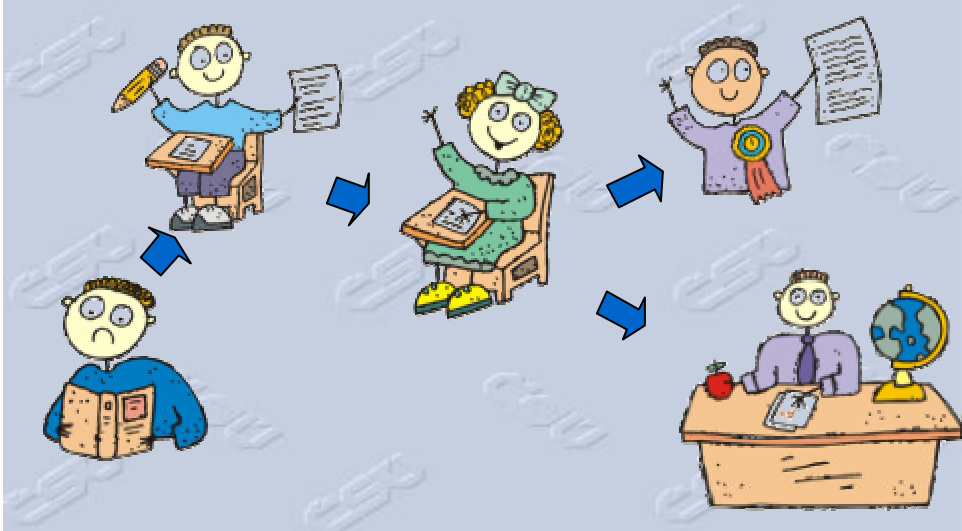
Knowledge Base: Database of Frequently Asked Questions

- Dynamic application
- Database of questions and answers with advanced search option and an off-line communication with the clients

Easily, quickly and clearly



Easily but not so quickly



Knowledge Base: Database on Frequently Asked Questions

- Arranging questions according to their frequency (from the most frequent to the least frequent ones)
- Fulltext search in texts of questions, answers and key words

Operations with KB

- Very easy
- Enables questions processing by more individuals
- Interface "manager - agent"

Contribution of solution

- Interactivity for statistics www presentation
- Marketing tool
 - Continuous marketing survey
 - Creates statistics from questions
 - Announces news
- Cheap way of informations transfer

Contribution of solution II.

- Economy of human resources
- Central source of information useful also for internal needs
- Answers may contain links on websites
- Answers may contain html, ie graphically modified information