Gaining Insights Across Customer Interactions

Workshop on Statistical Data Dissemination and Communication

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The Total Census Customer Experience (CX)

Census Total CX consists of:

- **SX** = Survey Respondent Experience
- **DX** = Data user Experience
- **PX** = Partner Experience of intermediaries
- **EX** = Employee Experience

- Each affects the other
  - E.g., Data use may influence survey response
With a Flexible and Scalable Design, Integrated Analytics Enable:

- A framework for the integration of customer experience data.
- User-friendly, interactive customer information dashboards from across sources.
- Data leveraged from across data sources to drive customer-centric decisions about data products and services.
- A guide to the more exhaustive sources of information after seeing high level patterns or relationships in one place.
- A better overall understanding of our customers.
- A more holistic view of customer experiences and concerns.
Customer Segments Across Interaction Channels

Interactions by Customer Segments and Channels

- Business: 5,612
- Media: 592
- General Public: 12,829
- Higher Education (Student/Pr...: 1,756
- Academic (Fo...Only): 3,175
- Local, State, Tribal, or Federa...: 4,359
- Congressional: 917
- Association or Organization: 2,889
- Jobseeker/Employee/Employ...: 1,283
- K-12 (Students, Teachers, and...: 188
- Partner: 19
- Respondent: 8,436

Channels:
- (All)
- Null
- Chat
- Email
- ForeSee Survey
- In Person
- IPCD Request
- Phone Call
- Physical Mail
- Social Media
- Webform

Graph showing interactions across different channels from Aug '15 to Aug '16.
Customers Contact the Census Bureau in Different Ways for Different Kinds of Information

Ancestry (and passport assistance, associated with ancestry and past decennial census information), is a popular topic among callers.
Popular Tools Lead Digital Interactions

Customer Interests and Channels

- QuickFacts
- American FactFinder
- NAICS
- U.S. & World Population Clo.
- Foreign Trade
- Geography/Maps
- Population
- Statistical Abstract
- Income and Poverty
- American Community Survey
- International Database
- Population & Housing Census
- FTP Download Site
- Governments

Interaction Type:
- Unassigned
- Interactions
- Repeat
- Interactions
- New
- Interactions

Interest Area:
- (All)

Channel:
- (Multiple values)

State:
- (All)

Time Period:
- Last 3 years
Personal Interactions Inform on Topics and Services

Customer Interests and Channels

- **American Community Survey**
- **Population**
- **American FactFinder**
- **Economy**
- **Website Navigation and Search**
- **Education**
- **Income and Poverty**
- **Employment**
- **Families and Living Arrangements**
- **Population & Housing Census**
- **Economic Census**
- **Business**
- **Housing**
- **Geography/Maps**

- **Business**
  - Interest: 115,473
  - Total Interactions: 233,656

- **New Interactions**: 115,473

- **Total Interactions**: 233,656
New Visits Outpace Repeat Visits

- New, first-time visitors (or visitors who clean out their cookies) are consistently a large share of web traffic.

- This insight helps prioritize features and functionalities for new visitors to the census.gov website—users who may be less familiar with census data or specific programs, or less willing to learn complex data tools.

- Future research will show us whether certain topics of interest are dominated by return visitors.
Use of Mobile Access is Growing

- We see spikes in the percentage of mobile traffic around holidays.
- Mobile users are more likely to arrive via search engines.
Customer satisfaction indicators can highlight trouble

Dips in satisfaction scores can be correlated to other issues of website performance, timeliness of data, or even census/survey operations. This in turn helps us prioritize ideas for continued improvements.
Search Is Largely Tied with Customer Satisfaction

- About 20% of users exited the site after seeing search results and about 65% of users clicked a link on the first page of search results (needs further research).

- For those users that exited the site after a search, about 28% used a search term categorized as Population or Geography.

- Users who type either overly generic or overly specific internal search terms are likely to give lower satisfaction scores for their census.gov experience.

- Adding more sophisticated triggers of search suggestions (e.g. a keyword of "GIS" could be augmented with suggestions of "Gazetteer Files" or "Tiger Shapefiles") may improve satisfaction.

- Expanding "best bets" to include non-Census links based on frequent unsuccessful search categories may ease customer frustration.
Leveraging Dashboards to Drive Prioritization

Visit to Downloads Conversion by Search Category - Internal Search

What is the number of visits and how many visits become downloads for a search category?

Top 10 Search Phrases - Internal Search

What are the Top 10 Search Phrases and the what is the Visit to Download Conversion for that phrase?

Bounce Rate by Page - External Search

How many visits started on this page (Entries) and for what percentage of those visits it was the only page visited on Census.gov?

Top 10 Search Phrases - External Search

What are the Top 10 Search Phrases and what is the Bounce Rate of that phrase?
Moving from Data to Action

DATA

Customer feedback is generated

INTEGRATION & ANALYSIS

Customer feedback is generated

RECOMMENDATIONS & SHARING

Analysis and recommendations are shared with the broader dissemination community

CUSTOMER

Who are Census’s customers? What are their unmet needs?

ACTION

Updates are made to website, products, or tools

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Future Work

- Focus on specific, targeted actions and outcomes based on customer analytics (cross-agency analytics team).
  - Prioritize highly accessed content for migration
  - Content for user segments
  - Consistency across site
  - Plain language

- As we gain more experience in this area, update the dashboards to present clearer insights.

- Develop new dashboards by topic and particular areas of interest to help program areas understand their customer segments through easily viewed visualizations.

- Ensure analytics and processes inform CX improvements through future projects for journey mapping, personalization, and other campaigns.