

## **Standardized and integrated processes: communication with respondents and training of the interviewers networks**

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### ***Abstract***

The modernization process undertaken by the Italian National Statistical Institute (Istat) two years ago and the centralization of data collection as a pillar of the new organization has meant the transition from an old model based on stove pipe and silo structures to a new one oriented to standardized and integrated processes.

Several efforts have been made to optimize processes, define new procedures and organize activities in a highly integrated perspective with the involvement of all the organizational structures contributing to the achievement of results. In this context, two processes have been highly relevant: communication with respondents and training of the interviewers networks.

With reference to the first process, the most important and significant innovations introduced in the field of communication with respondents, the new communication strategies used and the changes occurred to promote a very synergic process among all the actors involved will be presented.

The opportunity, offered by the modernization, to manage communications with the respondents of all the surveys conducted by Istat has allowed to carry out a deep analysis of the differences to be optimized, of the good practices to be replicated and of the critical issues to be overcome.

The second issue, training of the interviewers networks, has assumed a cross section feature that involves the collaboration of many actors in the definition of complex training projects. This new approach presents many potentialities in terms of interviewer network retraining and process harmonization.

The main objectives of such approach are i) to support and harmonize the training processes of the different surveys, through standardized and shared procedures and tools, adapted from time to time to the training needs of the various training participants; ii) to generalize and disseminate blended training systems; iii) to promote continuous training; iv) to share the best practices already existing in the Institute; v) to develop training modules adaptable for different surveys; vi) to strengthen the consultation of networks using a circular approach (design/redesign) for the optimization of training courses. Experiences and experiments in the first year.