



Workshop on Statistical Data Collection “Resourceful Data Acquisition”

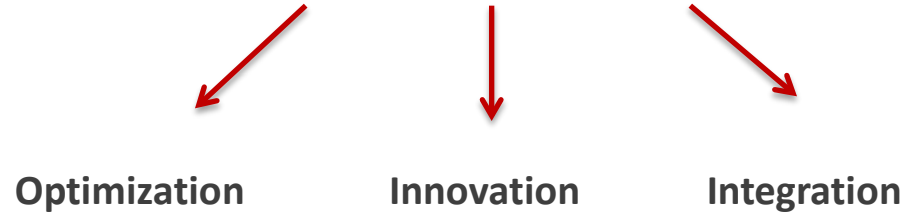
Geneva, 10-12 October 2018

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

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J.Giacconi, D.Grassi, M.C.Romano

2016: Modernization process → Centralization of data collection



Case study: Communication with surveys respondents

Training of the interviewers networks

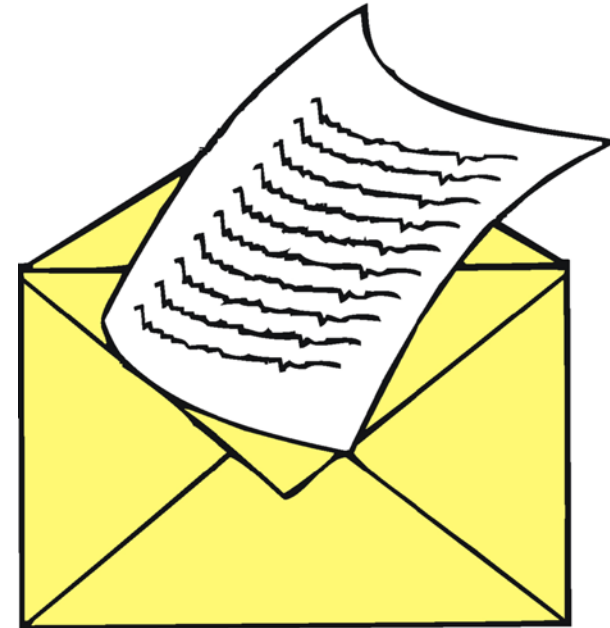
# Communication with surveys respondents

## Pre-survey communication

- ✓ The advance letter
  - making contact with respondents
  - introducing the survey
  - seeking collaboration

## Survey field period communication

- ✓ The memory letter
  - gaining cooperation
  - reminding to answer



# Communication with surveys respondents

## ✓ The advance letter

**Paper letter**

**Households or Citizens**

15 days before

Italian, German,  
Slovenian

**Certified e-mail**

**Businesses or Institutions**

1 day before

Italian, German

## ✓ The memory letter

**Paper letter**

**Households or Citizens**

variable

Italian, German,  
Slovenian

**Certified e-mail, e-mail,  
telephone**

**Businesses or Institutions**

variable

Italian, German

# Communication with surveys respondents

## Optimization of the advance letter

## The past

Very small text font



Different authors, different linguistic styles

No attention to graphic aspects

Normative references in the text and in the box

Attention focused on the survey

# Communication with surveys respondents

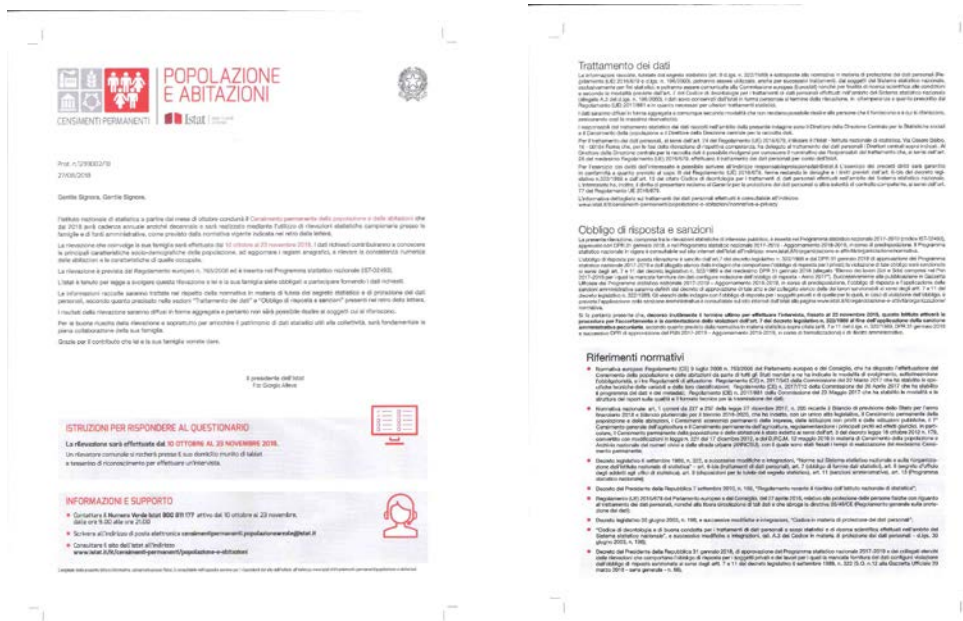
## Optimization of the advance letter

## The present

Bigger text font

Clear message addressed to respondents

Attention to graphic aspects



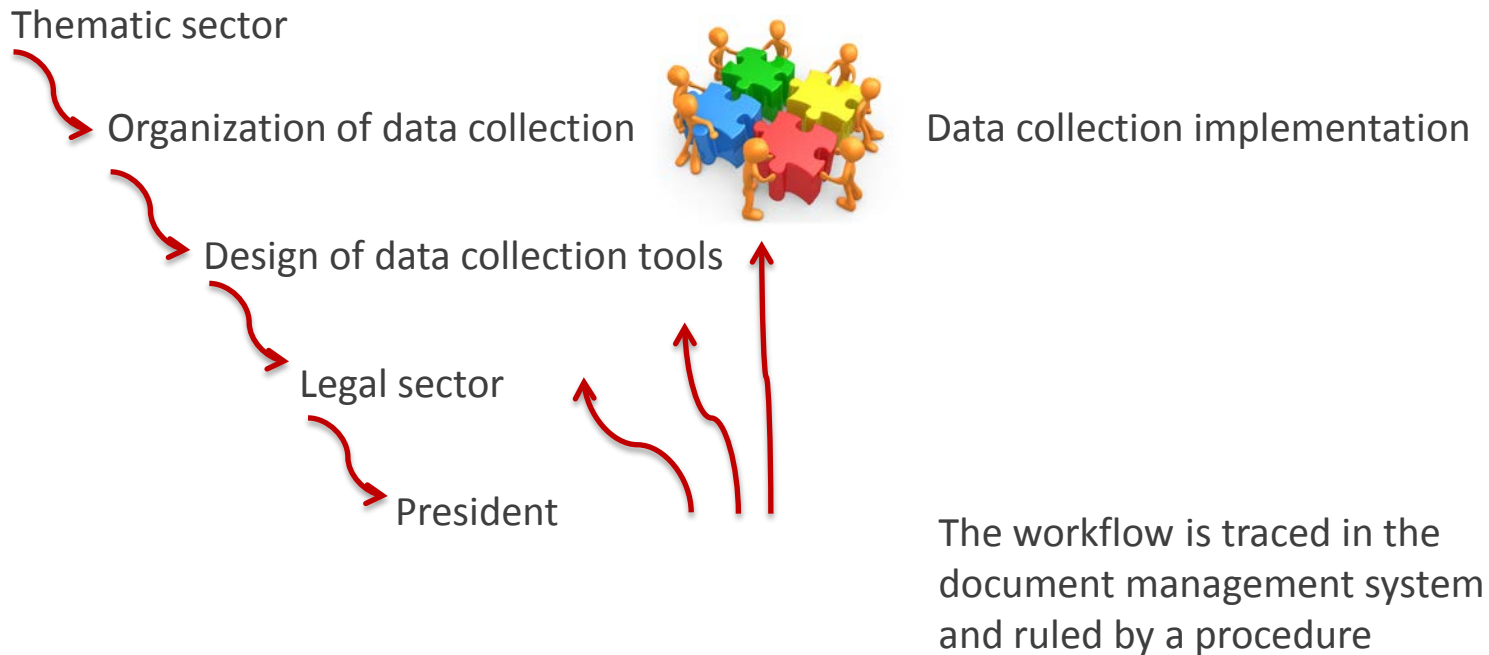
Same author, same linguistic styles

Normative references on the back side

The complete legal framework is provided

# Communication with surveys respondents

## Integration in the workflow



# Communication with surveys respondents

## The advance letter: an integrated output

Thematic sector

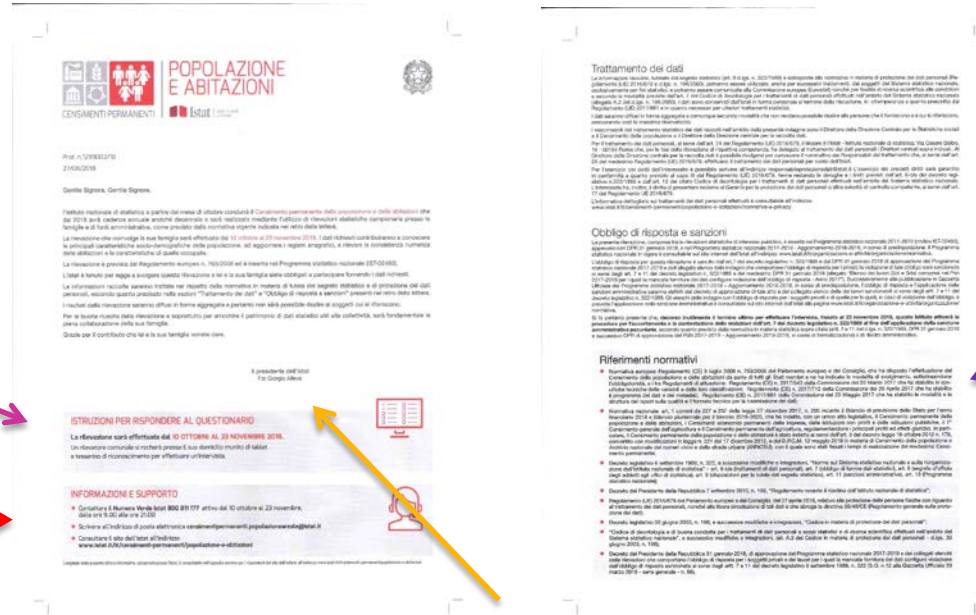
Organization of data collection

Design of data collection tools

Data collection implementation

Legal sector

President





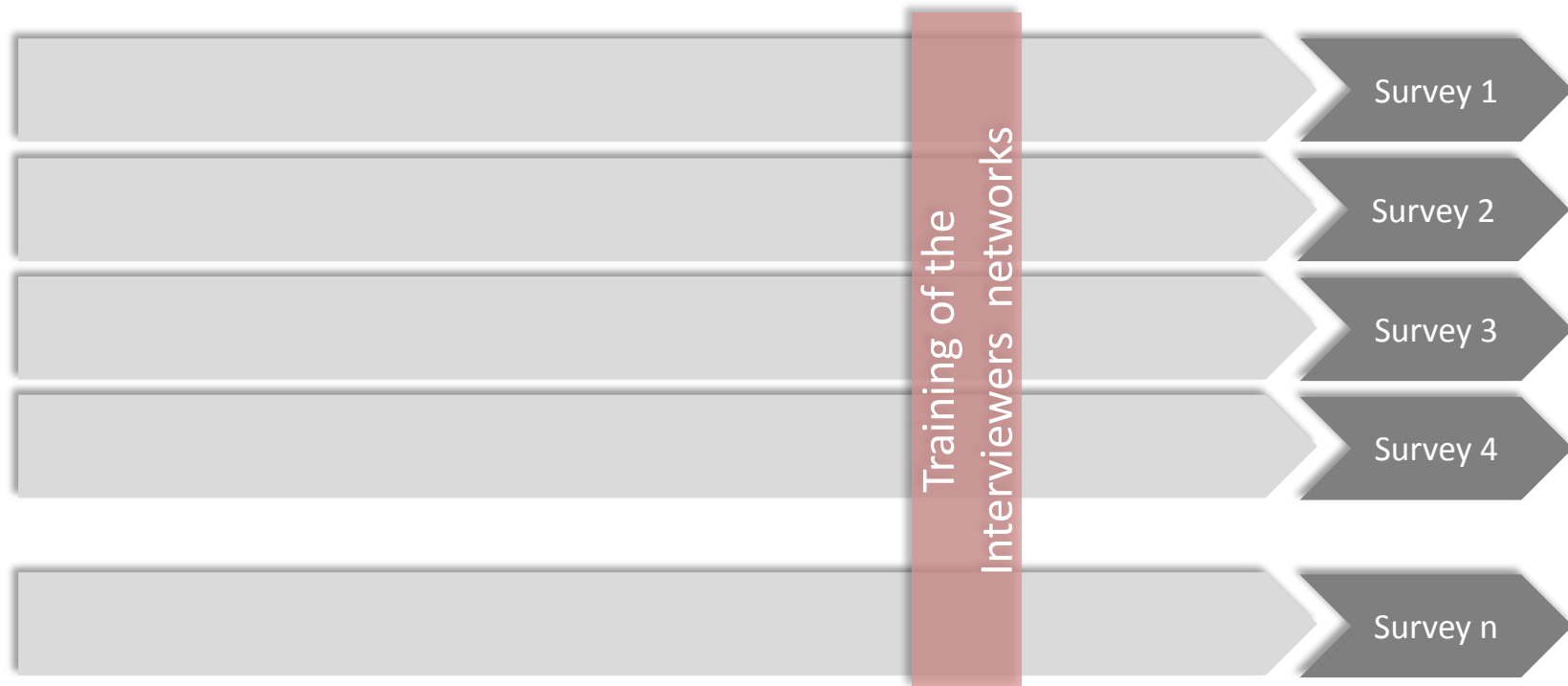
## Next challenges

- ✓ To develop a communication for respondents to send after the end of the survey
- ✓ To develop a specific communication for respondents involved in many surveys
- ✓ To develop new modalities of contacting respondents





# Training of the interviewers networks



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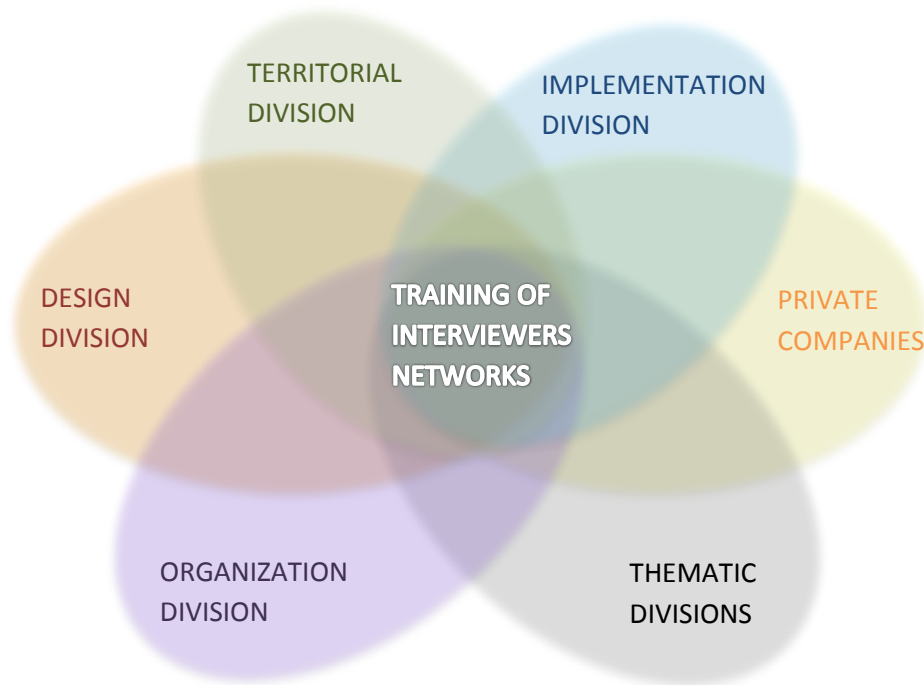
## The centralized approach

A centralized training process, in order to share, generalize, harmonize and simplify training process, makes possible:

1. To share and valorize best practice
2. To promote blended training systems for interviewers network
3. To set up training flexible tools usable in different training contexts



**Stimulate the (Re) qualification of both private and municipal networks through blended learning in a continuous training systems**



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To take into account all the actors involved and the variability in training processes, a procedure has been designed that clarifies roles and timelines in designing, organizing and providing training.

Who

What

When



# What has been done

- Classification tree
- Generalized course structure
- Generalized debriefing structure
- Standardization of training tools
- Territorial alignment in training procedures
- Increasing attention to public survey network
- Involvement of regional offices in designing training tools



## Some results

**46** training processes have been taken over with different level of impact in design:

- ☐ Very high (**4** continuous surveys + **6** permanent census)
- ☐ High (**7** completely re-designed survey)
- ☐ Medium (**4** partially re-designed survey)
- ☐ Low (**24** survey just standardized to be included on the platform)

**4** cross cutting online training modules have been also defined

## Household Budget Survey

<b>Starting training</b>	Centralized Face-to-face About 350 interviewers
<b>Turnover</b>	Decentralized at regional level Blended learning About 50 interviewers in one year (2017 April, 2018 May)
<b>Debriefing</b>	Centralized Face-to-face + online preliminary consultation About 350 interviewers (2017 June and December)

## Conclusions

- ✓ The centralization of data collection is a great opportunity to harmonize, innovate, integrate
- ✓ The integrated processes need procedures and rules clearly defined
- ✓ The benefits derived from harmonization, innovation and integration are perceived both internally and externally





# Thank you!