

Tailoring Communication in Business Surveys

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Abstract

Statistics Portugal makes intensive use of an integrated survey management system that supports a centralized data collection and management organization.

Having such a system, it is possible to create communication actions designed specifically for a segment of actors with similar characteristics, such as roles and behavior of the respondent in the response process, impact of the company in the context of a survey and questions, suggestions, complaints and participants' perceptions and the value of the data provided.

This article illustrates practical aspects of personalized communication actions with business survey respondents.

Several initiatives are presented, both in the pre-field and in the field and post-field, in particular the features available in WebInq, an area dedicated to survey response from the official Portuguese statistics portal. This component takes into account the nature of business surveys, where there is constant and recurring contact with respondents, and these individuals can represent one or more companies and participate in various surveys.

In addition, the post-field stage deserves special attention, both in the voluntary components of continuous measurement of statistical burden (real and perceived), and in the personalized feedback information service for information providers.

Keywords

Official statistics production; respondent communication; business surveys; process integration; data collection.