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modernstats
by HLG - MOS

Workshop on Statistical Data Collection 2019
14-16 October 2019, Geneva



INSTITUTO NACIONAL DE ESTATÍSTICA
STATISTICS PORTUGAL

Tailoring Communication in Business Surveys

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Integrated Survey Management System

- Integrated Survey Management System (called SIGINQ).
- First covered the business surveys, and followed by the agriculture and household surveys.



Multi Survey and Multi Views



Multi View integration:

- Surveys variables
- Registers
- Metadata
- Paradata

Multi Survey integration:

- Survey code
- Iteration ID
- Unit ID
- Variable ID
- Variable Value
- Value Version ID
- Data Collection Mode

Simplified Business Information (IES)

In 2006: a mandatory national initiative for all companies to allow financial reporting to various public organizations



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- Public agencies
- Legal Obligations for all Businesses



- Accounting, tax and statistical domains;
- Annual obligation through the corporate tax system via **SAF-T**

Just Once

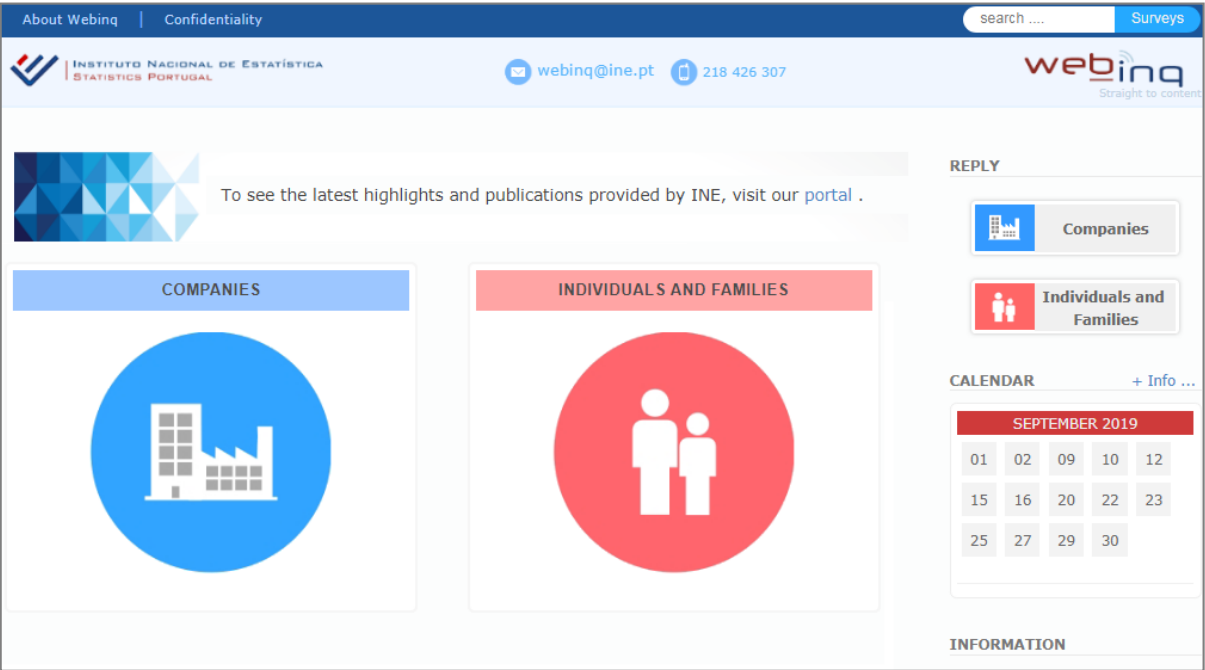
Statistics Portugal's Automated Data Transmission

- Businesses may also use Automated Data Transmission (TAD).
- Upload of **XML files**, or a dedicated Web service.
- XML envelope, with variables from **one or more companies and surveys**, avoiding e-questionnaires.
- Currently available for 14 business surveys.



WebInq as a data provider communication channel

webinq.ine.pt





Multiple Associations


WebInq: Public and Subscriber Area

Public Area

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webinq@ine.pt  218 426 307

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INTRASTAT - ARRIVAL FLOW

[COMMON QUESTIONS](#) | [CONTACTS](#)

PRESENTATION

INTRA-CH - INTRASTAT - Arrival Flow is intended to collect information on goods transactions between EU Member States (arrivals), during the reference month, by product category (NC8), by country and by region.

The need for collection stems fundamentally from its importance for National Accounts and Balance of Payments, as well as for the definition of economic policies and for the preparation of market studies by national companies and entities.

The survey is conducted with natural and legal persons subject to VAT, whose annual traded amounts are above the assimilation thresholds, fixed annually by flow.

The answer is confidential and mandatory, pursuant to article 4 of [Law No. 22/2008](#) of May 13 (SEN Law) and paragraph 5 of article 4 of [Decree Law No. 136/2012](#) of July 2 ([Law of SEN](#)). [INE](#)).

CALENDAR


EXPECTED AND CONFIRMED OCCURRENCES NO. OF RECORDS: 3


Inquiry	Occurrence	Reply Start	Response Deadline / End of Response	Collection Mode	state
INTRA-CH	2019 - Sep	01-09-2019	10-15-2019	Webinq	Confirmed
INTRA-CH	2019 - Oct	01-10-2019	11-15-2019	Webinq	Foreseen
INTRA-CH	2019 - Nov	01-11-2019	15-12-2019	Webinq	Foreseen


HOW TO ANSWER

Access to Subscriber Area


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AUTHENTICATION - COMPANIES

[SAFETY](#) | [COMMON QUESTIONS](#) | [ACCESS INSTRUCTIONS](#) | [ACCESS CONDITIONS](#)

INE Authentication

Citizen Card

Code (9 characters)

Password (9-15 characters)
 ☐ Show

[RECOVER CODE OR PASSWORD](#)

New Users - subscribe

Join now and enjoy the benefits of Webinq where you can:

- Respond to INE inquiries;
- Consult your answers;
- Update your company / entity data.

[I want to register](#)

WebInq: Main User and Secondary User

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SEP 19 14:47 LSP000001

WEBINQ@INE.PT

218 426 307

webinq

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01 900000007 - TESTING COMPANY SA (PROD)

NPC / TIN	900000007
Name	TESTING COMPANY SA (PROD)
telephone	218426100
Email	
CAE Rev 3	84113 - Local Government

ReplyDeliveriesSecondary adherentsDependent UnitsChange data

SECONDARY ADHERENT MANAGEMENT

In Webinq, the lead member is automatically able to answer any inquiry from the units to which he is associated. It may, however, delegate this responsibility to other members known as secondary members.

In this option, you can manage secondary members for inquiries associated with your unit.

Survey	Add	SECONDARY USER				
		state	Name	Activation Date	Withdraw	Replace
SURVEY 1		-				
SURVEY 2		By enabling				
SURVEY 3						

USER

Logout

Last login: 9/19/2019 2:22 PM

ABC123456

NAME OF THE USER

user.name@company.com

Change password

Change member data

CONSULT

Reported Units

posts

Return (1)

Common questions

RUN

Enable master key

Enable survey

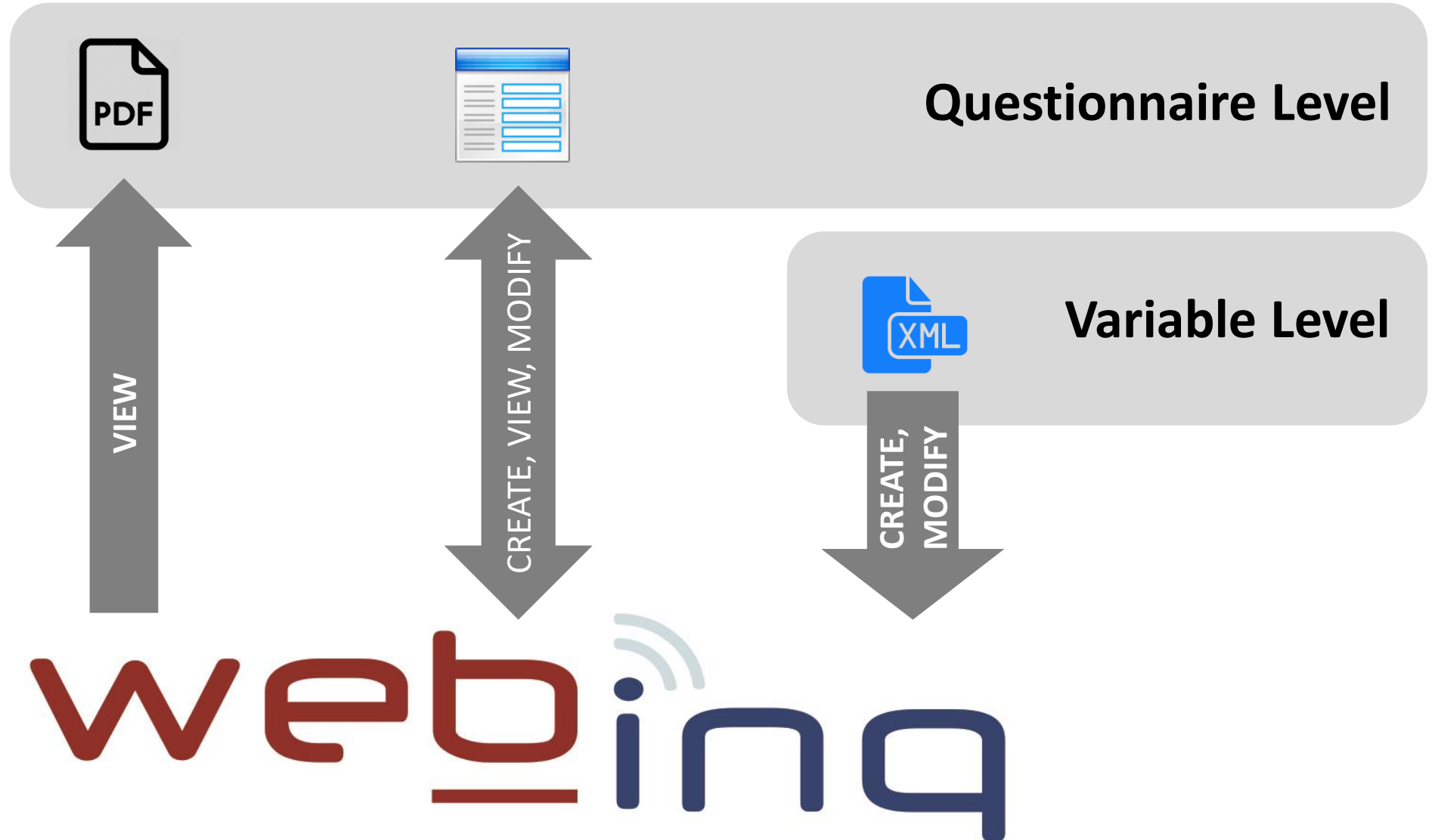
Associate Company

Reply via XML file

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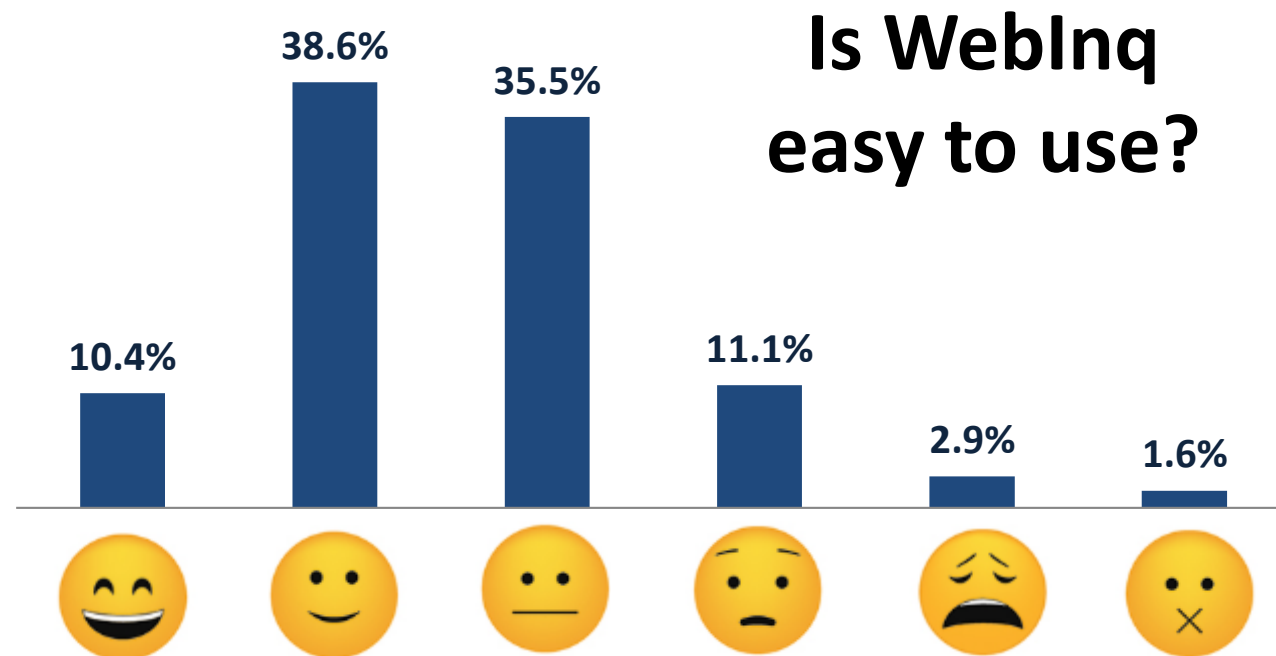
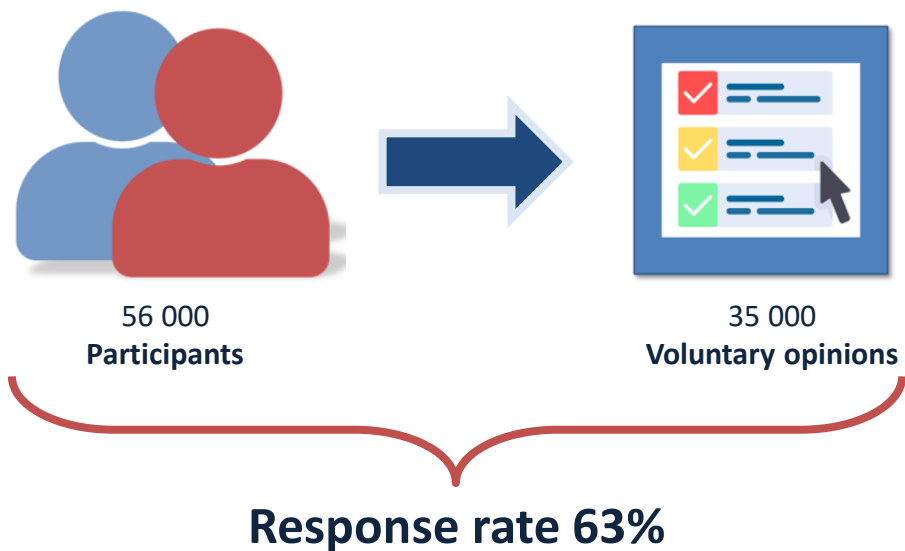
Multiple ways to create, view and modify



WebInq figures

- 83 business surveys;
- 70.000 companies in surveys (2018)
- 870.000 collected questionnaires (2018);
- 160.000 subscribing respondents associated with companies (20% more than one);
- 185 000 active companies (40% total)
 - 1 500 with more than 10 respondents

WebInq: Evaluation voluntary questionnaire – 2018



Integration as a powerful communication tool

- SIGINQ allows to create tailored communication actions designed specifically for a segment of actors with similar characteristics:
 - same roles and behavior of the respondent in the response process;
 - business unit impact in the context of a survey and
 - questions, suggestions, complaints and perceptions and
 - the value of the data provided.

Communication strategy in business surveys

- There are aspects that differentiate companies and it should be taken into account whenever there is an opportunity or need for contact.
- The result is a **tailored strategy**:
 - communication actions adapted to the known context of the companies and the respondents.
- The electronic channel is clearly privileged, but tailored actions are also applied to the telephone contact.

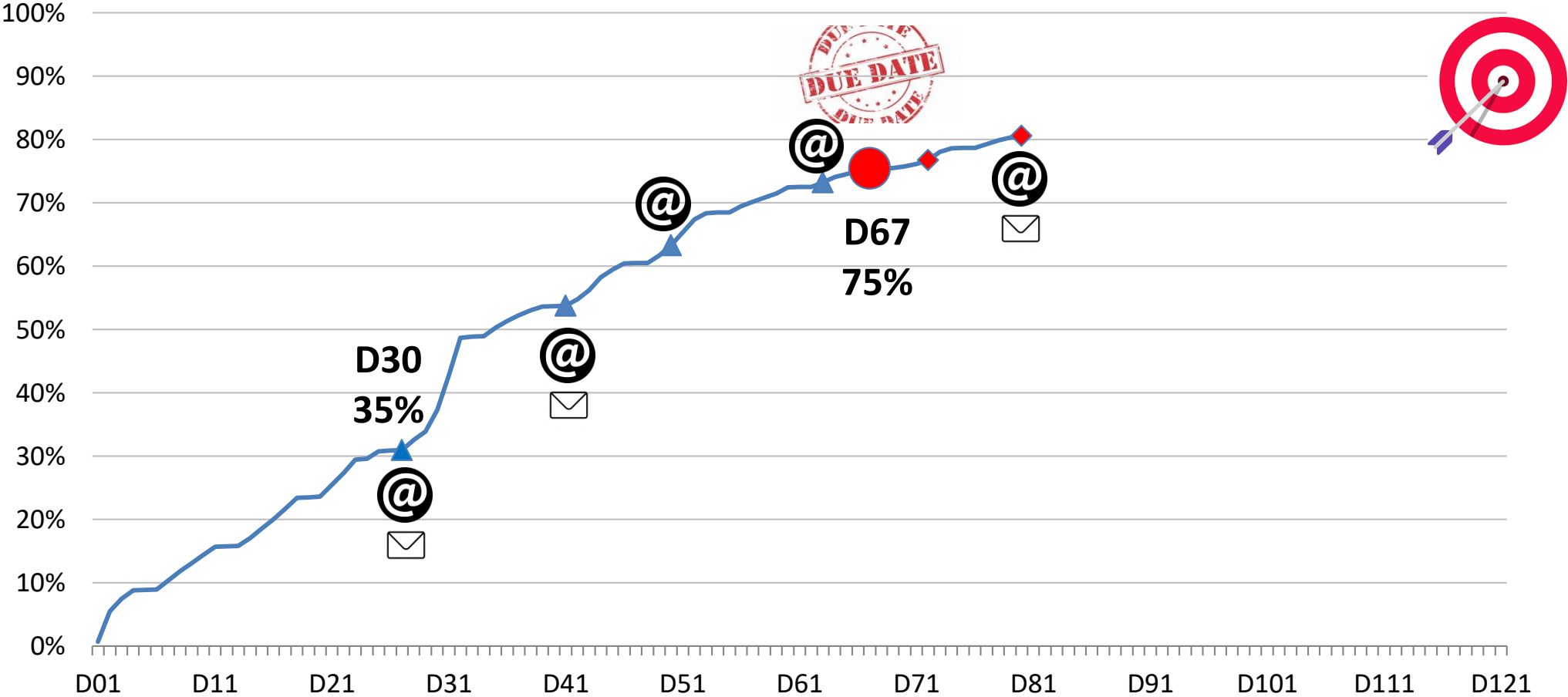
Communication strategy in practice

- **Community Innovation Survey** (started on July 2019)
- Sample: 15.219 companies (85% already WebInq)
- Target response rate 90%

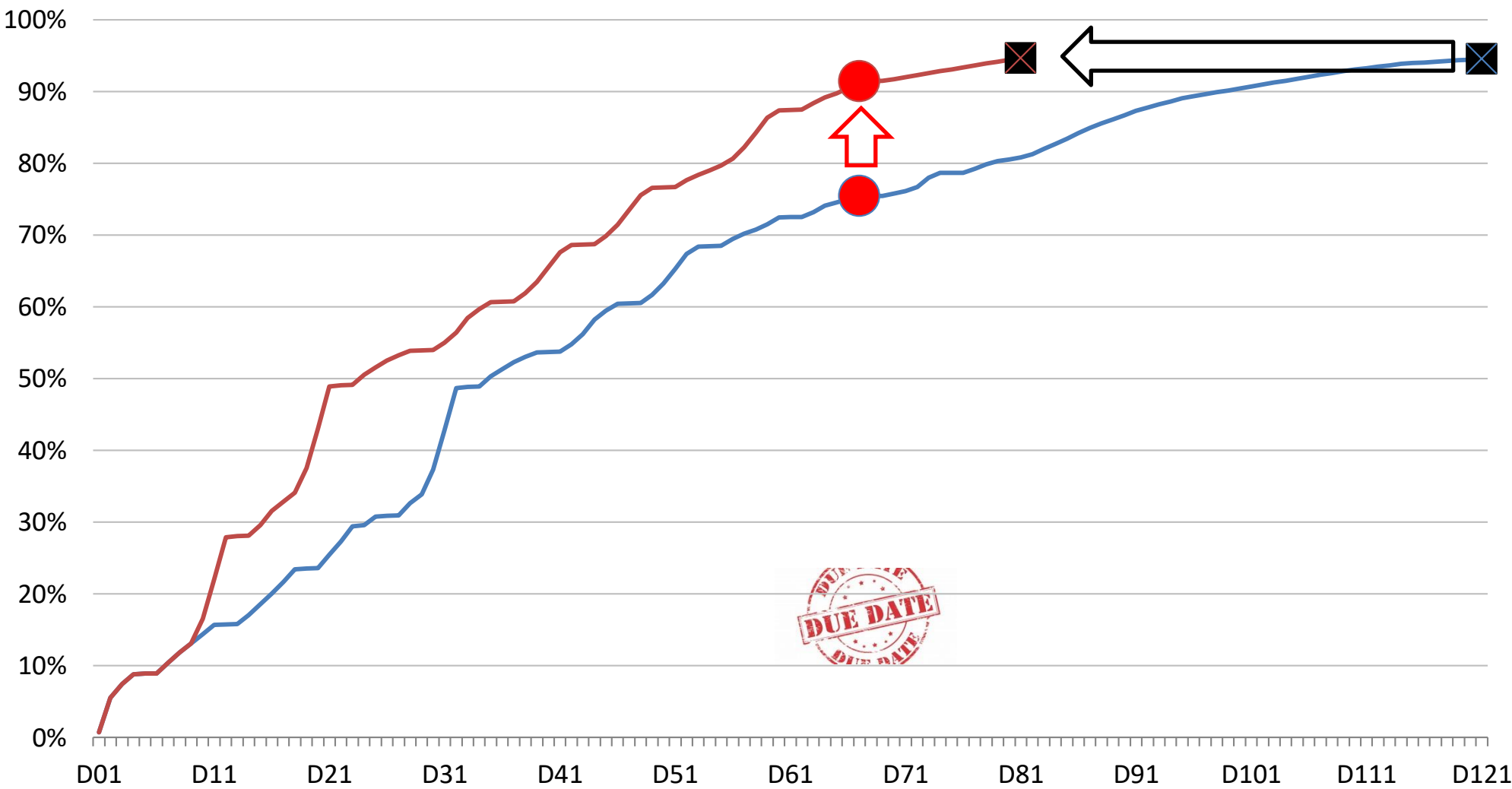
Item	Start	Reminder	Reminder	Reminder	Due Date	Follow-up	Follow-up	End
Day	d	d + 30	d + 40	d + 50	d + 60	d + 70	d + 80	d + 120
Response rate	-	35%	55%	65%	75%	77%	81%	90%
e-mail	85%	86%	83%	100%		85%	85%	
Postal	15%	14%	17%			15%	15%	
Total	100%	62%	41%	26%				

Communication strategy in practice – CIS 2018

Community Innovation Survey 2018
Daily Response Rate evolution

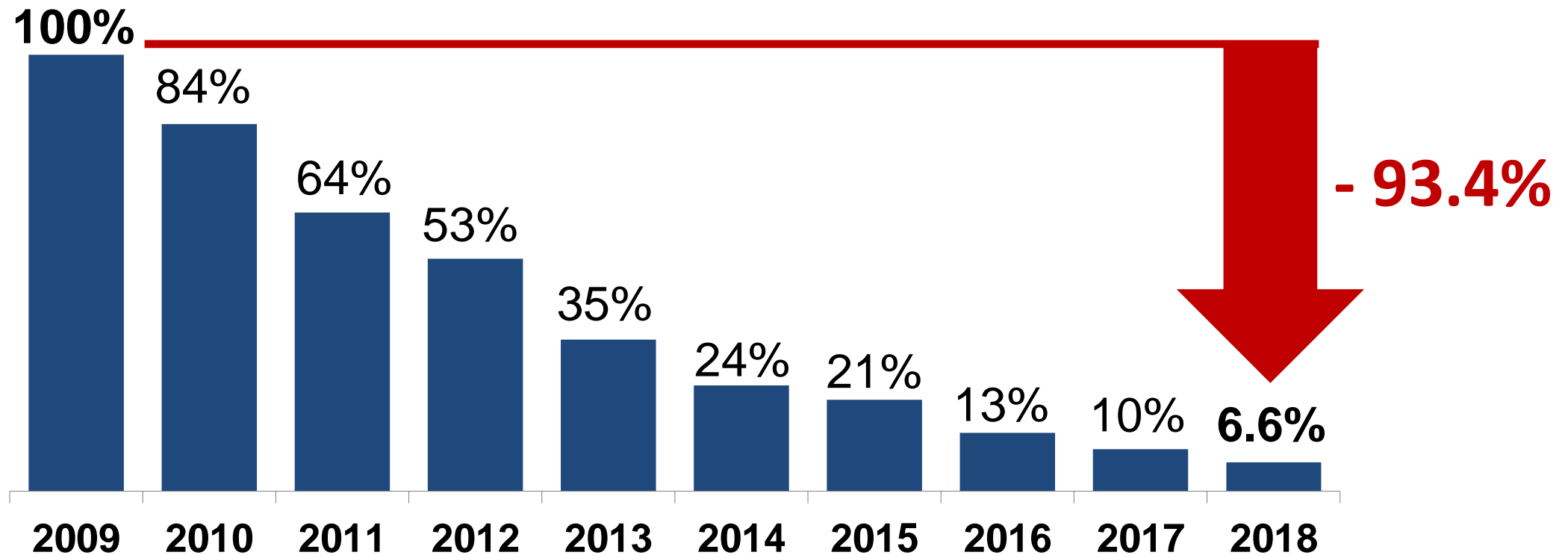


Improving results: Anticipate data analysis



Communication strategy in business surveys

- Result → **93.4% reduction** in **communications costs** in business data collection, between 2009 and 2018.



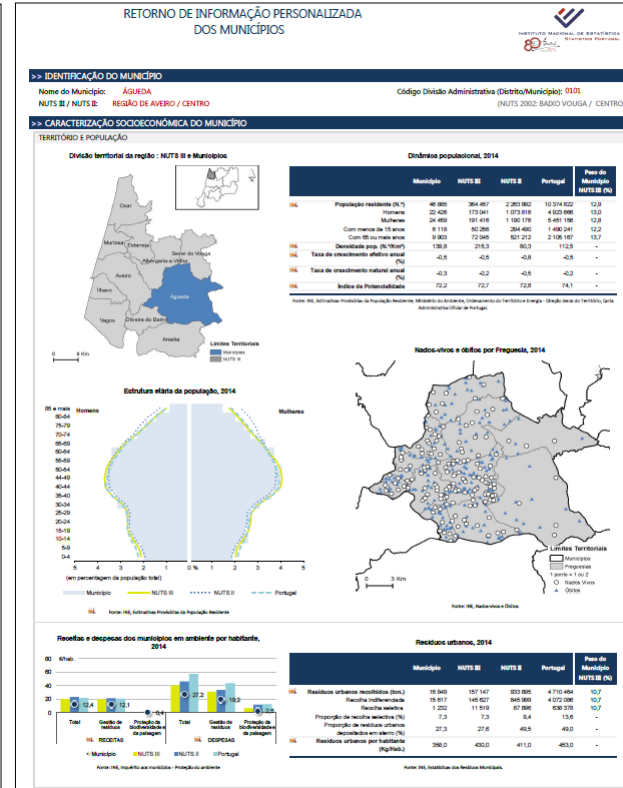
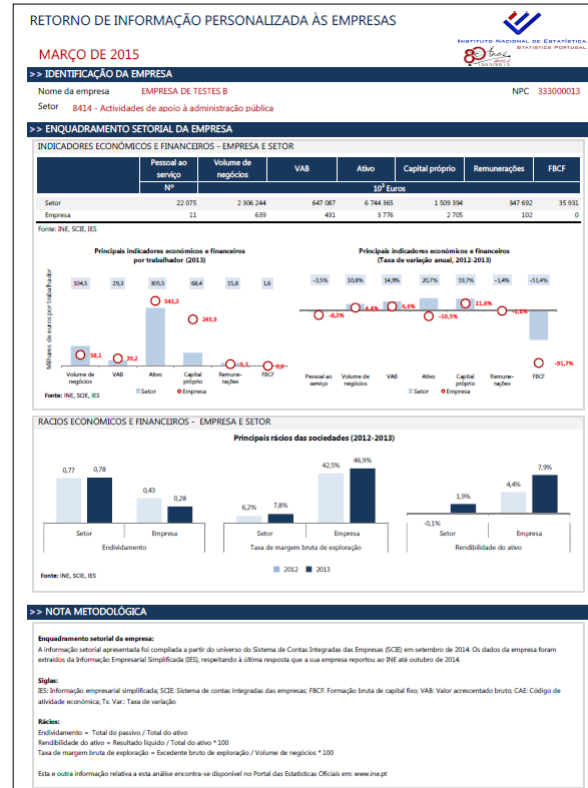
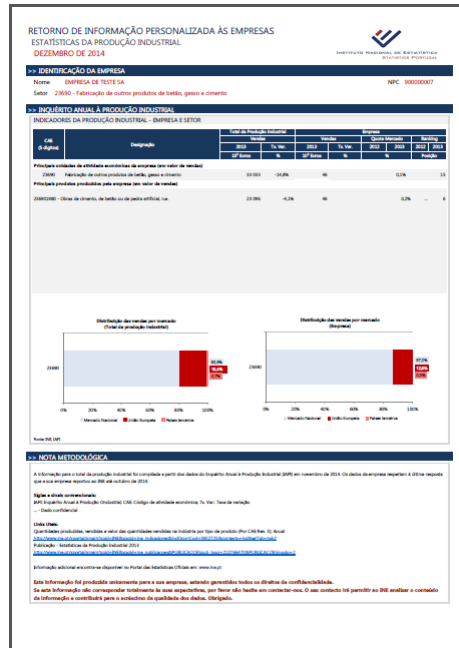
Pre-notification strategies

- Use of pre-notification in some surveys that require a specific profile of respondent (email or telephone);
- To inform that the company will be involved.
- It allows the identification of the most appropriate respondent for certain types of surveys.

Another communication issue: are we relevant?

- Businesses consider statistical information brings **significant benefits to the society**, but they are **more reluctant to admit their own interest on it**.
- **Action →** **Improve feedback to data providers**

Custom Feedback for business respondents



Custom Feedback for business respondents

The screenshot displays the WebInq application interface. At the top, the header includes the Instituto Nacional de Estatística (Statistics Portugal) logo, a date/time stamp (27 MAR 14:34 INE000033), a user email (WEBINQ@INE.PT), a phone number (218 426 307), and the WebInq logo with the tagline 'Direto ao conteúdo'. The main content area is titled 'Customised feedback (restrict access)'. It features two tabs: 'Customised Reports (1)' and 'Macroeconomic Reports (2)'. Under the 'Customised Reports' tab, there is a list of reports for '01 333000013 - Test Company'. The reports are: '2015-03-01 Feedback Report - IES 2013', '2015-01-07 Feedback Report - PRODCOM 2013', and '2014-10-28 Feedback Report - Generic 2014'. On the right sidebar, there is a 'USER' section with an 'EXIT' button and options for 'User Name', 'respondent@company.pt', 'Change password', and 'Change profile'. Below this is a 'VIEW' section with options for 'Statistical Units', 'Messages', 'Feedback Reports (4)', and 'FAQ'.

- This feature is only available to specific WebInq users with appropriate authorization from companies to access this type of confidential information.



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thank you!

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