

# Simple, but effective: Evolving institutional use of email to grow respondent engagement in business surveys

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**Australian Bureau of Statistics**  
Informing Australia's important decisions



# Challenges and solutions

Challenges	Solutions
Sourcing email addresses	Addresses sourced from <ul style="list-style-type: none"><li>• Previous cycles of the same survey, or related surveys</li><li>• When the respondent created their online Survey Account</li><li>• Register of Australian businesses</li></ul>
Development of email correspondence	<ul style="list-style-type: none"><li>• Iterative development between our team and the call centre staff who provide real-time respondent experiences and feedback</li><li>• Usability and cognitive testing of new materials</li></ul>
Scheduling the letter, email, and SMS dispatches	<ul style="list-style-type: none"><li>• Experiments</li><li>• Live implementations</li><li>• Real-time monitoring to adapt call strategies</li></ul>



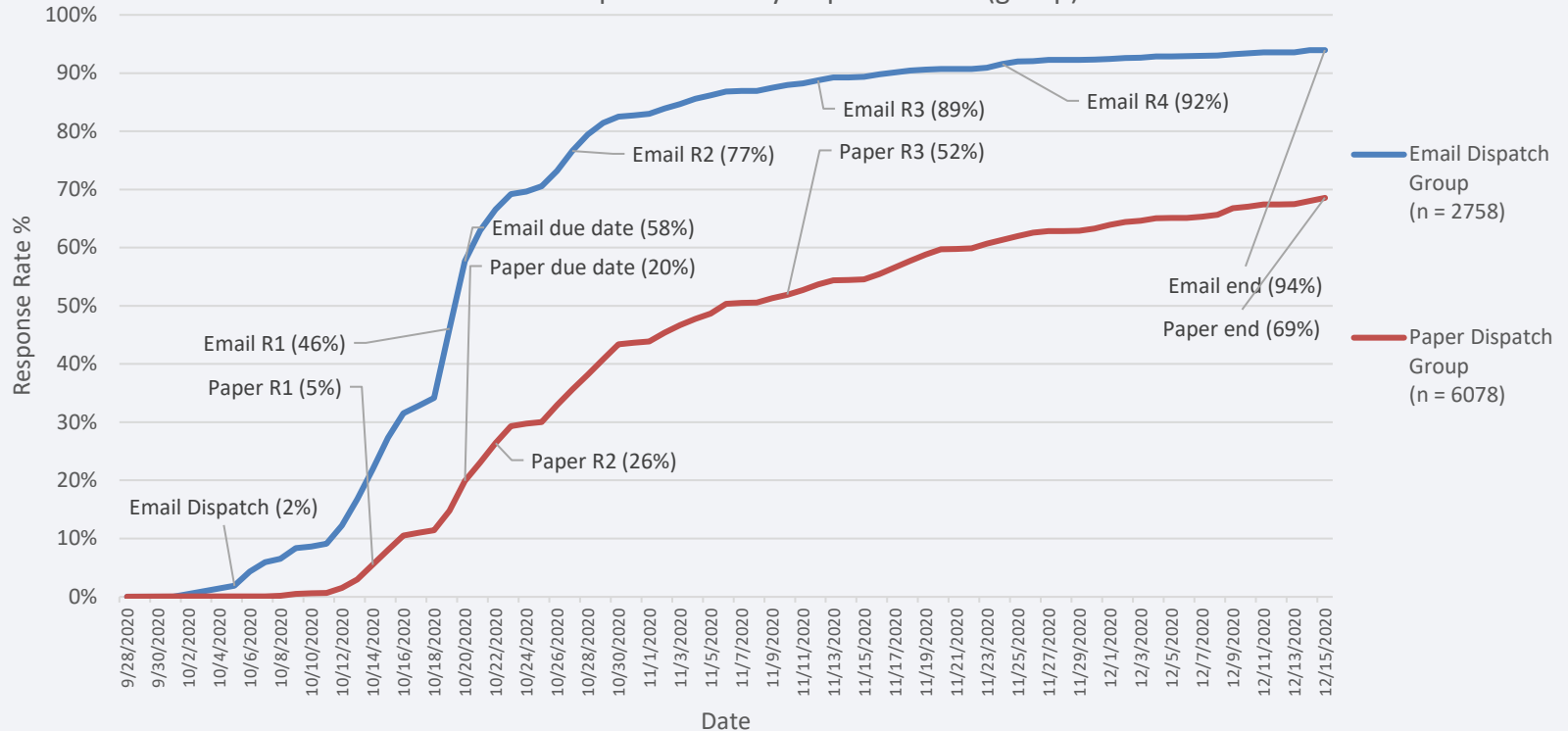
Increased use of emails, including invitations to the survey

- Leveraging the 'email effect'
- Reducing paper reminder letters where appropriate

# Live implementation

## The 'email effect'

Building Activity Collection September 2020  
Web form response rates by dispatch mode (group)





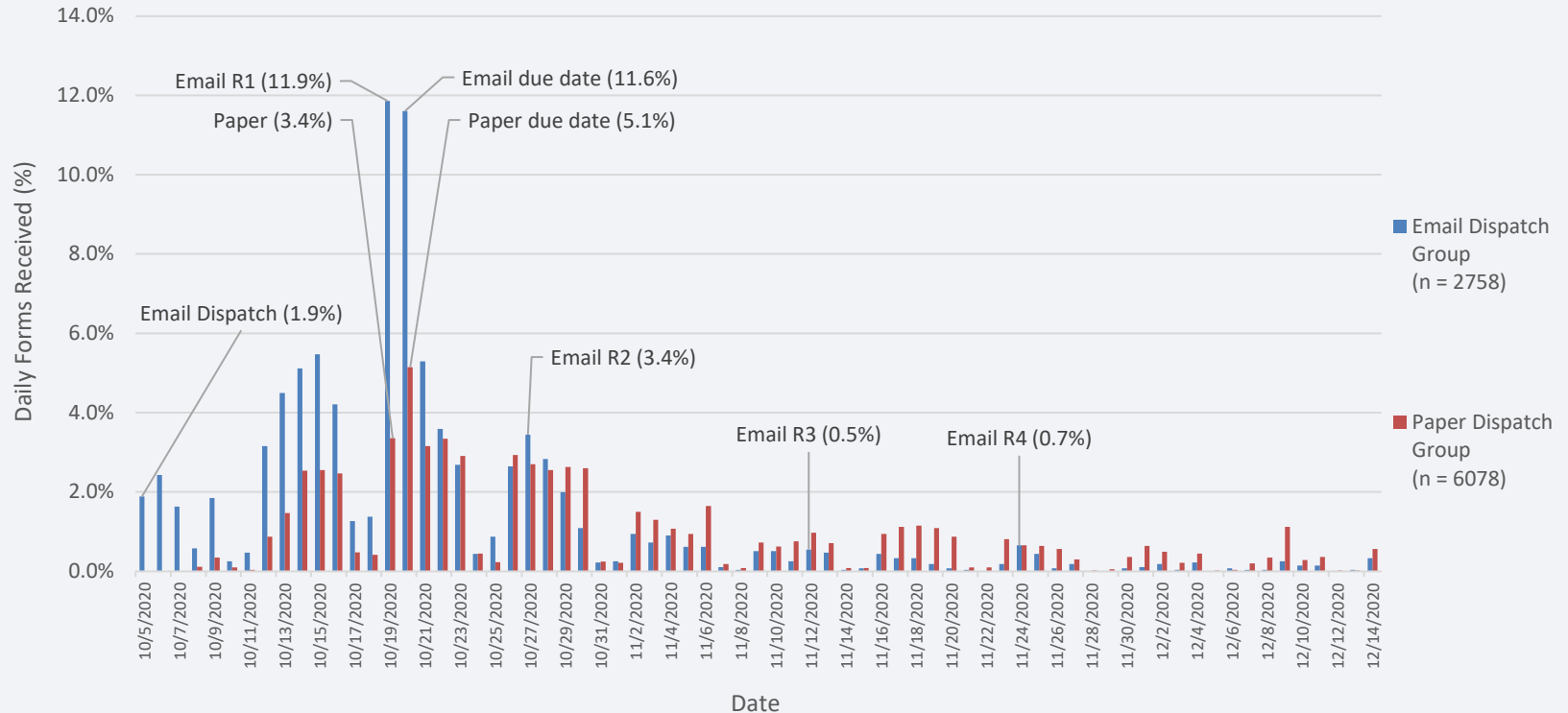
## Timely email reminders

- The just-in-time email reminder has brought in 7-13 percentage points of form submissions on the day before the due date in a range of surveys

# Live implementation

## Just-In-Time Reminder 1 email

Building Activity Collection September 2020  
Daily web forms received by dispatch mode (group)

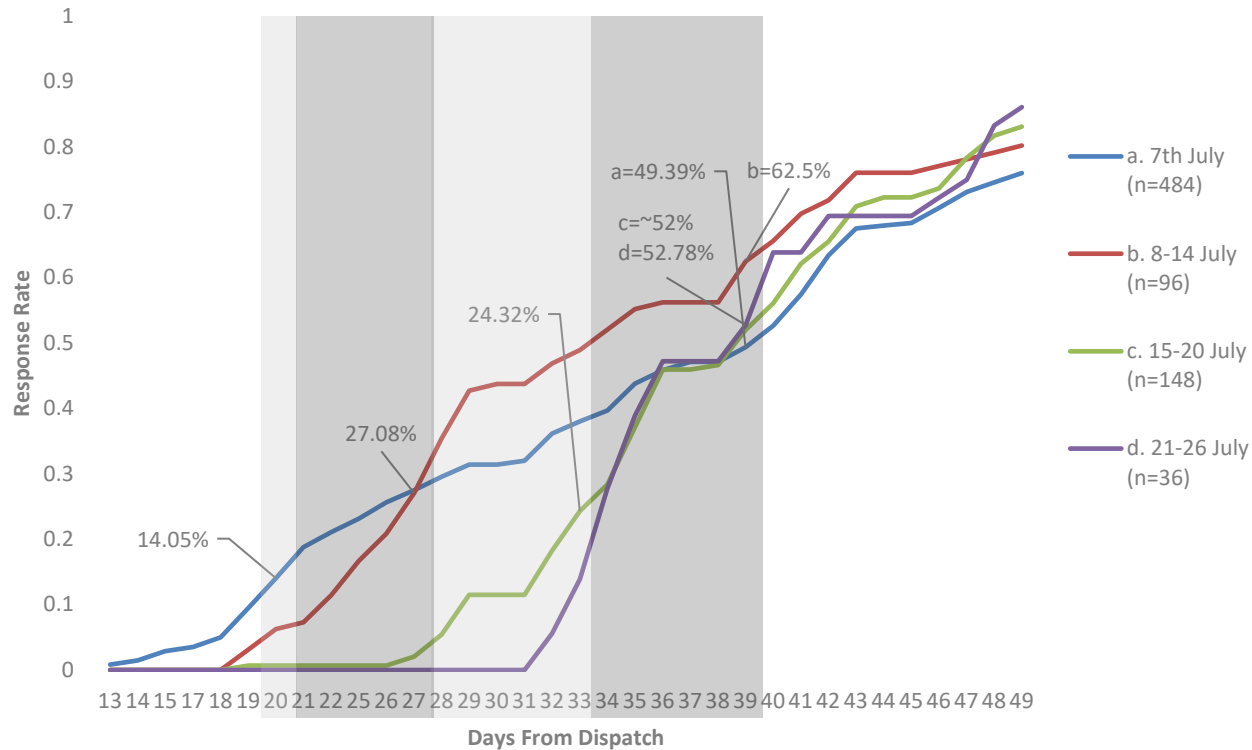




## Improve the success of outbound calls

- Emails help fill gaps in unsuccessful attempted contacts via other modes

Quarterly Business Indicators Survey June 2021  
Very late respondents group - Response rates by respondents' due dates





**Thank you for your time  
Questions?**

**Keep in touch  
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