

11-14 October 2021

Expert Meeting on Dissemination and Communication of Statistics

Improving User engagement thanks to the User relations online desk, the Corporate website and their synergy Istat experience



Outline

- Introduction
- Improving User engagement through the Corporate web site
- The User relations online desk: another channel to improve engagement
- Communication flows between the User relations online desk and the Corporate website
- Conclusions



Introduction

User engagement

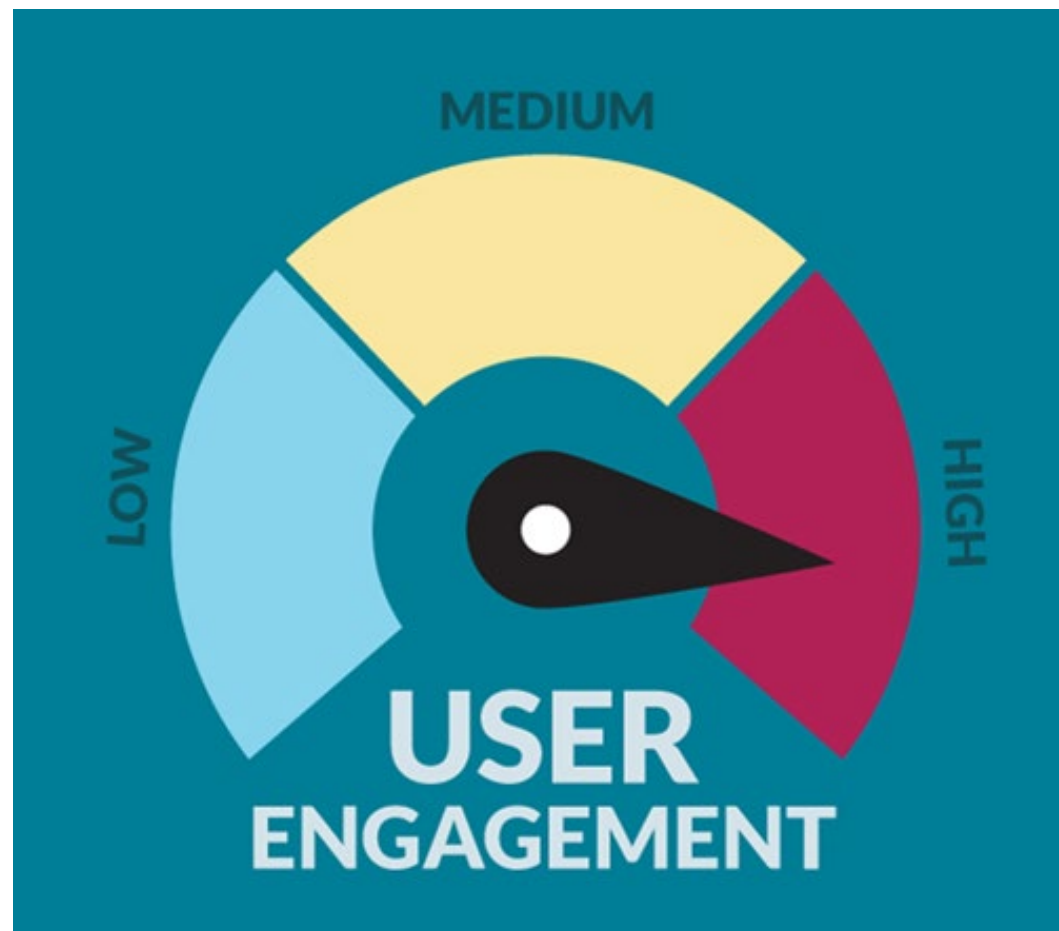
- **Dialogue** with Users
- Active User **listening**



Introduction

Improve User engagement

strong synergy between the corporate website and the user relations online desk



Improving User engagement through corporate Web site

How do we improve dialogue and listening to users through the website?

- Usability test
- Feedback collected from users
- User satisfaction survey
- Web Analytics data

The screenshot displays the Istat website homepage, which is the Italian National Institute of Statistics. The page features a navigation menu with categories such as 'POPOLAZIONE E FAMIGLIE', 'SOCIETÀ E ISTITUZIONI', 'ISTRUZIONE E LAVORO', 'ECONOMIA', 'AMBIENTE E TERRITORIO', 'CERCA NEL SITO', 'Statistiche A-Z', and 'Glossario'. A prominent article titled '#IstatperilPaese durante l'emergenza sanitaria' is featured, discussing the impact of the health emergency on statistical production. Other sections include 'PIÙ VISITATI' (Most Visited), 'IN EVIDENZA' (In Evidence), and 'OBIETTIVI DI SVILUPPO SOSTENIBILE (SDGS)' (Sustainable Development Goals). The page also contains several data visualizations, such as a line chart for 'PIL PRO CAPITE' (GDP per capita) showing a significant increase in 2020, and a bar chart for 'POPOLAZIONE RESIDENTE' (Resident Population) at 59,258 million in January 2021. The footer provides contact information and links to various services and documents.

Improving User engagement through corporate web site

Usability tests

- **Moderate** remote usability tests with **10 users** (max 60 min per session)
- **Unmoderated** remote usability tests with **40 users** (max 20 min per session)
- **Remote user interviews**, to deepen the context of use with **18 users** (max 60 min per session)



Improving User engagement through corporate web site

Changes on www.istat.it to meet the Users' needs



“The **Visualization label** is not very predictive of the information contained in this area”

All users said they would not have expected to find here graphics, infographics, cartographic representations



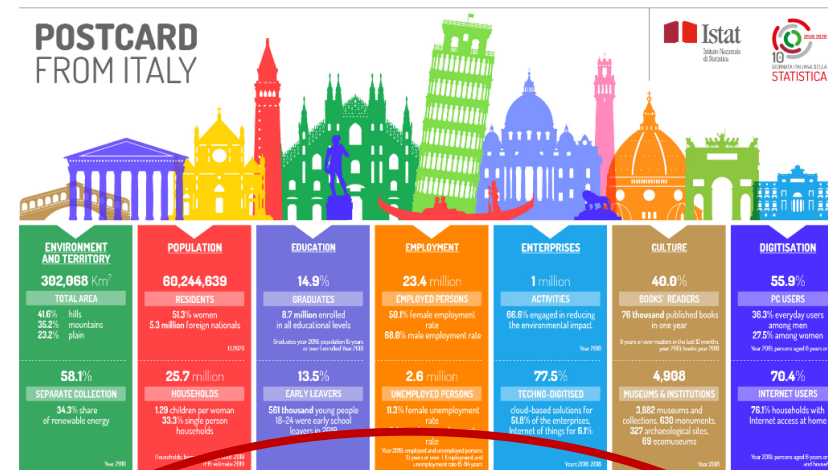
Improving User engagement through corporate Web site

Changes on www.istat.it to meet the Users' needs

Infographics

Some Users reported they would like more information on Istat data **copyright**

INFOGRAPHICS POSTCARD FROM ITALY



Click the image to download pdf

> Event: [Tenth Italian day of statistics](#)

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Improving user engagement through corporate Web site

Changes on www.istat.it to meet the users' needs

ATTACHMENTS

FULL TEXT AND METHODOLOGICAL NOTE

(pdf 887 kb)

TABLES

(xlsx 124 kb)

METHODOLOGICAL NOTE

(pdf 93 kb)

GLOSSARY

(pdf 89 kb)

Label

for Users it was not always clear from the label what content to expect

DOWNLOAD

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Improving user engagement through corporate Web site

Feedback collected from users

Since May 2012 a comment box on each page of the web site dedicate to Users' feedback

In 2014 the sentence "to contact the site editor, please write to comunica@istat.it was added to the form

"I point out that on page 7 - figure 5 (Italy: male (M) and female (F) deaths by age in the years 1918-1920) there are some typos in the legend"

Ti è stato utile questo documento?

Sì No

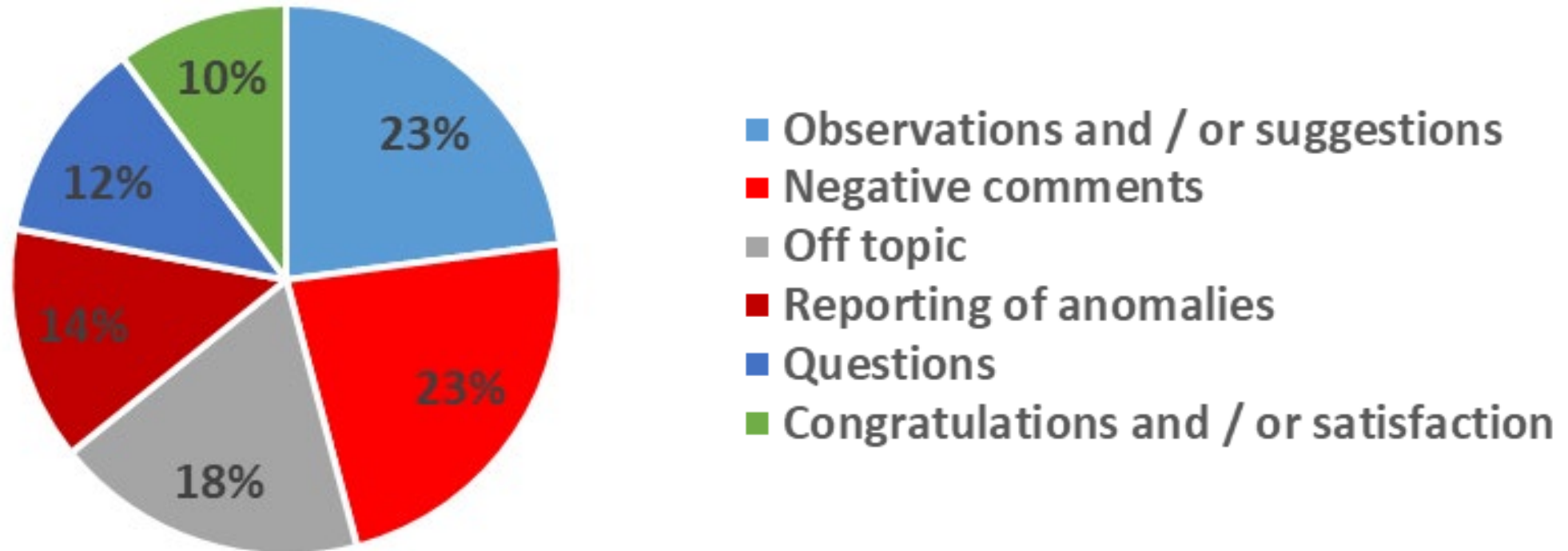
Per informazioni scrivi a comunica@istat.it

Qui puoi lasciare un commento:

Invia

Improving User engagement through corporate Web site

Feedback collected from users by type of comment, Year 2020



The User relations online desk: a channel to improve engagement

An online desk Users' addressed

A service currently managed through a dedicated mailbox for **immediate reply**:
comunica@istat.it

To improve citizens' engagement



The User relations online desk: a channel to improve engagement

How performing it?

A first and immediate reply to inform Users that the dedicated office has taken charge of theirs requests

Thematic questions → supplying complete answers & always refer users to the site

Warnings of technical malfunctions

or misprints on the site →

sending the link to the web page once it is corrected



The User relations online desk: a channel to improve engagement

- Users have to feel properly cared for and answers have always to reach them quickly, with:
 - a plain language consistent with an institutional and functional communication style
 - continuous reference to the corporate website
- Key words:
 - **Information, accessibility, transparency, participation**



The User relations online desk: a channel to improve engagement

Among the most frequent requests processed by comunica@istat.it:

Information about on going surveys

Nominations for entering as employees in Istat

The screenshot shows the Istat website header with the logo and navigation menu: POPULATION & HOUSEHOLDS, INSTITUTIONS & SOCIETY, EDUCATION & LABOUR, ECONOMY, ENVIRONMENT & TERRITORY, and SEARCH IN WEBSITE. Below the header, the breadcrumb trail reads: HOME > INFORMATION AND SERVICES > RESPONDENTS. The main heading is 'FOR RESPONDENTS'. A sidebar on the left contains icons for a speaker and a back arrow, and a list of menu items: ANALYSIS AND PRODUCTS, METHODS AND TOOLS, INFORMATION AND SERVICES, and USERS. The main content area includes the text: 'In order to assist respondents, Istat makes all information about surveys available online: questionnaires, survey forms, memoranda and other documents on how to fill in and return the questionnaires.' Below this is a link: 'List of surveys: questionnaires and information'. A second paragraph states: 'Depending on the phenomenon to be surveyed, the Institute may send the questionnaire by post, conduct telephone or direct interviews, make use of the administrative archives, when these are available, in order to reduce the statistical burden placed on respondents.'

The screenshot shows the Istat website header with the logo and navigation menu: POPULATION & HOUSEHOLDS, INSTITUTIONS & SOCIETY, EDUCATION & LABOUR, ECONOMY, ENVIRONMENT & TERRITORY, and SEARCH IN WEBSITE. Below the header, the breadcrumb trail reads: HOME > JOB OPPORTUNITIES. The main heading is 'JOB OPPORTUNITIES'. A sidebar on the left contains icons for a speaker and a back arrow. The main content area includes the text: 'The main means of staff recruitment used by Istat involves selection procedures, in accordance with the constitutional principle that requires open, public recruitment competitions to be held in order to select candidates for public administration positions (Article 97 of the Constitution) and with Article 35 of Legislative Decree no. 165/01 ("General rules concerning employment in public administration").' Below this is a paragraph: 'In addition, selection may take place without recourse to open recruitment competitions, through employment of registered candidates for positions and profiles for which the sole requirement is that candidates have completed their compulsory education and candidates belonging to protected categories as provided for by Law no. 68/99, as well as invitations to application by victims of terrorism and organised crime.' A third paragraph states: 'Recruitment procedures are published in the Official Gazette and on this website.' A fourth paragraph states: 'The Institute's staff is organised in three areas: research, technological, and administrative. Each area includes several professional profiles, divided into nine salary levels: the highest level is the first, while subsequent levels constitute lower scales on the pyramid.' The final paragraph states: 'Full texts of Istat's competitions and selections are only available in Italian.'

The User relations online desk: a channel to improve engagement

Among the most frequent requests processed by comunica@istat.it:

- Applications for authorizations to link at our website or to use our data for other releases
- Reports of technical malfunctions and help desk demand

Over **200** direct emails between the website editorial staff and the citizens' desk only in the first half of 2021

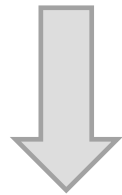


The User relations online desk: a channel to improve engagement

Two macro-areas of activity:

- the information and service area
- the listening and checking area

- Improved products & services



- Increased Users' brand loyalty



Communication flows between the User relations online desk and the corporate website

A practical example



#IstatperilPaese

Information on the health emergency and the recovery during the pandemic

- Deluge of requests via @comunica on pandemic and deaths since early March 2020
- Answers always referring to the dedicated section of the Corporate website
- **FAQs** originated from the email experience

Communication flows between the User relations online desk and the corporate website

Another recent practical example of this successful cooperation regards the latest **Census of Agriculture: WHY?**



Communication flows between the User relations online desk and the corporate website

- Respondents involved through the informative note
- Related site not yet completed
- Dedicated toll-free number often busy

They contacted us via comunica@istat.it

FAQs originated from the email experience

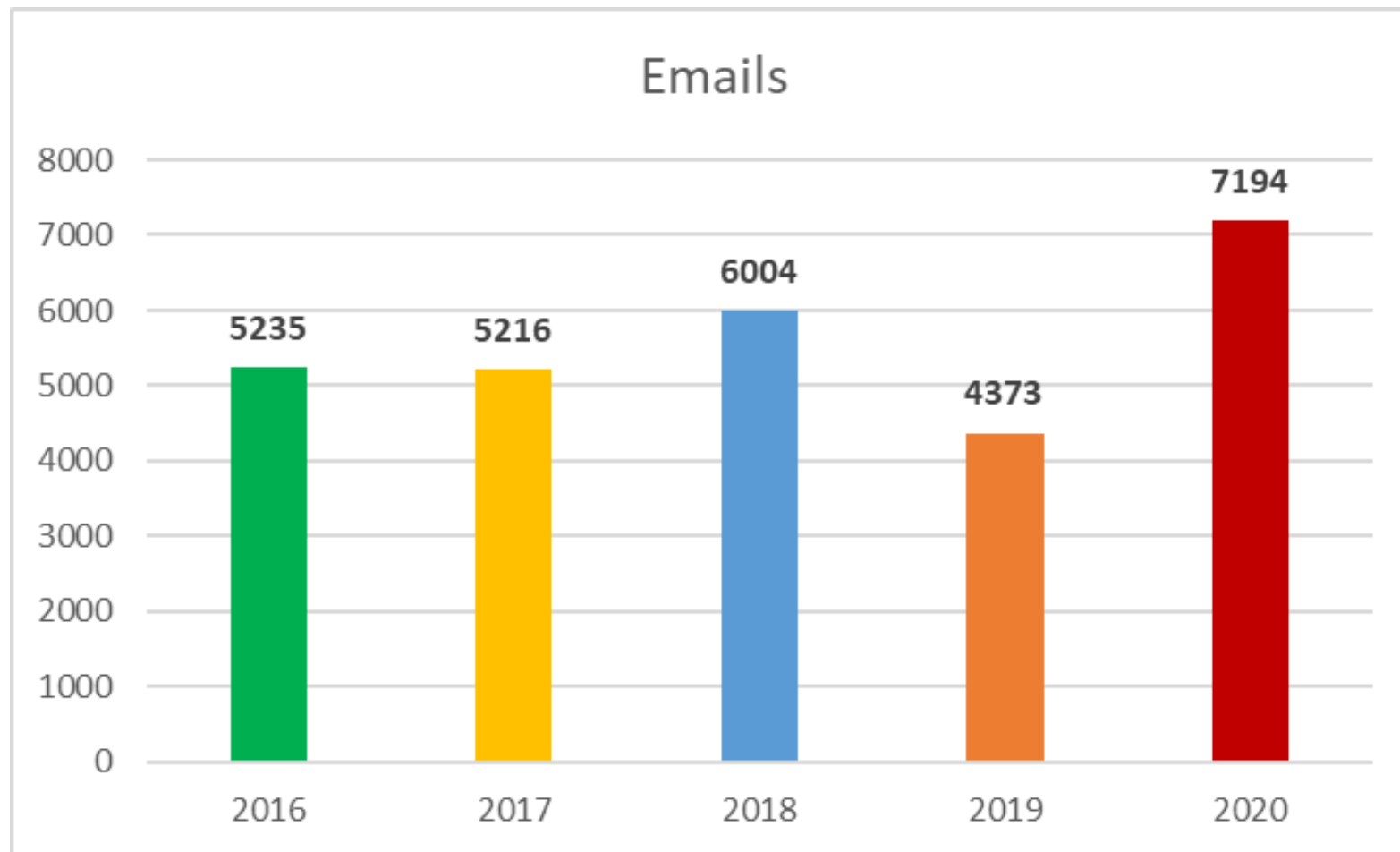


Some numbers

Emails peak 2018:
first permanent population census

Emails peak 2020:
Covid-19 pandemic*

* about 1700 related to the pandemic



Conclusions

As a result:

- improved credibility of Istat image and reputation among its public, in full compliance with our *Mission* and *Vision*
- new projects launched such as the design of a new website (to be realized within 2021) and the migration of the online support desk to a CRM platform (Customer Relations Management), already in progress

Conclusions

A successful synergy

*Increased satisfaction from our external Users,
as we see from the growing number of emails
of thanks and appreciations we receive and
the access data to our site*

Users at the center, always



Thanks for your attention!

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