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
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. Some suggested the following changes on www.istat.it to meet their needs:

- More detailed data on Italian economic indicators
- Clearer explanations of statistical methods used
- Interactive charts and graphs for better understanding

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

Label

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

ATTACHMENTS

FULL TEXT AND METHODOLOGICAL NOTE  
(pdf 887 kb)

TABLES  
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Feedback collected from users

Since May 2012 a comment box on each page of the website dedicated 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.”
Improving User engagement through corporate Web site

Feedback collected from users by type of comment, Year 2020

- Observations and / or suggestions: 23%
- Negative comments: 18%
- Off topic: 14%
- Reporting of anomalies: 12%
- Questions: 10%
- Congratulations and / or satisfaction: 23%
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**
Among the most frequent requests processed by comunica@istat.it:

Information about ongoing surveys

Nominations for entering as employees in Istat
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
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
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
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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