Respondent care and communication strategies

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Statistical Data Collection, 'Rethinking Data Collection,' 12 June-14 June 2023
Facts on Data Collection in CSB (2022)

- **Number of data collectors directly involved in data collection:** 93
- **The maximum number of questionnaires for one respondent:** 23
- **Respondents who have to submit only one questionnaire:** 43%
- **The average number of questionnaires for one respondent:** 3
- **Scope of Business enterprises:**
  - Respondents: 21%
  - Other economically active enterprises: 79%
- **Average response rate, % (monthly trade surveys):**
  - Jan: 80%
  - Feb: 85%
  - Mar: 90%
  - Apr: 95%
  - May: 100%
- **Average response rate, % (quarterly labor costs survey):**
  - Q1: 93%
  - Q2: 94%
  - Q3: 95%
  - Q4: 96%
- **Average response rate, % (annual surveys):**
  - E-commerce: 100%
  - Tourism: 98%
  - SES: 97%
  - PRODCOM: 96%
  - Environment: 95%
  - R&D: 94%
  - Energy: 93%
Communication Strategy
Ways for Successful Respondent Care

**Save time**
- Information should be up to date, easy to find, clear and understandable

**Communicate**
- Support Center;
- Dedicated data collectors (consultants);
- Respondent Satisfaction Survey;
- Information and reminder letters

**Technology**
- Electronic data collection system;
- XML format;
- Intrastat Help desk;
- Instructions

**Training**
- Trainings and practical classes for data collectors
Respondents’ Satisfaction with the level of Communication, Culture and Professionalism of data collectors (%)

Improvements following suggestions:
- Improved terminology,
- Introduced automatic calculation,
- Improved validation rules,
- Increase use administrative data sources.

Appreciative comments:
- Good work ethic,
- Excellent support,
- Great communication,
- Listen to respondent needs.

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<th>Year</th>
<th>Strongly agree</th>
<th>Agree</th>
<th>Disagree</th>
<th>Strongly Disagree</th>
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Special Communication Activities with Respondents

Central Statistical Bureau of Latvia award to respondents for excellent cooperation in providing quality statistics

The initiative "A civil servant shadows an entrepreneur"

«Advice First" initiative 2018-2020
CSB awarded as "Entrepreneurs' choice" 2018, 2020
Information and Tools to Support Respondents

- CSB website
- Electronic data collection system
- My survey – information about survey, deadline and dedicated consultant
- My company – current information of SBR
- Intrastat
- Classifications
- CSB Staff Contact Information
- Data Protection and Confidentiality
- Questionnaire catalog and their description
- Frequently asked questions (FAQ)
Trainings Specially Designed for Data Collectors

Communication skills
Practical classes

Knowledge about surveys

Stress management

Efficient customer service courses and workshop within "Consult first"
Results and Next Steps

Feedback from the respondents

- Daily communication with the respondent
- Regular satisfaction survey
- Preventive information – informative and reminder letters

Participation in various projects and events to be closer to the businesses

- «Clerk shadowing an entrepreneur»
- Conversation festival «LAMPA»
- «Simulation game President»

Increase the use of administrative data sources

Continue improving employee skills and competence
Thank you for your attention

Any questions?