



Central Statistical
Bureau of Latvia

Respondent care and communication strategies

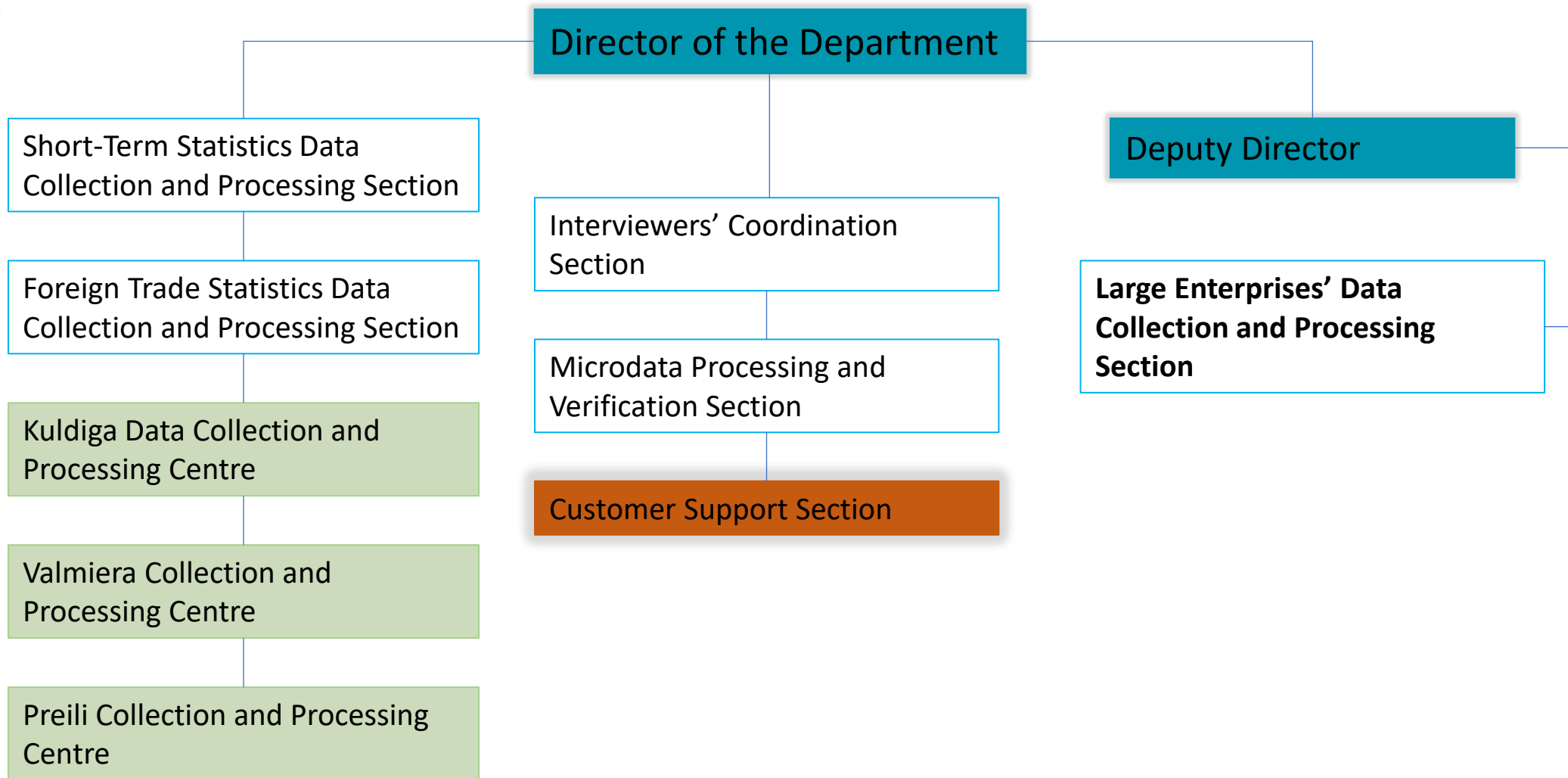
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Statistical Data Collection, 'Rethinking Data Collection,' 12 June-14 June 2023



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Statistical Data Collection and Processing Department Hierarchy





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Facts on Data Collection in CSB (2022)

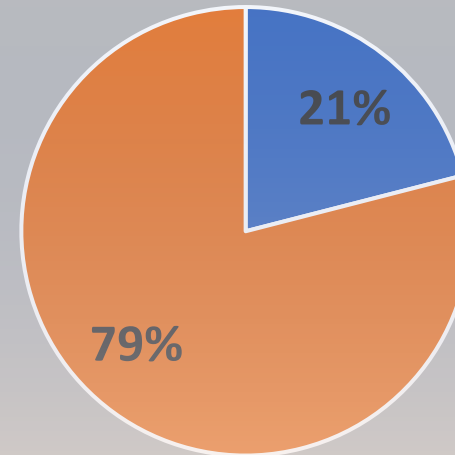
Number of data collectors directly
involve in data collection

93

The average number of
questionnaires for one
respondent

3

Scope of Business enterprises



■ Respondents
■ Other economically active enterprises



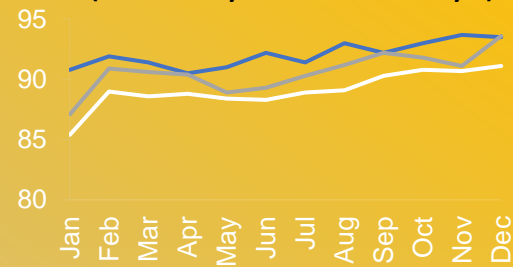
23

The maximum number of questionnaires for one respondent

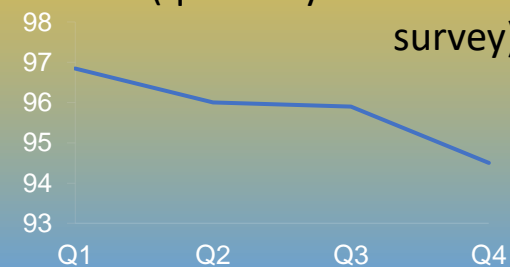
**Respondents who have to
submit only one questionnaire**

43%

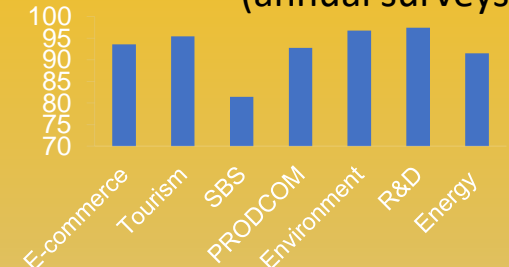
Average response rate, %
(monthly trade surveys)



Average response rate, %
(quarterly labor costs survey)



Average response rate, %
(annual surveys)





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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



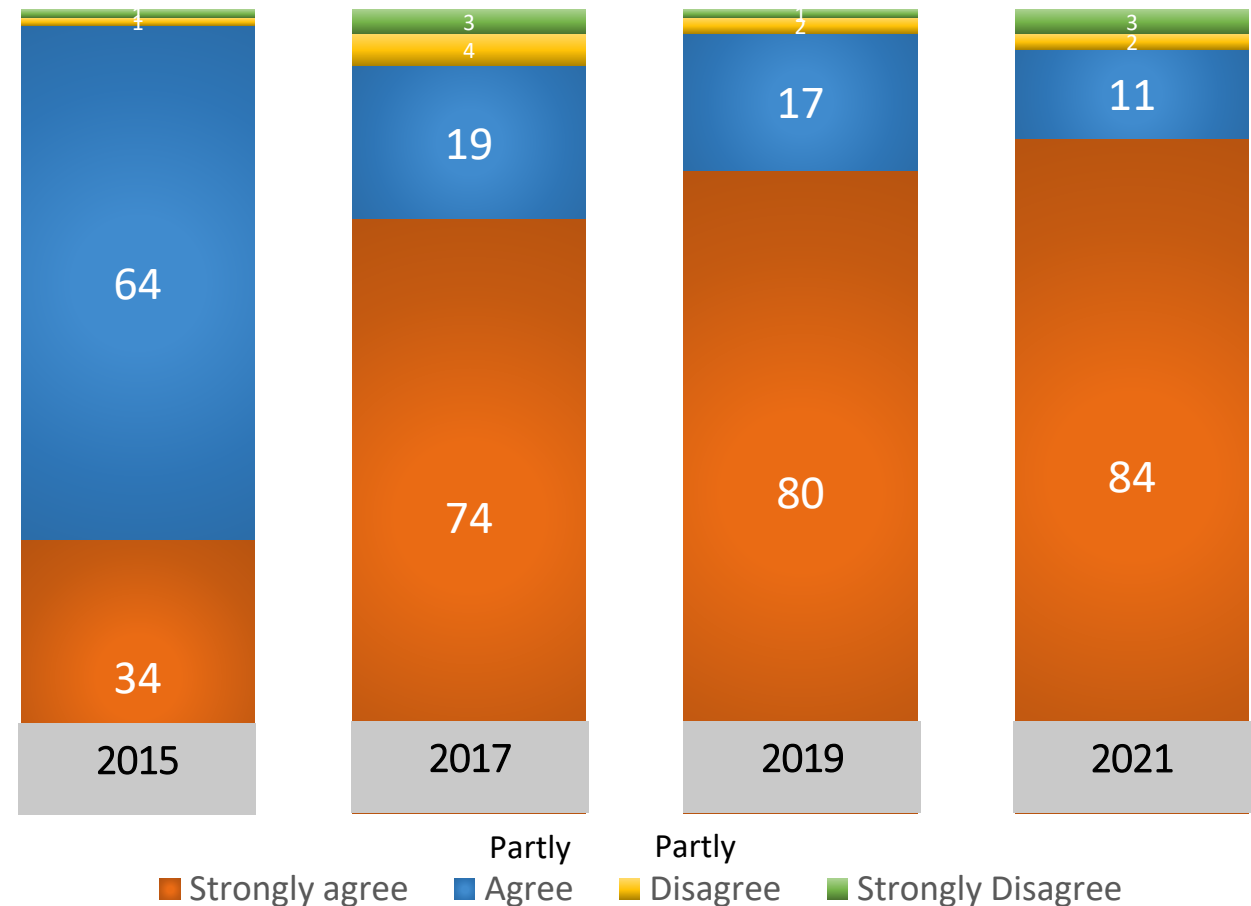
Respondents' Satisfaction with the level of Communication, Culture and Professionalism of data collectors (%)

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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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"



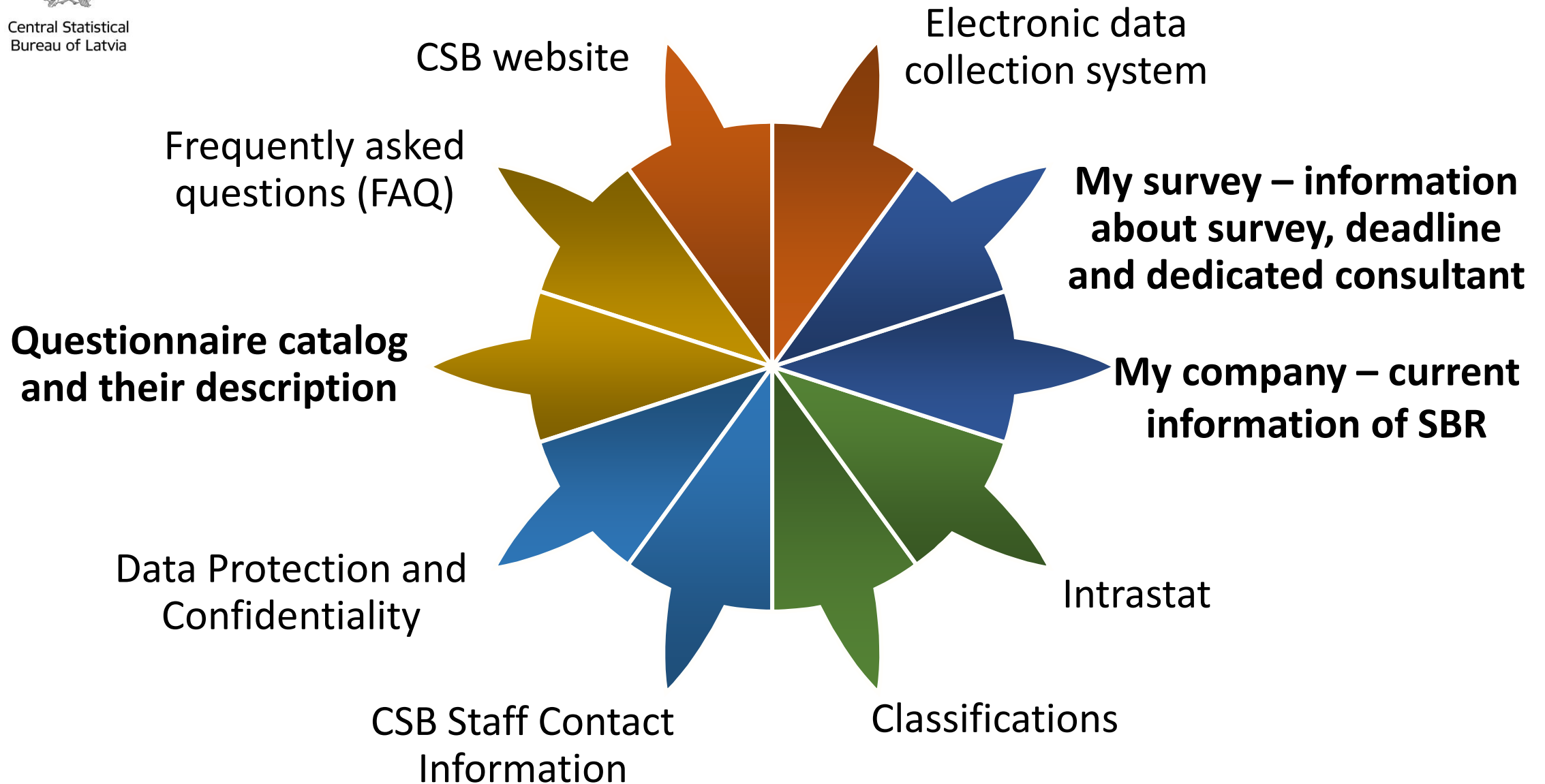
«Advice First» initiative 2018-2020
CSB awarded as "Entrepreneurs' choice" 2018, 2020





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Information and Tools to Support Respondents





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Trainings Specially Designed for Data Collectors

Communication skills
Practical classes

**Knowledge about
surveys**



Stress management

**Efficient customer
service courses and
workshop within
"Consult first"**



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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





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Thank you for your attention

Any questions?