



# **“Businesses first”: The latest developments at CBS with regard to the new vision Towards a new customer Journey**

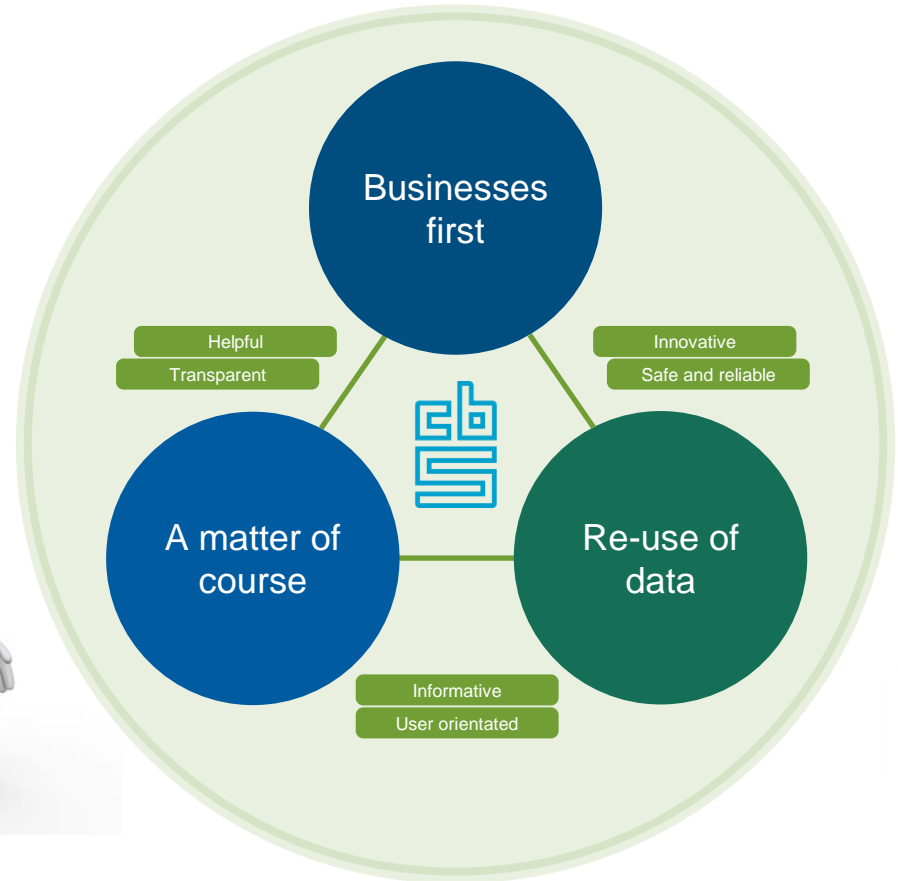
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# CBS new vision on Businesses Data Collection: “Naturally relevant”

In 2032  
Businesses say:  
“it’s little effort because  
it’s predictable and goes  
by itself”



# Putting the vision into practice

## Developing a future customer journey

- Supported by businesses, sector organisations and internal staff
- How?



### TAKE A WALK IN THEIR SHOES:

The customer journey is the complete sum of experiences that businesses go through in a process. For an NSI, instead of looking at just a part of a transaction or experience (e.g. contacting the help-desk) the customer journey documents the full experience of being a business that has to report to an NSI from start to finish.

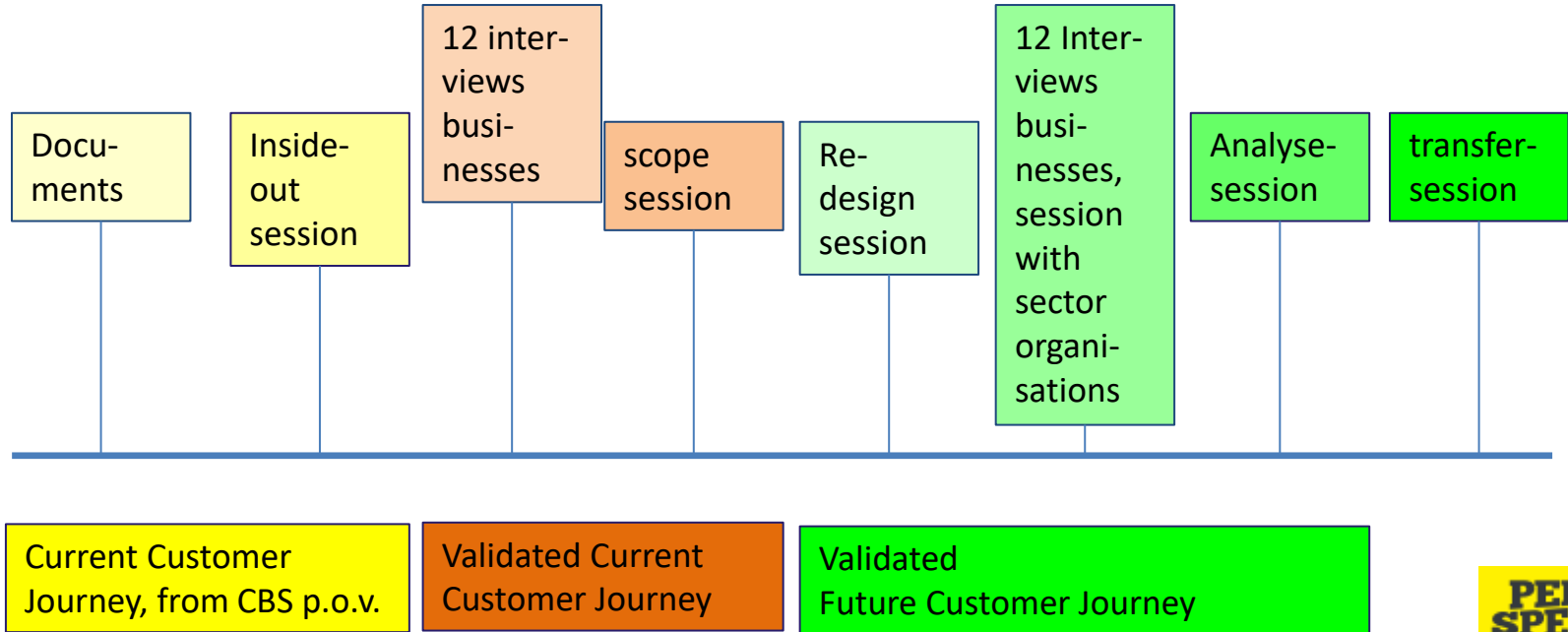
- Focus of CJ: providing data to CBS. From receiving the request by mail until delivering the requested information / enforcement / receiving information in return



# CBS objectives for a future customer journey

- Business oriented
- Make it easier on businesses to report
- Strengthened image
- Collect correct and complete data in time

# Mapping out a customer journey



# Findings (1)

- Completing questionnaires is a burden, necessary evil
  - Automate the reporting process as much as possible (less work, safe, business need to know who is asking for data)
- Businesses link CBS to inflation figures.  
They don't know that CBS is a governmental organisation
  - Strengthen the image and identity as trusted governmental organisation, introduce a well defined core message
- Businesses do not fully understand why they have to report to CBS, and why it is mandatory. Partly because of unfamiliarity with CBS and their sampling approach
  - Be transparent about the approach and make additional information available for interested businesses.



## Findings (2)

- A predictable process. Businesses need to know why and when they have to deliver data.
  - invest in a portal with a survey calendar (fixed moments in time of data reporting), collaborate with the Chambers of Commerce
- There is (a sense of) overlap in the data businesses have to submit to (government) agencies. Frequent spontaneous tips to use tax data
  - Explore additional the use new data sources, and better exploit already used registers
- The relationship with CBS is described by companies as businesslike and one-way, sometimes even authoritarian
  - show more appreciation by sharing relevant data / benchmarks

# A future customer journey

1. Receive an e-mail to report data
2. Log in on **central portal**
3. Select survey,  
authorize CBS to **retrieve data automatically**  
in order to pre-fill questionnaire (**S2S data communication**)
4. Check pre-filled data, correct and complete data,  
submit questionnaire
5. Receive confirmation and statistics  
in which data are used

## Core values for businesses:

- Efficient
- **Secure data communication**
  - Who and why?
  - Overview and clarity
  - Be appreciated

Major consequences for  
existing CBS processes,  
questionnaires, sampling,  
etc.



# Question for discussion:

How do you see the future?

Is this also your view on the future developments?

