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

Leanne Houben, Ger Snijkers, Arjen de Boer, Bryan Bungardt and Robert Nieuwenhuijs
Statistics Netherlands

UNECE Expert Meeting on Statistical Data Collection, 12-14 June 2023 (on-line)
Wednesday 14 June 2023
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?

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

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.
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

- **Documents**
- **Inside-out session**
- **12 interviews businesses**
- **scope session**
- **Re-design session**
- **12 Interviews businesses, session with sector organisations**
- **Analyse-session**
- **transfer-session**

- **Current Customer Journey, from CBS p.o.v.**
- **Validated Current Customer Journey**
- **Validated Future 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?