
Developments to automate and streamline data collection and support customers' needs

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Abstract

The functions of statistical organisations are expanding to better meet the expectations of society. As a result, it is necessary to increasingly automate and streamline traditional ways of making statistics, including data collection methods. It is also necessary to adapt to changing external conditions. To streamline data collection, we automated the sending of reminders. Until now, we sent reminders manually because the data collection application does not have built-in functionality to notify respondents. When automating the sending of notifications, we took as an example the automation of Population Census notifications. We also developed a process for sharing incentives when data collection is done with CAWI or CATI collection methods. We started using SMS for reminders – it allows us to gain the attention of the respondents and get answers from those respondents whom we have been unable to contact before. When informing respondents, we switched to a similar contact scheme for all regular surveys. To achieve customer friendliness, we focused on the clarity of the questionnaires. To do this, the interviewers started evaluating the questionnaires before the final build of the questionnaire and gave feedback to the questionnaire team about any confusing or difficult parts. We also developed a process for interviewers to communicate any questionnaire issues discovered during data collection to questionnaire developers on an ongoing basis. Estonia is increasingly multilingual, and not all residents selected as survey respondents can understand the questionnaire in Estonian or Russian. For this purpose, we will prepare questionnaires in English as the third language, so that foreign-origin residents can also answer the surveys. We also made innovations to better involve hard-to-reach sample groups in two of our surveys. When developing the data collection application, we improved usability for internal users by regularly removing users from finished surveys and archiving old survey data. This improves the reliability and speed of the application. We investigated the possibilities of authorising a household member to answer online in the data collection application. Technically, it is possible, and next we will analyse how to integrate this change into the compilation of statistics. I will provide a brief overview of the development status and plans for the new data collection application. The presentation will describe in more detail the innovations made in data collection, including:

- Automation and streamlining of processes;
- Activities focusing on customer friendliness;
- Developments in the data collection application, insight into the new data collection application.