Working towards a business-centered vision on data collection

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In 2022, Statistics Netherlands developed a renewed business-centered vision on data collection2. By creating the vision, we set our goals. The vision outlines a shift in perspective, whereby the entire data collection process is designed and implemented from the perspective of businesses. Furthermore Statistics Netherlands will be transparent in what businesses can expect, and we try to re-use data as much as possible. Data will be retrieved from business systems automatically and in a timely manner by Statistics Netherlands with minimal interference from the business.

Based on this vision, Statistics Netherlands conducted a customer journey analysis in 2023, in cooperation with businesses and sector organizations. Through the customer journey results, we explored a direction on how to achieve these goals. Main outcomes were:

- Automate the reporting process as much as possible
- Strengthen image and identity of CBS as data collector
- Communicate more transparent about the approach
- Be clearer about questionnaire planning
- Focus more on cooperation with other institutes
- Show more appreciation to participating businesses

To achieve this, six essential aspects were defined as important by businesses: efficiency, safety, insight, overview, clarity and appreciation. Of these efficiency, safety and insight are preconditions for realizing automated data collection.

1 Disclaimer: The views expressed in this paper are those of the authors and do not necessarily reflect the policies of Statistics Netherlands
Now, we have started working towards achieving these goals. We are doing this in steps, by creating a roadmap, defining projects, and implementing them. We have set up a combined program: Business Centered Approach & Response Burden Reduction. This facilitates to link innovation, policy and communication.

Key items of this combined program are:
(1) Business Centered improvements;
(2) The development of S2S / automated input;
(3) Dedicated communication with businesses;
(4) Monitoring the results and making adjustments if necessary.

We would like to outline the most recent developments on these key items, and discuss them with other NSIs. We would also like to discuss the consequences of the customer journey results with other NSIs.