Working towards a business-centered vision on data collection

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Why?
What -> Vision

Business-centered approach

- Helpful
- Transparent

CBS is predictable

- Innovative
- Safe and reliable

Re-use of data

- Informative
- User oriented
The businesses’ voice

Outcome Customer Journey:

➢ 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
The businesses’ voice

Preconditions for success:

- Efficiency
- Safety
- Insight
- Overview
- Clarity
- Appreciation
How -> Combined program

Response Burden

Business Centered
How -> Some highlights and examples

- Business Centered improvements
  - Starting with further insight through variables database
  - Exploring options for further optimizations
  - Implementation of solutions for hotspots
  - Implementation of tailored SBS solution for micro businesses

- Development of S2S / automated input
  - Implementation of the Reference Classification System of Financial Information
  - Exploring further automated input options
  - Exploring alignment of our input with systems & processes of businesses

- Communication
  - Development of a business portal
  - (Tailored) communication
  - Benchmarks & dashboards
  - User lab

- Monitoring results
  - Feedback from businesses
  - Both actual and perceived response burden
Want to know more?

Feedback or hints are more than welcome...

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125 years reliable statistics