Strategic communication with data suppliers

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Set the objective of your communications

Will depend on where you are now and where you want to be.

Eg
- More efficient data collection
- Improved quality assurance
- Improved respondent cooperation
- Reduced respondent load
- Reduced data collection times
- Build capacity

Matters to consider

- Sources
- Methods of collection
- Statistical methods
- Communication
- Organisational arrangements
- Policies
- Standards
- Skills
- Coordination of all OS producers

Segmentation of suppliers

- Different arrangements best suit different providers

- Need to segment & tailor arrangements

- Similar to how we approach sample designs

- Keep it simple

Why segmentation?

- Allows NSO to put effort into where get the best return (costs & quality)

- Also aids providers - can tailor collection modes & communications

- Influences tactical matters such as
  - Organisational arrangements
  - Collection methods used
  - Communications with suppliers
  - Quality standards

Examples of segments

Business surveys

- Providers of administrative data
- Businesses in CE strata
- Small businesses
- Formal/informal sector

Household surveys

- Providers of administrative data
- Hard to reach population
- Special interest groups eg minority ethnic groups
- Urban/rural

Collection technology

- Paper, electronic, interviewer, telephone, mail

- Tailor to suit segment

- Some methods are particularly useful for communicating with some hard to reach subgroups

Communications

- Emphasis on relationship management with suppliers of administrative data
- Account management approach with very significant businesses
- 'Standardise' correspondence --> aim to improve cooperation
- Better targeting of non-response, incl handling of complaints
- Provider Integration Management System (PIMS) tracking all contacts with a provider
- Call centre telephony
- Website eg STC - "information for survey participants", SNZ - "Info for respondents"

Using the media

- Media can help create public image of NSO and official statistics & hence support for NSO operations

- Can inform respondents about a collection and its results

- Inform stakeholders also

NB media can also be used by those against data collection

Also note value of other intermediaries eg industry groups, ethnic councils

Respondent rights

- Charters used by NSOs to set out the rights and obligations of businesses/individuals selected in surveys

- Respondent advocates established

- Service agreements used with suppliers of administrative data

Organisational arrangements

- Subject matter/collection based,

  or

  Functionally specialised

- Centralised vs decentralised

Protocols/Policies

- Authority/Legislation - NSO, other OS producers, admin data suppliers

- Compulsory or voluntary
  - handling of non-response

- Responsibilities/obligations
  - Confidentiality
  - Privacy
  - Security & Archiving

---->   *What messages to convey & how*

Other matters

- Standards
- Metadata collection/creation
- Registers & Unique identifiers
- Statistical vs respondent units

Form design

- Can have significant influence on quality & respondent cooperation

- Can/should have different designs for different collection media

- Can also influence perception of NSO

Some caution

- Tailoring can increase costs, at least in the short term

- There can be security, support and quality issues with some collection methods