Online survey: an opportunity for a better communication with the respondents

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Online survey: a new way to communicate

A part of the population do not want to answer our surveys if they are not online.

But an online survey has to be
  modern
  user-friendly

A cooperation for this new process
  Data collection unit
  Communication unit -> user support
User support

Answers

200 000 questions each year, by phone and email
50 000 manually (150 000 automatically)
Very quickly: immediately by phone, in 24 hours by email

Knows a lot of topics

Statistical information, explanation, companies’ registration and data collection (10%)

Web-communication expert

Principle: orientation on our website
Expert of our website
Expert of what is user-friendly online
Respondents contact our user support

Simple
People do not want to deal with several emails and telephone numbers
Easy to find on every page of our website

Anticipate the questions from the respondents
Which questions?
Who answer to what question?
FAQ
User support for an online survey

Three main actions of the user support
- Encourages people to answer
- Answers their (most frequent) questions
- Collects information to assess the process

The feedback of respondents
- During the collection of data
- During the tests before the collection
- To improve
  - the process of collection
  - the communication with respondents and the image of our institution
- During the collection, for the next collection
Examples of feedback from respondents (1/2)

A frequent question was not anticipated
  Adding immediately the answer on our website

Where is your survey online?
  Opening the survey three day before – search engines
  A webpage about the ongoing surveys
  A link from the homepage
  More user-friendly documents
  Adding a QR code in the warning letter
Examples of feedback from respondents (2/2)

Why is your questionnaire so outdated?
- An important and difficult question
- People want user-friendly questionnaire
- A question for the next collections

Why do you send me a letter for an online survey?
- It is better to communicate on the same mode (paper, online, phone)
- We do not have a list of emails

Did you receive my answer?
- Sending an email to confirm the answer (and to thank)
Examples of feedback from user support

Can we try to avoid too many questions?
- Not good for the image of our institute
- Not good for the people working in the user support

How can we reduce the number of questions?
- Testing, testing, testing
- Testing the whole process of collection from the first contact with the respondents to the answers to theirs questions during the collection.

How can we avoid too many questions in a short period?
- Spreading on several days the first contacts, the reminders
Interactive FAQs for online surveys

An interactive FAQ

a sort of search engine that gives automatically some answers to a question

gives an even more efficient and adaptable communication with the respondents

Our first interactive FAQ for the census 2015

In France, a census each year for a part of the population
In 2015, first year of the census online
On the basis on the tests, too many questions from the respondents without an interactive FAQ
Interactive FAQ for the census 1/5

Demo

http://www.le-recensement-et-moi.fr/rpetmoi/vos-questions
Interactive FAQ for the census 2/5

1. Are the answers confidential?
2. Is it compulsory to answer?
3. Can we have confidence in the census?
4. What guarantees a citizen that census files will not be used by government or commercial enterprises?
5. Does the census respect my privacy?
The answers are confidential. They are transmitted to Insee, who has the exclusive right to exploit the questionnaires. The information gathered can not give rise to any administrative or fiscal control. All statistics produced are anonymous. All persons having access to the questionnaires, including the enumerators are bound by […]
Interactive FAQ for the census 4/5

Contact us
If it does not answer completely your question, you can contact Insee.
Interactive FAQ for the census 5/5

Fill out the contact form

All fields on this form is required.

Please complete the fields below:

Your Email (*):

Confirm your email address (*):

You are:
- Public Type -

Your town

Your comments (2000 character limit)
Interactive FAQ for census - results

Building an interactive FAQ is not a hard work
   If you have already a tool and a set of questions/answers

It worked well
   It answered automatically 90% of the questions
   So only 10% were answered manually by the user support

It is very convenient
   100 questions behind it
   Its content was changed five times by the user support
   The most viewed question is a question added on the first day of the census (where is the questionnaire online?)
Online survey and communication with respondents: conclusion

Online survey: a new type of communication with respondents

More and more people want to communicate by internet
Indicator: the number of questions from respondents
Improving the communication with respondents improves the quality of the survey (more respondents…)
Cooperation between data collection and communication units is important to manage to do an online survey
Testing, anticipating, testing

Future works
More interactives FAQs
But one interactive FAQ for one topic?
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Thank you for your attention!

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