Overcoming a restrictive headstart

Magchiel van Meeteren
Goal and topics

– Mixed mode has not changed much since introduction. How do we face the challenges of today’s traditional modes and get prepared for the future?

– Statistics Netherlands: characteristics
– Strategy of Data Collection
– Challenges of modes used
– Goals of current reorganization and actions taken
Data collection characteristics

- 360,000 phone numbers used for CATI, by 50-90 staff
- 330 FTE, 70 FTE hired, 20% >60 years
- 200,000 Visits for CAPI: 200-250 staff
- 1,500,000 CAWI questionnaires
- 300,000 PAPI questionnaires sent
- 10+ Years of CAWI
- >70% Mixed mode surveys
- 80,000 Calls handled by contact center, and 40,000 mails
- 2,000,000 Sample units (ranging from 10-125,000)
- 4,000,000 datasets
- 0 Installers. CAWI is platform independent
- 150 Surveys (30 on persons and households, 120 on businesses), resulting in 800 occurrences
- 0.002 % of imposed administrative burden (19.2 mln euros)
- 26.5 mln euros
- 14,000,000 contact attempts
- 6.5 mln euros
Strategy

– Maximum use of administrative records and other databases
– Use of digital company records containing financial and economical data via Standard Business Reporting
– Remaining data collection is performed mixed mode inducing a minimum of actual and perceived administrative burden
Challenges CAWI

- Drawbacks
  - Predictability: fluctuation in response (15-40%)
    • 10% up by use of unconditional incentives
  - Accessability: OS independent, not browser independent
    • Based on IE: <24% all versions, <5% IE9
    • Questionnaires not guaranteed usable on all mobile devices (<10% use of mobile devices, 15-20% in personal/households surveys)
  - Perception: Layout has not changed since 2008
Challenges CATI

![Graph showing LFS over time with various response rates and target levels.]

- **Interverwerrespons %**
- **Strenge respons**
- **Linear (Strenge respons)**
- **Target (strenge respons)**
- **Overhaal %**
Challenges CAPI

- Unique selling point: nation-wide coverage. but who is willing to pay?
- External contracts are prerequisite
- Flexibility in scaling is low (hiring and training)
- Call for use of tablets instead of laptops
Goals of reorganisation

– Increased satisfaction of both customers and respondents
– Renewal of all major processes and IT – taking CAWI to the next level
– Strengthened chain management, introducing LEAN
– Investing on further use of administrative sources, databases, streams and Big Data
Increased satisfaction

- Objective measurement of performance by KPI’s
- Pro-active relation management (extended monitoring of process performance and IT)
- Decreasing time to market in questionnaire development
- Expanding service windows for IT services (7x16) and customer care (5x10)
- Continuous assessment of communication expressions
- Monitoring of customer care on quality and quantity
Renewal of processes and IT

– Design Principles
  - Standardization where possible
  - Modern technology, collection methods and channels
  - Blaise 5 core
  - Modular (Flexible and scalable) and unimode datamodel
  - Pressure cooker sessions to integrate with business strategy: strong focus on CAWI
  - Transit time 3-4 years
Summary

- It is time to take data collection to the next level due to society characteristics, new technologies and available budgets
- Requires new skills, professionalization in operations, new processes and new IT
- Heading for data collection in 2025 fully based on (administrative) sources and CAWI
Annex

– Information about the SBR/ RGS programme at SN, sheets made available by Marko Roos m.roos@cbs.nl
Getting data from digital company records

- Getting data from digital company records is about messages containing financial data

- Standardization is essential:
  - Content of messages
  - Structure of messages
  - Processes of message-exchange
  - Message infrastructure

We can not deal with each financial administration individually

- Conditional for succes is set of agreements between companies, software vendors, accountants and government
- Availability of digital standards facilitates acceptance
Structural Business Reporting in the Netherlands

- Standardization of
  - Infrastructure for sending and receiving messages
  - Processes
  - Message structure (XBRL)
- XBRL:
  - Formal standard message structure
  - *XBRL Taxonomy* formally describes content of message
  - *XBRL Taxonomy* is the heart of SBR: harmonization of concepts of participating organisations
Structural Business Reporting in the Netherlands

- Start of Structural Business Reporting Program in 2007.
- Set of agreements on exchanging financial company data:
  - Three government agencies:
    • Tax authority
    • Statistics Netherlands
    • Chamber of Commerce (annual reports)
  - Banks (big three, for standard credit reports)
  - Software vendors
  - Accountants (big five)
- all aligned for Structural Business Reporting (or... maybe they were not?)
Critical succes factors of SBR/ XBRL

– SBR/ XBRL *may* reduce time needed/ costs of creating digital reports for accountants and software providers *but*:
  - Requires investments
  - Accountants charge time based fees, reduction in time needed for creating reports, means less turnover
– So: acceptance/ take-up rate has been very slow.
– Since 2013, new policy: obligation for Tax and annual reports to report in SBR/XBRL
– Since 2015: system to system data for short term statistic and investment statistic in SBR/XBRL only (s-to-s in 2014 only marginal)
– For Tax and annual reports now > 50 percent SBR filing
Obstacles (and how to remedy them) in statistical SBR reporting

- Obstacles:
  - Limited business case: only small (unpredictable) sample of companies need to provide data
  - Not all required data are present in company records
  - Statistical consolidation of company data may differ from consolidation for annual report

- How to tackle (2015):
  - Discuss with software providers and accountants how to provide data for their clients
  - Build a portal based on XBRL technology
  - For top 1900 companies, SBR reporting not yet allowed
Long term vision on statistical SBR reporting

- Standardisation of content with standard ledger system is underway
- Statistical financial reporting based on standard ledger
- If standard ledger information is widespread:
  - more financial information
  - from more companies
- Will be more easy accessible in bookkeeping systems from companies or accountants. Data collection strategy may change from sample based to high volume data collection