Embracing innovation in data collection management
Sarah Minson (Statistics New Zealand)
sarah.minson@stats.govt.nz

Abstract
Statistics New Zealand is transforming its collections process to improve efficiency, provide a better experience for data suppliers, and better meet customer needs. A key part of this transformation is the introduction of an enterprise wide collection platform (ECP). This is made up of a number of integrated components that will better facilitate and manage the collection of census, social survey and business survey data. This is the first time that an enterprise wide solution has been built to integrate the management of multiple surveys including the 5 yearly population census.

A key part of the ECP is the implementation of ‘Salesforce’, an external cloud-based solution.

Salesforce is a Customer Relationship Management tool that enables:

- greater efficiencies in the data collection process
- easier management of respondent relationships
- a one-stop shop where contact centre staff can make phone calls, action tasks, and wrap up calls all in real time and in one screen
- opportunities to access a huge range of add on services or apps developed internationally.

This enterprise wide solution includes a mobile app which will be used by all collection field workers for enumeration / address canvassing and management of the data collection tasks. Field workers will now operate in a paperless environment.

This presentation will cover:

- why we needed to change and why we chose an off-the-shelf cloud-based solution
- our experience using Salesforce
- a brief look at the mobile app for field workers
- our project approach and what we learnt.