The world is changing and also the way we communicate the information. The innovations and the technological advances are revolutionizing the communication and interaction between people. Examples for this are the social media and the digital marketing.

The statistical world should get on the train in the way we want to interact with the users or potential users of our information. How?

- Adding value to the data.
- Give a positive user experience.
- Creating new ways to visualize, search and explore statistical data.
- Meet the changing expectation of the users.

**How to add value to the data?**

Adding value is the way you customize a product to meet customer needs and expectations.

The value of the data depends on the specific usefulness that represents to the user. This value is subjective and individual.

To accomplish value to the data it is necessary to generate a positive user experience.

**How to make a positive user experience?**
For NSO’s and users, a positive experience is a win-win scheme. To generate a positive experience it is important to have a continuous interaction with the data users in order to identify their needs, expectations, preferences, habits and appropriate communication channels.

The interaction with users allows the NSO’s to adjust the data supply to user’s lifestyle and needs.

A Customer Relation Management (CRM) system maintain and create relationships with users. It explicitly recognizes the long-run value through the development of appropriate relationships with strategic users and segments. Efficiently dealing with all the users and providing them what they actually need increases the user satisfaction.

A CRM system allows to analyze all the acquired or to be acquired users. This helps to foresee user’s needs effectively, focusing and concentrating on each and every user separately, getting us to the personalization.

A CRM integrates the information caught in the different communication channels as the website, social media, call center, chat, e-mail etc, and let the users get the data based on their needs, generating an experience.

To generate a positive customer experience we should align our efforts in the following criteria:

1. Credibility
   - Best practices
     Adoption of world best methods or techniques in the generation, integration and dissemination of the data.
   - Coherence
     “The use of standard concepts, classifications and target populations promotes coherence and credibility of statistical information, as does the use of common methodology across surveys. Adherence to these core dissemination principles will enhance the credibility of the NSO and build public trust in the reliability of its information.”

2. Usefulness
   - Differentiation
     It is necessary to differentiate users based upon strategic segmentation.

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• Functionality.
Satisfying the user’s expectations of functionality in the products we offered and in the communication channels especially on the website.

• Satisfaction
Develop products based on the user’s needs in order to satisfy their expectations.

• Personalization
A Taylor-made strategy that allows the users to have the data they need according to individual expectations using the different channels of communication and appropriate formats.

An example is the case of starbucks, who managed a way to differentiate its business delivering their product as an emotional experience, using a personalization strategy, where the employees wrote the name of each consumer in cups, recognize frequent customers, strike up a conversation with them, remember their names and recognize their tastes and preferences.

3. Findability
• Search engine
The users should find on the website the data they are looking for in a fast and simple way, using the search engine.

• Naming
The name of the products should be attractive and should give an idea of what they are for, so this will facilitate the search for users.

• Marketing
Create brand positioning strategies and techniques focused on the different segments which let to present our products and services as well as the communication channels.

4. Accessability
• Equal access
Data should be available to all users through the different communication channels.

• Appropriate language.
The use of language should be relevant and in terms that people can understand.

- **Timeliness**
  Data should be current in the way we want to make it relevant.

- **Appropriate formats and communication channels.**
  Data should be presented in the appropriate formats and in the right mix of channels to reinforce the message.

- **Browser compatibility**
  The website has to be useable across all major systems, whether it is popular browsers, mobile devices, or any other web browsing devices. It is very important to ensure that our web or application will hold up any browser.

5. **Desirability**

- **Attractive**
  For creating an attractive product it is necessary to focus in the color, size, lighting, and simplicity.

- **Visualization**
  Innovations and technological advances provide new ways to visualize in order to add value to the data. Georeferencing, dynamic graphs and apps are some examples of visualizations tools.

- **Storytelling**
  The presentation of data should tell a story in an easily understood, interesting and entertaining fashion.

6. **Usability**

- **Website architecture**
  Improving the website architecture to prioritize and organize the information to facilitate the usability for the users.
• Intuitiveness
It is important to keep the website simple in a friendly way so the users do not need any kind of assistance during the navigation and feel comfortable during their visits.

• Categorization
Categorization must have a user focus instead of a producer focus that allows user to find data quickly and easily.

• Navigation
The navigation of the website should be easier and faster as possible in the way we want the users to stay or return.