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**Collaborating with our information users through high
added value delivering information processes**

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During the first days of the Internet, businesses and institutions used this channel as an extension of their “business card”. Institutional and corporative websites were little more than the image of the company, a declaration of principles and a contact list.

Time after, the Internet began to be filled with content. The first to “fill” the web were those who already had a product prior to the digital age: the media, libraries, encyclopaedias, institutions. In this context, the Internet was one-directional, from providers to users, and the second group became aware of websites because they were already aware of the physical products (newspapers, institutions...). From this point, knowledge flowed in abundance as a result of the following of the links that these Internet pioneers placed on their sites.

This radically changed with two extremely noteworthy events: The birth of Google and the web 2.0. We must not be satisfied with simply reaching the largest possible audience via redistributors, but rather we must strive to ensure that we communicate directly with this audience.

To communicate implies basically to know how to dialogue and coexist and it also allows us to understand “our place in the world”¹ and given multiple players involved in the communicative act, this process is less simple than it seems, especially when social complex actors such as diverse audiences, institutions, governments, etc. appear in the scene.

Consumers and users are constantly changing their selection parameters and shopping habits, institutions and enterprises have to innovate permanently in their marketing strategies.

¹ *Comunicación Estratégica*, Daniel Scheinsohn, Granica, 1^a edición Buenos Aires, 2009, page. 15

The number of products in communication channels leads the way to saturation of information that causes confusion, indiscrimination and later translated to noise in the process of communication. It is important to understand this premise: Everything communicates, it is not possible not to communicate, and every conduct is communication. When an organization chooses not to communicate, what is actually doing is negative communication, which means living close to death.²

It's safe to say that marketing and sales executives are aware that there is a governmental agency in their respective countries that's responsible for taking a census. Some of the more sophisticated executives might even know that these agencies also collect and disseminate data beyond basic census data, including economy, health, education, labor, agriculture information, among others. If the private sector company is large enough, it might even have on staff a researcher who has a more comprehensive knowledge of what governmental agencies make available.

This is in part our fault for not having established powerful networking relationships with users, therefore, we need to formulate strategies based in retaining our users by deepening the bonds that connect us so that we can have full interaction and feed back that allow us to fulfill our statistical mandates and at the same time to let them know that the information they provided is in their benefit too.

The focus is on connecting customers to the content they need, when and how they need it. "Content" is everything from product information, yet the task of delivering it in the moment the customer needs it is what is differentiating. Providing relevant and timely information is predicated on anticipating the customer need, fully understanding the request, delivering information in a timely fashion when the customer requires it, and adapting swiftly when new information is provided.

The Mexican experience on collecting data online

In this context in 2002 the National Institute of Statistics and Geography of Mexico (INEGI), implemented a new method for data collection focused on the timeliness improvement and data quality of collecting online data for the National Economic Surveys. With the implementation of this system there were important qualitative and quantitative advances in the collection of statistical data, speeding up the collection and data processing, total confidentiality, reliability and opportunity in the generation of basic statistics.

Benefits of the project.

The use of Internet has several benefits (for respondents and INEGI):

- Significant reduction at the time of capture and logical consistent data.
- Permanent communication with the respondents.

² Ibid page 23

- Confidentiality and reliability of the enter data, transmission and storage of data.
- Substantial reduction in operating costs in data collection.
- Server and authentication of the user, who can access to his information through a unique password that only he knows.
- The application of this scheme collection to other statistical projects as Economic Censuses and Surveys on special topics.

Recruitment via the internet has proved to be a more comfortable environment for respondents, since the information is collected without difficulty during the period established for their conducting and the user can manage their time as desired, it also offers greater control over the information provided because once the questionnaire is answered, it can be printed or stored in digital files.

The Portal's respondent of Services Monthly Survey.

From the consolidation of the collection through Internet INEGI has done a great effort in creating a project called: The Portal's respondent. The aim of this portal is raising the interest of respondents for statistical information and offer elements for a better comprehension of the economic evolution of the enterprise and its relationship with the related economic sector as well as promoting the knowledge and use of statistical, since it offers economic information at unit-level allowing to see key indicators graphically as well as the position that holds each economic unit with regard to the sector of economic activity. In addition, we have an integral implementation program for all sectors of the National Economic Surveys, and other statistical projects:

1st stage: 2012, Monthly Survey of Services.

2nd stage: 2013, National Survey of Construction Companies and Monthly Survey of the Manufacturing Industry.

3rd stage: 2014, Monthly Survey of Trade Establishments.

4rd stage: 2014 and 2015 Economic Census.

Conclusions

New deliveries and applications for new devices will be one of the ways to engage customers because as well appoints McGovern “trusting your gut instinct to find your way through 300 million exabytes is like asking a goldfish to memorize all the content on Wikipedia”. Right now, most organizations simply don't have the skills or processes to manage such vast quantities of content.

Societies have never been and will never be static, people's preferences and shopping habits will always change and we have no other option than adapting ourselves and our organizations to be able to detect these trends and where to go in time so that we can offer high quality and timely products and information services designed to fit every audience.

Today we can interact and be helped by our very same customers by asking for feedback or social media, by hearing their needs and noticing their desires, we can even transform them into our partners.

This will be achieved by understanding the new dynamics of customers and users, the new technologies applied because nowadays we have more tools to process and generate information such as:

- New analytics capabilities
- New information sources
- New technology

The Mexican experience has shown to be successful but there is a long road to go to continue strengthening the National System, If both public and private sectors collaborate and data bases are used wisely, confidentiality and transparency are maintained, these date can offer priceless information so we can continue developing new tools to offer and visualize information that is attractive and based on best practices. This will increase the number of users of our statistical information. *Information is the oil of the 21st Century, IT offers us the combustion engine but we need to build the race car that drives it.*