



CRM at Statistics Finland – platform for stakeholder data and relationship management

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UNECE Workshop on Data Dissemination and Communication 28 to 30 June 2017

Key points

- Background and goals
- Concepts
- Contents and processes
- Conclusion





Background and goals



Customer First – Strategic Goal

VISION FACING THE FUTURE WITH KNOWLEDGE – RELIABLE STATISTICS FOR THE BENEFIT OF CUSTOMERS

STRATEGIC GOALS 2016 TO 2019



Statistics Finland 🌵

28.6.2017 Susanne Hellman-Ketola, Statistics Finland

Background

- Outdated tools
- Integration problems
- Data scattered
- Multiple processes
- No coherence
- Manual processes
- Monitoring difficulties



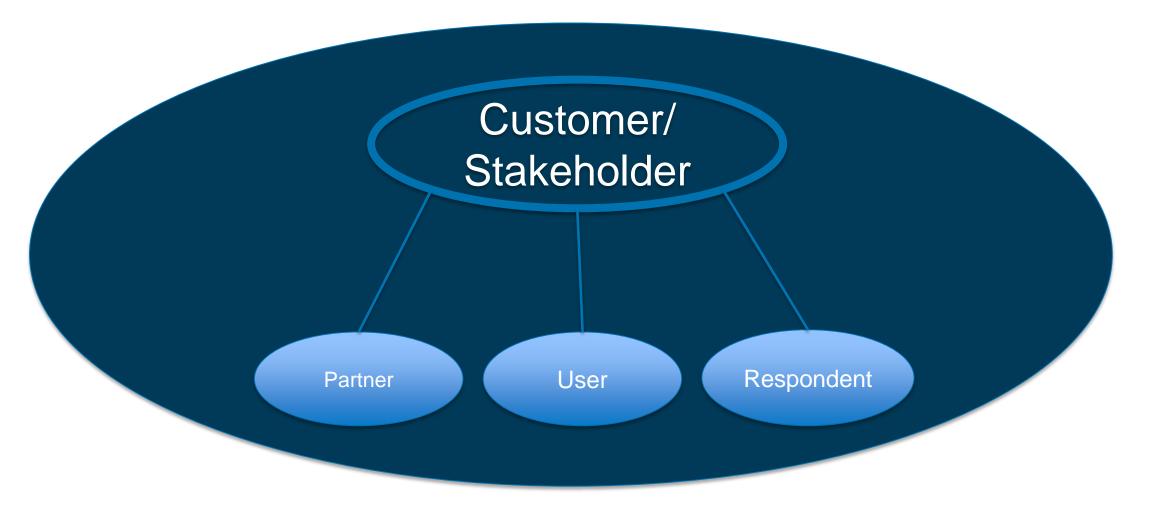




Customer concepts

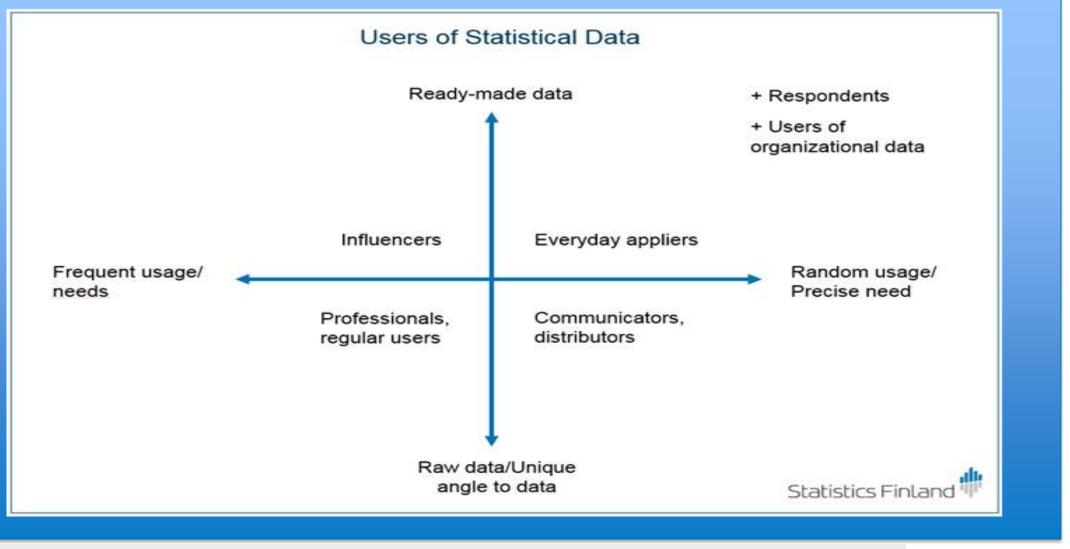


Customer concept



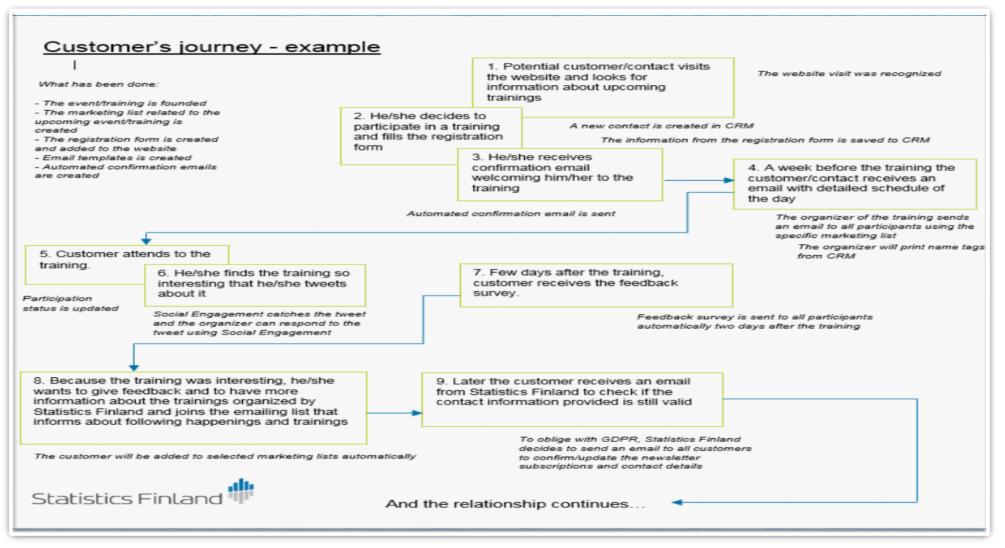


User personas





Customer journeys





Benefits

- Identifying of touchpoints
- Improving customer experience
- Increasing automation
- Identifying and anticipating needs
- Managing customer relationships







Contents and processes



Basic customer data

- Customer id, VAT id
- Organization name
- Contact information
- Operational information
- Segment information
- etc

- Contact persons
 - Title
 - Occupation (code)
 - Language
 - Permission for marketing/marketing ban
 - etc





Integrated processes

- Chargeable services: Tailored services, ready-made products, invoicing
- Researchers: Licenses for data use
- Targeted communication, campaigns, social media





Example of Social Engagement -dashboards

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Integrated processes (2)

- Feedback and surveys
- Events
- Reporting and dashboards







What's next?



Development areas

- Stakeholder processes
- Digital touchpoints and website integration
- Further development and utilization of user personas
- Social listening and interaction
- GDPR 2018





Customer first – choose your tracks







Thank you!

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