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

CUSTOMER FIRST

Our products benefit customers
We increase our service selection

EFFICIENT PROCESSES
We facilitate the organisation of work
We make data collection more efficient

PRODUCTIVE PROFESSIONALS
We renew ways of working
We are skilful and get things done

FUNCTIONAL ECONOMY
We operate economically and aim to cooperate
We utilise our resources efficiently and effectively

VALUES
Impartiality Transparency Continuous improvement Appreciation

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Background

- Outdated tools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

Customer/Stakeholder

- Partner
- User
- Respondent
User personas

Users of Statistical Data

<table>
<thead>
<tr>
<th>Ready-made data</th>
<th>+ Respondents</th>
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<tbody>
<tr>
<td></td>
<td>+ Users of organizational data</td>
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<table>
<thead>
<tr>
<th>Influencers</th>
<th>Everyday appliers</th>
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<tbody>
<tr>
<td>Professionals, regular users</td>
<td>Communicators, distributors</td>
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<table>
<thead>
<tr>
<th>Frequent usage/needs</th>
<th>Random usage/Precise need</th>
</tr>
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<tbody>
<tr>
<td>Raw data/Unique angle to data</td>
<td></td>
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</table>

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Customer journeys

Customer’s journey - example

1. Potential customer/contact visits the website and looks for information about upcoming trainings
   - The website visit was recognized

2. He/she decides to participate in a training and fills the registration form
   - A new contact is created in CRM
   - The information from the registration form is saved to CRM

3. He/she receives confirmation email welcoming him/her to the training
   - Automated confirmation email is sent

4. A week before the training the customer/contact receives an email with detailed schedule of the day
   - The organizer of the training sends an email to all participants using the specific marketing list
   - The organizer will print name tags from CRM

5. Customer attends the training.
   - Participation status is updated

6. He/she finds the training so interesting that he/she tweets about it
   - Social Engagement catches the tweet and the organizer can respond to the tweet using Social Engagement

7. Few days after the training, customer receives the feedback survey
   - Feedback survey is sent to all participants automatically two days after the training

8. Because the training was interesting, he/she wants to give feedback and to have more information about the trainings organized by Statistics Finland and joins the emailing list that informs about following happenings and trainings
   - The customer will be added to selected marketing lists automatically

9. Later the customer receives an email from Statistics Finland to check if the contact information provided is still valid
   - To oblige with GDPR, Statistics Finland decides to send an email to all customers to confirm/update the newsletter subscriptions and contact details

And the relationship continues…

Statistics Finland

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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

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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
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!

Susanne Hellman-Ketola

Susanne.hellman-ketola@stat.fi

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