



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

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UNECE Workshop on Data Dissemination and Communication

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# Key points

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

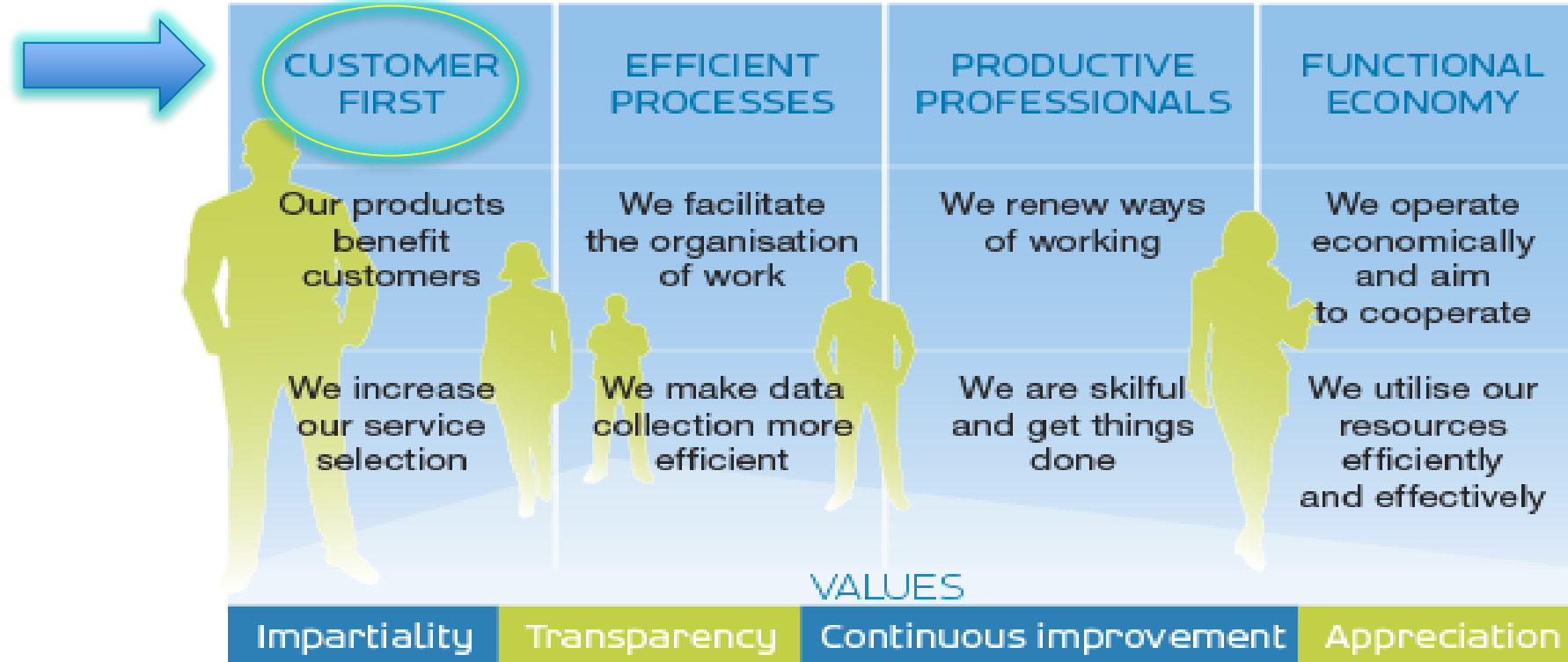


# Background and goals

# Customer First – Strategic Goal

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

STRATEGIC GOALS 2016 TO 2019





# Background

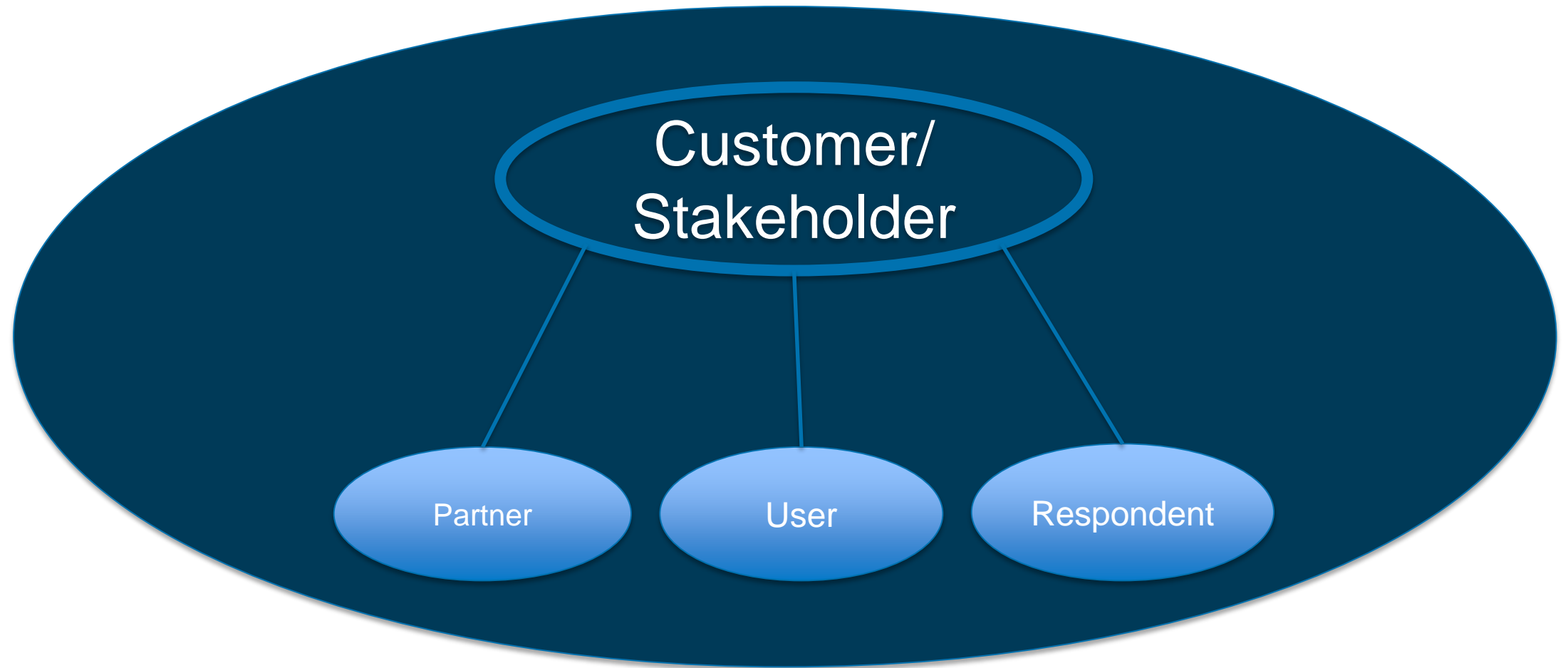
- Outdated tools
- Integration problems
- Data scattered
- Multiple processes
- No coherence
- Manual processes
- Monitoring difficulties



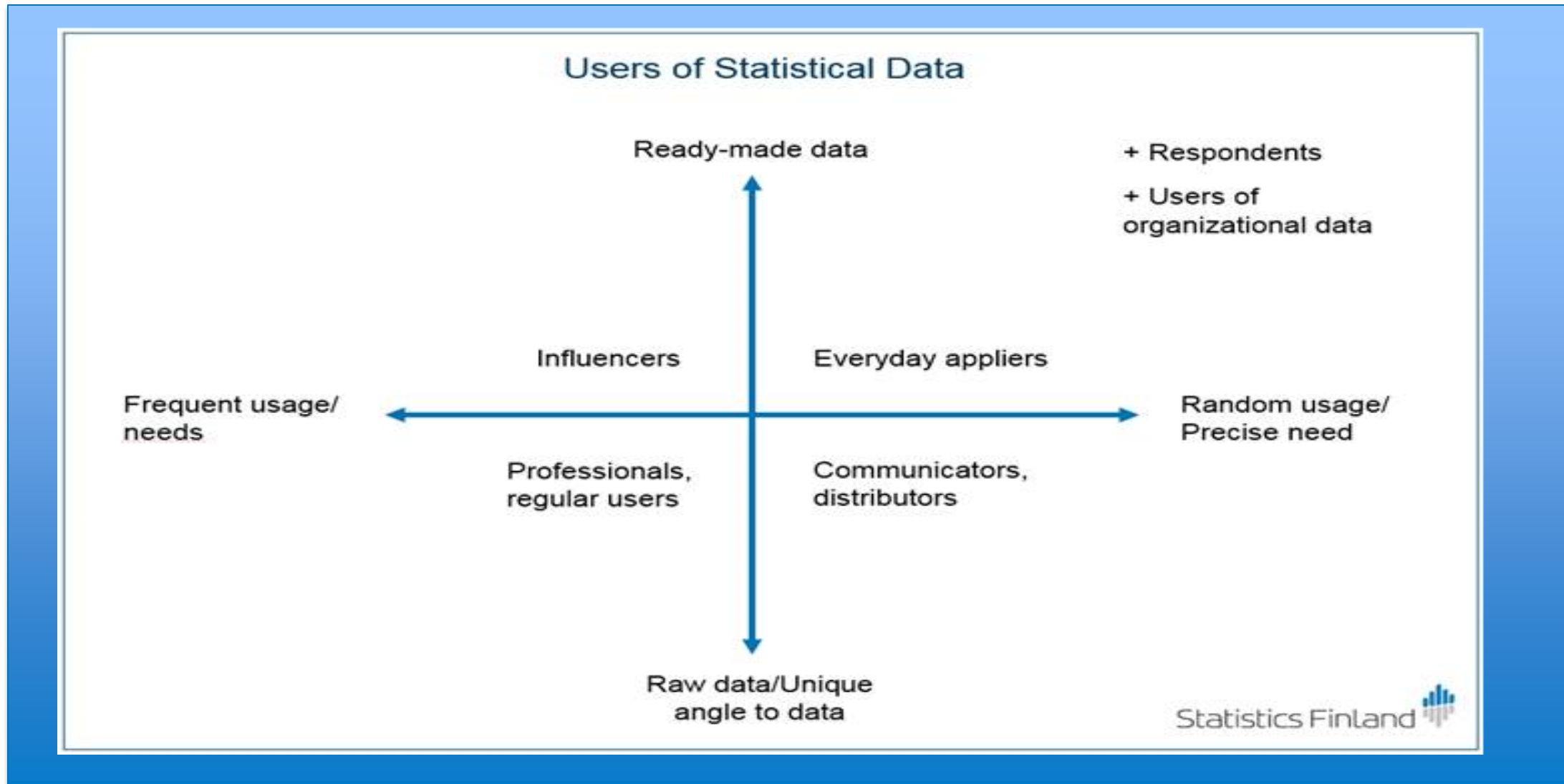


# Customer concepts

# Customer concept

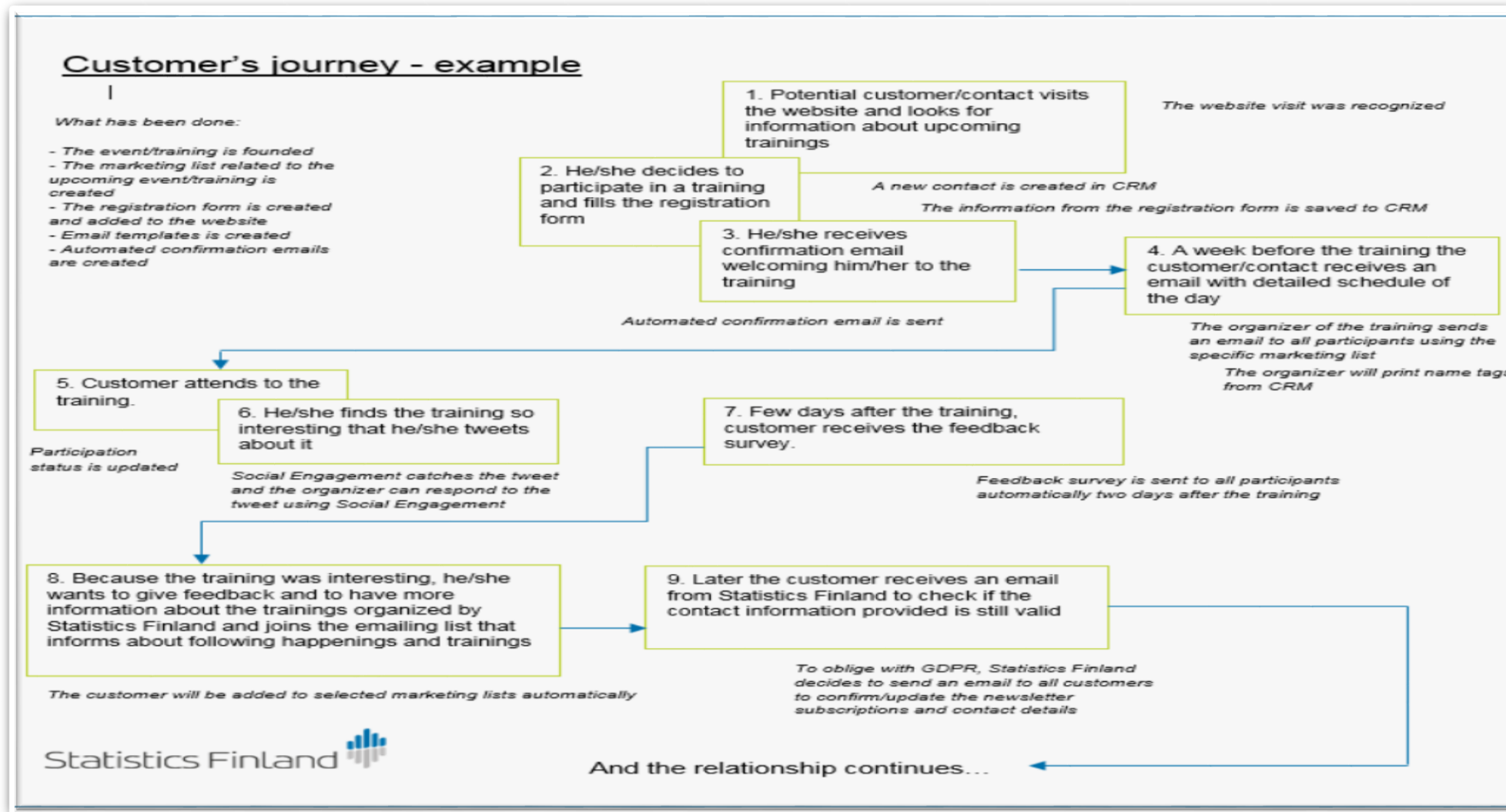


# User personas





# 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



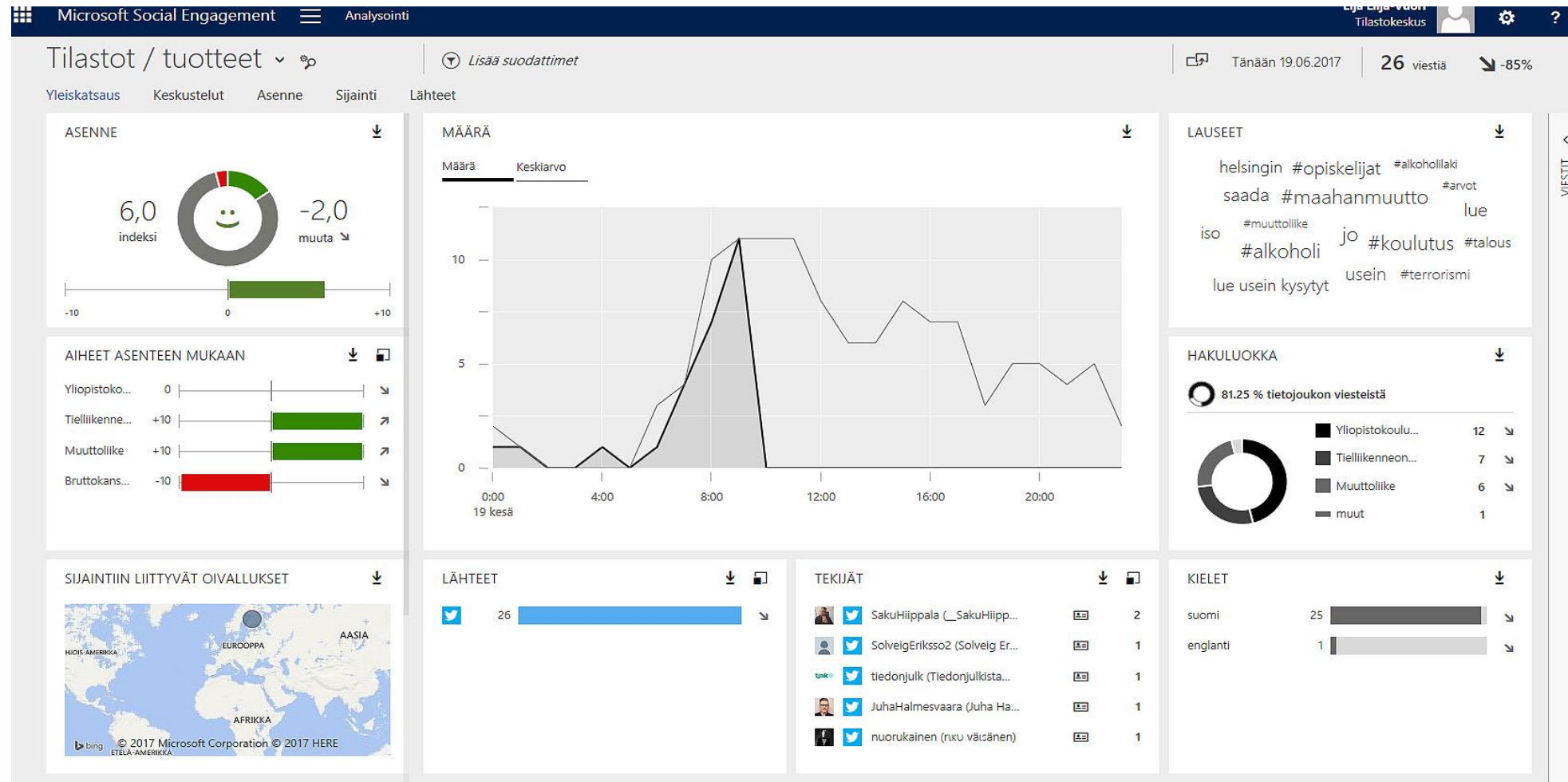
# Integrated processes

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





# Example of Social Engagement -dashboards



# 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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