Development of a Statistical CRM
1- Context
2- Purposes
3- Current Elements
4- New Add-Ons
5- System architecture
1- Context

**Strategic** plan of EUSTAT:

- Leader supplier of statistical data
- High visibility for the society
- Recognized as outstanding organisation

**Marketing** and Dissemination plan

Improvement areas (11) → Better knowledge of users

**CHALLENGE** → Know key users and work closely with them to identify their needs and give better answer to them

**GOAL** → Set systematic relationships with key user segments to promote initiatives that give value to the users

**ACTION** → Model for the relationship management with key users: CRM
2- Purposes

Internal. Organization

- Increase **feedback** from users
- **Improve** services
- **Efficiency** of the marketing service
- **Evaluation** of statistics

External. Users

- Easier **access** to products and services
- Better **understanding** of the statistical activity
- Higher level of statistical **literacy**
- To **feel** they are in the best possible website. **Experience**
3- Current Elements

- PIN. Information Service Management System. Petitioners are registered.
- Newsletter
- Lurdata. GIS system for access to data. Certain options only if registered
- International Seminar (annual)
- Summer course (biennial)
- Statistical Plan (LAW) Thematic groups to discuss about planning.
- Press releases (media)
- User satisfaction survey
- University teachers (presentations)
- School web (new version soon)

Most of those services require the users to be REGISTERED. Otherwise it’s impossible to get it.
4- New Add-on

- MyEustat.
- Saved Queries DATABANK
- Moodle
- Data subscriber
5 - System Architecture

Organization
- Statistical Planning (LAW)
- User satisfaction survey

Service provider
- PIN
- MyEustat

Training and education
- School Web
- Moodle
- International Seminar
- University teachers (presentations)

Statistical information
- Press Service
- Newsletter
- Saved Queries
- Lurdata. GIS
- Data subscriber

School Web

International Seminar

Press Service

Faculty of Economic Studies
5- System Architecture

Current Registering

School Web

Statistical Planning (LAW)

User satisfaction survey

Lurdata. GIS

PIN

Press service

Future Access Point

MyEustat
5- System Architecture

Retrieve Data
- Press Service
- Newsletter
- Data subscriber
- Lurdata. GIS
- Saved Queries DATABANK

Learn
- Moodle
- International Seminar
- Presentations
- Summer course

Evaluate
- Statistical Plan (LAW)
- User satisfaction survey

Ask and pay
- PIN
5- System Architecture

Retrieve Data
- Press Service
- Newsletter
- Data subscriber
- Lurdata. GIS
- Saved Queries DATABANK

Learn
- Moodle
- International Seminar
- Presentations
- Summer course
- School Web

Evaluate
- Statistical Planning (LAW)
- User satisfaction survey

Ask and pay
- PIN

Acces to contents in Moodle
Register for Events
Ask for presentations
Take part in the groups for the new Plan
Evaluate Statistical Operations
Access to previous survey (every 2 years)

Choose wich ones you are interested in
Store your selections to get back to them
Eskerrik asko

www.eustat.eus