

# FIFTH INTERNATIONAL WORKSHOP ON BUSINESS DATA COLLECTION METHODOLOGY

19–21 SEPTEMBER 2018 – STATISTICS PORTUGAL, LISBON

## CENTRALIZED INBOUND AND OUTBOUND CONTACT CENTER SERVICE AS NEW STRATEGY IN DATA COLLECTION

Giampaola Bellini<sup>1</sup>, Paola Bosso<sup>2</sup>, Silvia Binci<sup>3</sup>, Silvana Curatolo<sup>4</sup>, Francesca Monetti<sup>5</sup>

<sup>1</sup>Giampaola Bellini, Researcher, DIRM, DCRD, RDC, Head of direct structural surveys on businesses, bellini@istat.it

<sup>2</sup>Francesca Monetti, Researcher, DIRM, DCRD, RDC, Head of direct short term surveys on businesses, fmonetti@istat.it

<sup>3</sup>Paola Bosso, DIRM, DCRD, RDC, Specialist Team Personnel, bosso@istat.it,

<sup>4</sup>Silvia Binci, DIRM, DCRD, RDC, Specialist Team Personnel, binci@istat.it,

<sup>5</sup>Silvana Curatolo, Istat, DIRM, DCRD, RDC, Specialist Team Personnel, curatolo@istat.it,

**Organization: Istat - Italian National Institute of Statistics**

### Abstract

The implementation of Inbound and Outbound Contact Center service has been realized in Istat in order to better tackle the needs of businesses enterprises involved in statistical surveys. This represents one of the main innovations in the process of data collection centralization, realized by Istat in the last two years.

First step was to build a single entry point for businesses enterprises in order to access the data collections systems actives for each survey in which they are involved.

In order to support respondent units on access modality and functionality of the data acquisition system a unique green number has been activated and outsourced. The service deals with two different channels, a synchronous (telephone contacts) and an asynchronous (email system and web form) ones.

As regards requests for assistance on the characteristics of the survey, on the specific content of the questionnaire, and on the data collection technique a recurrent part is managed by the Contact center directly, through an organized FAQ system. The more specific and complex questions are forwarded to the specific Istat experts through the shared tickets system that is an IT tool. The specialization of the services guarantees the standardization of the criteria adopted to treat specific and general enquiries and cases.

The Outbound service is used close to the deadline of the data collection to remind to the units not complying with the statistical fulfilment that are called to absolve. Main objectives are increasing the response rate with particular attention to the ones that historically have been not satisfactory.

# FIFTH INTERNATIONAL WORKSHOP ON BUSINESS DATA COLLECTION METHODOLOGY

19-21 SEPTEMBER 2018 – STATISTICS PORTUGAL, LISBON



The Outbound and Inbound functions are at the moment managed by two different societies, nevertheless the flux of the generated information is integrated so that the respondent receives a service of information and assistance that is uniformed and efficient.

The paper will present more in detail the organization of the two services, the information fluxes and the results obtained in qualitative and quantitative terms.

Key-words: **process standardization, Inbound and Outbound service, response rates**

