



Customers : Reaching, servicing, and learning

UN Workshop on the good practices for dissemination of
Official Statistics in the ESCWA Countries

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Introduction

⇒ **Eurostat's mission is to provide the European Union
with a high quality statistical information service**

⇒ **Best practices : Eurostat and EU Member states**

2 ways to define our customers

⇒ Traditional way: by their status

⇒ By their use profile

2 ways to define our customers



Traditional way: by their status

- ⇒ European institutions
- ⇒ National Statistical Institutes
- ⇒ National administrations, international organisations
- ⇒ Schools / universities
- ⇒ Professional organisations
- ⇒ Private companies
- ⇒ Intermediaries
- ⇒ Media

Eurostat's data

2 ways to define our customers



By their use profile

based on a qualitative study held in 2000 and confirmed by registration on internet

- ⇒ **Economic analysts** : from public and private sector
Need quick update and metadata to interpret the data properly

- ⇒ **Decision-making analysts** : decision-making processes of businesses and the economic and political sector. Need specific and reliable data

- ⇒ **Communicators** : mainly journalists and some consultants who need data to illustrate their analysis

2 ways to define our customers



By their use profile

based on a qualitative study held in 2000 and confirmed by registration on internet

- ⇒ **Knowledge explorers** : can be students, wide public who need an easy access to a selection of our information. Their focus is on topic rather than data.

- ⇒ **Researchers** : also students, private and public researchers, there are ready to invest some time to find complete and detailed information.
Data is the basis of their study

How to serve customers according to their needs

- ⇒ **Eurostat services for communicators**
- ⇒ **Eurostat services for decision makers**
- ⇒ **Eurostat services for short term analysts**
- ⇒ **Eurostat publications : collections by target**
- ⇒ **Services for students**
- ⇒ **Conditions for success and limits**

How to serve customers according to their needs

To be efficient our products and services should be **targeted**.

This means adding value to our data, in publications and services.

Some examples:

⇒ **Eurostat services for communicators :**

Products : press releases (150/year) on main short term economic indicators (“euro-indicators”), and adhoc press releases on results of specific surveys.

Service : Media support is a team which answers all questions from journalists in 24 hours maximum.

How to serve customers according to their needs

Eurostat services for decision makers:

Mainly ad hoc services:

- for European Institutions the “institutional support” answers to all requests

- For businesses : the Data Shop network based in all European Union member states provide **tailor made service**.

Eg: specific extractions, subscription, advice

They follow a quality charter

.

How to serve customers according to their needs

Eurostat services for short term analysts

- A **dedicated website** : “euro-indicators”

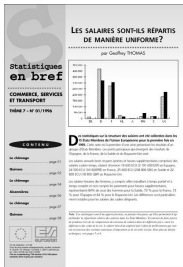
They can find in one place all information on short term statistics : publications, press release, online database

- A specific service : “Prime up”

Clients are delivered automatically the data in the format they need at the time when it is officially released (12.00).

How to serve customers according to their needs

The Collections of publications and their targets



Statistics in Focus
Panorama of the EU

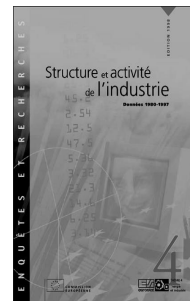


Pocket Books



Detailed tables

Press Releases



How to serve customers according to their needs

Services for students:

INE Portugal and CSO Ireland have developed a specific offer on their web site for students

- ILEA project
- Student corner

How to serve customers according to their needs

Conditions for success and limits

⇒ Need **dedicated teams** which can work close to the customers to understand their needs

⇒ Need **specific skills** : how to write press releases, involve teachers to prepare material for students...

How to serve customers according to their needs

Conditions for success and limits

⇒ Tailor made service is **costly** in terms of human resources
only for crucial user groups and with a reasonable size (media, government)
or against payment (Data Shop are self financed)

⇒ For bigger user groups (students, general public) :
internet or intermediaries (libraries, press, disseminators)

How to reach customers

- ⇒ Use multiple channels
- ⇒ Work with intermediaries
- ⇒ Eurostat Data Shop Network
- ⇒ Registerate customers
- ⇒ Inform customers
- ⇒ Find new customers

How to reach customers

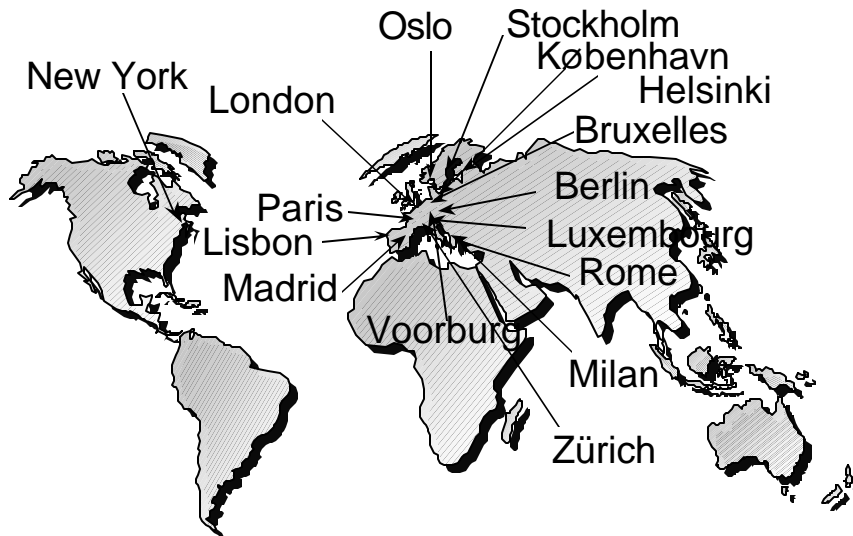
Use multiple channels : internet, intermediaries, user lists

To be close to the user : **work with intermediaries**

⇒ At national level : the Data Shops sell European data to their national clients

⇒ Redisseminators : specific licence agreement with private companies with specific clients

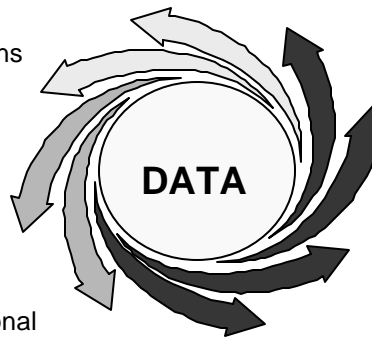
Eurostat Data Shop Network



How to reach customers

INFORMATION :

- ⇒ www.europa.eu.int/comm/eurostat/
- ⇒ EC Representations in Member States
- ⇒ EC Delegations in third countries
- ⇒ Libraries
- ⇒ EDC (European documentation centres)
- ⇒ National and regional statistical institutes



MEDIA :

- ⇒ Eurostat Press Office
- ⇒ Eurostat Media Support

DISSEMINATION :

- ⇒ Eurostat Data Shop Network
- ⇒ The Commission's sales offices and EU-Points
- ⇒ Commercial hosts and brokers

How to reach customers

Intermediaries need to be :

- **well selected**

- **motivated** : financially or by providing marketing assistance

- **informed** on our products and services : release calendar of press releases, publications programme

- **trained** on our products and services : Data Shops are trained twice a year on specific statistical areas by Eurostat statisticians

How to reach customers

Registrate customers

It is essential to build up customer database

⇒ All our clients of ad hoc services (of the media support and Data Shops are registered)

⇒ Internet users have to register on the web : to send a question, to get alerted on new publications

How to reach customers

Inform customers

There is high expectations from customers to be informed about new products

- ⇒ **Automatic alert** on Eurostat internet site “alert me”
- ⇒ Quaterly **Newsletter** : “Statistical references”
- ⇒ **Release calendar** of News releases

How to reach customers

Find new customers

- ⇒ **Press**, build the image and credibility
- ⇒ **Mailings** : buy mailing lists or find partnerships
- ⇒ Prepare the future : **courses in universities** (eg Data Shop Roma, Data Shop Sweden)

How do we learn about customers?

- ⇒ User Council
- ⇒ Qualitative surveys
- ⇒ Quantitative surveys
- ⇒ Analysis and registration of complaints
- ⇒ Registration of users on internet

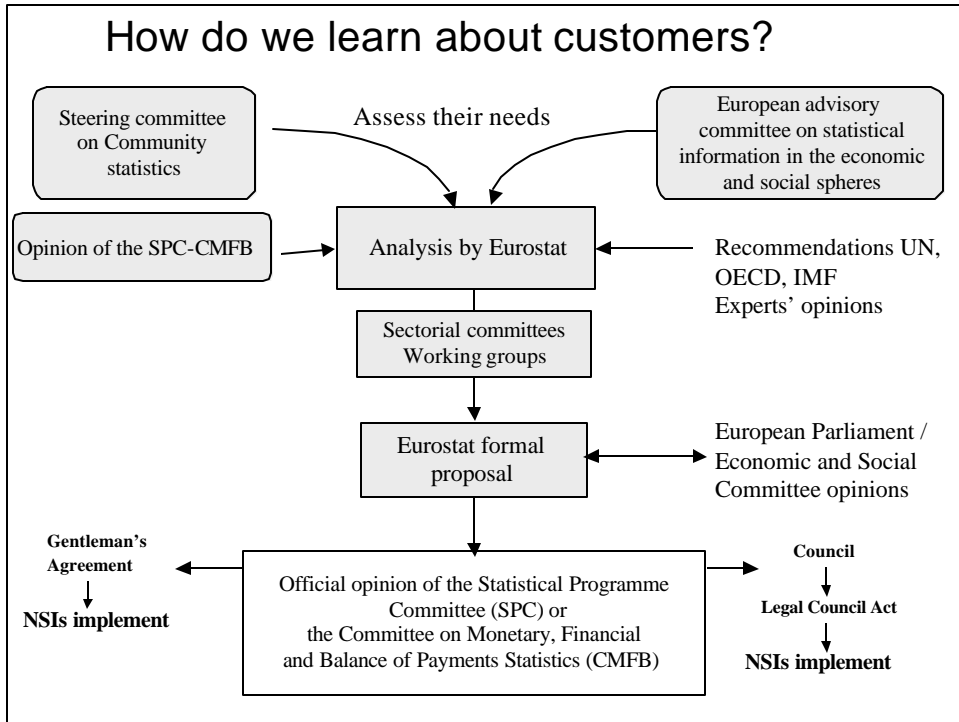
How do we learn about customers?

User Council : CEIES

European Advisory Committee on Statistical Information in the Economic and Social Spheres (since 1991)

2 delegates per country, representing industry, employees, science, the media and consumers

How do we learn about customers?



How do we learn about customers?

Registration of users

⇒ Is a prerequisite to other actions

Registration on internet : is not compulsory

It helps to validate our user segmentation

Opportunities for the future : customer relationship management

⇒ Registration of customer of tailor made services are made by Eurostat and the Data Shops

How do we learn about customers?

Qualitative surveys

⇒ Done by an external **marketing company**

- on users of our main publication : Yearbook in 2000
- on users of specific data (transport, business) in 2002

⇒ Brings information on :

- main **dissatisfactions** = areas of improvement
- **customer behaviour**

⇒ Interviews are recorded on **video**

Videos are used during “**innovation groups**” in Eurostat
(participants from dissemination unit + production services)

How do we learn about customers?

Qualitative surveys, some results

A real need of product and services for authorities and the society

Main requests of users

- Freshness
- Timeliness
- Comparability
- Clarity
- Explanatory notes
- Replicability
- Value for money
- Availability (including electronic format)

How do we learn about customers?

Quantitative surveys

⇒ Data Shop satisfaction survey

Several means :

- phone survey - costly (every 2 years maximum)
- sent by fax : low response rate
- questionnaire regularly sent with data

⇒ Internet satisfaction survey

Automatic process with registered users

First survey in 2002, will be quarterly in 2003.

How do we learn about customers?

Quantitative surveys

May be useful to validate big changes (eg: structure of our collections)

Analysis of complaints

All complaints received by our dissemination units are analysed and recorded :

- complaint on the data
- complaint on the service

Once a year report is send to the Eurostat board.

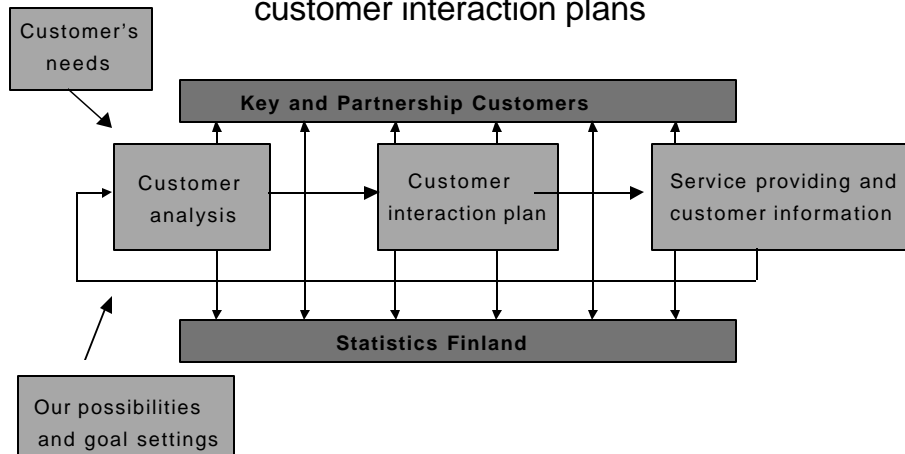
Conclusion : the new challenge is to integrate customers in the production process

Finnish example

Statistics Finland : Main tasks of the Leading Customer Relationships -project

- Three customer segments in focus:
 - Government bodies
 - Local administration bodies
 - Corporations and enterprises
- Develop a dialogue on need structures and service form wishes with a limited number of pilot customers, visit the organisations, make deep interviews, develop services
- Listen, Listen and Listen
- Make recommendations on improvements in our interaction skills, customer segmentation, CRM software, service culture

Statistics Finland : from product marketing
to marketing activities based on
customer interaction plans



Conclusion : the new challenge is to integrate
customers in the production process

⇒ Needs of the government versus needs of other
groups

⇒ Change of culture with total quality management
principles : the user at the centre of the production
process