

PRASC



**Project for the Regional
Advancement of Statistics
in the Caribbean**

**Projet régional pour
l'avancement de la statistique
dans les Caraïbes**



In partnership with

Canada



Respondent Relations

Project for the Regional Advancement of Statistics in the Caribbean
(PRASC)

Statistics Canada
February 24-28, 2020
Kingston (Jamaica)

Delivering insight through data, for a better Canada



Statistics
Canada

Statistique
Canada

Canada

Respondent Relations: numbers from the 2016 Census

15,675 inquiries

- 1,159 received via email
- 1,124 received via telephone
- 192 received via social media
- 5,015 received by mail
- 8,128 received via Contact us web form



Source: Client Relationship Management System

Example: Letters and attachments

Dear Mr Wayne R. Smith.
 How do you do? I'm sorry missed you
 because I sit home. I had to bring
 Hospital University on
 the left side was!

Please send 1
 more questionnaire
 for the 6th
 member of our
 household. Thank You

Attachments – Data Operations Centre Attachment: # ___ of ___



Operator: _____
 Date: 2016/06/08

Category 1 Attachment

Geographic Information Section

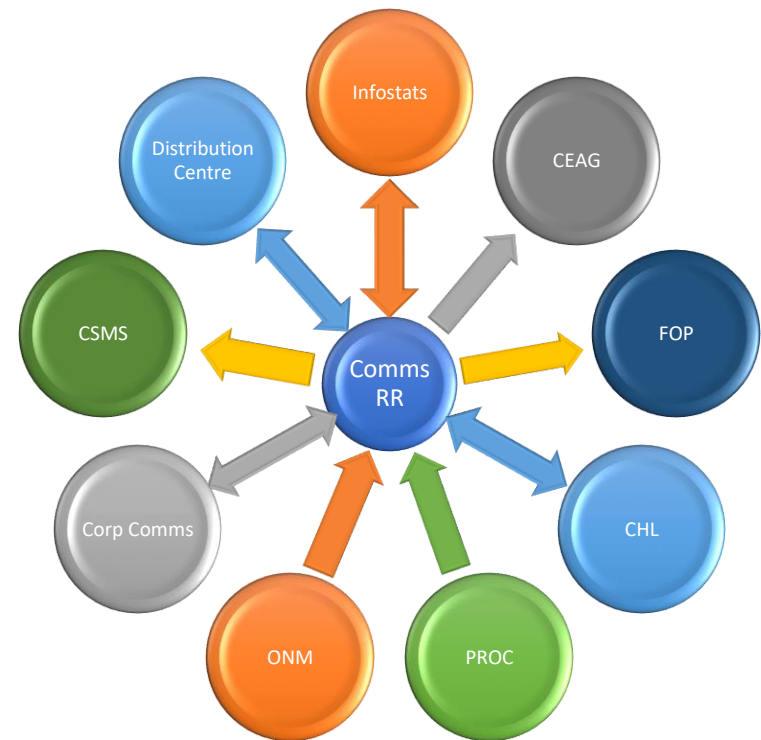
Questionnaire 2A, 2C, 3A, 2A-L and 2A-R:

Prov.	CD	CU	VR Line No.	CLD	Form 3	Questionnaire No.
						of

We do no longer live at our acreage at 5115 110,
 Swift Current, SK. Our new address is
 409-272 2nd Ave NW
 Swift Current, SK
 S9H 0G0.
 We were told that a census taker would come to each resident in
 our building. Apparently a mistake was

Census respondent relations

- ✓ Respond to inquiries received by mail, email and social media.
- ✓ Validates responses prepared by other teams across the Agency
- ✓ Close collaboration with various stakeholders within Statistics Canada.
- ✓ For 2021, a team of 24 employees will be staffed to handle an anticipated 20,000 inquiries.



2016 Census most frequent RR questions

- For the 2016 Census, the most frequently asked questions by respondents were related to:
 - Non-existing dwellings
 - Nothing received (collection closed, collectives issue, missed dwelling)
 - Paper questionnaire request
 - Vacant dwelling
 - SAC request
 - Reminders
 - Secondary residence

Managing responses

- Client Relationship Management System
 - Central repository of all inquiries received
 - Includes all interactions
 - Sole source for reporting

The screenshot displays a web-based interface for managing cases. At the top, there's a header with the title 'Case' and a date/time stamp '21/10/2019 12:27:11PM EDT' along with a 'My Time Zone' dropdown. Below the header, there are navigation tabs: 'Case', 'Products', 'Notes (0)', 'Census Comms', 'Related Cases (0)', and 'Prod/Services Delivery'. The main content area is divided into several sections:

- Case ID New**: A summary section with fields for 'Customer Summary' (Open Cases: 0) and 'Status Open'.
- Customer Information**: Fields for 'Company', 'First Name', and 'Last Name', with 'Search' and 'Advanced Search' buttons.
- Enquiry Information**: A section for '*Summary' and 'Description' with text input areas and icons for adding or deleting content.
- Indicators**: A list of filters and settings including:
 - Anonymous
 - Quick Code: [Dropdown]
 - Type: 01-Product/Service [Dropdown]
 - Subtype: [Dropdown]
 - *Status: Open [Dropdown]
 - Resolved by First Contact
 - Provider Group: (COMM) Census Communication [Searchable]
 - Assigned To: Isabelle (COMM) Payer [Searchable]
 - Target Close Date: [Date Picker]
 - Division: [Dropdown]
 - Program: [Dropdown]
 - Detail: [Dropdown]
 - Priority: Normal [Dropdown]
 - Cost: Free [Dropdown]
 - Source: 02-Telephone [Dropdown]