



Working towards a business-centered vision on data collection

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In 2022, Statistics Netherlands developed a renewed business-centered vision on data collection². By creating the vision, we set our goals. The vision outlines a shift in perspective, whereby the entire data collection process is designed and implemented from the perspective of businesses. Furthermore Statistics Netherlands will be transparent in what businesses can expect, and we try to re-use data as much as possible. Data will be retrieved from business systems automatically and in a timely manner by Statistics Netherlands with minimal interference from the business.

Based on this vision, Statistics Netherlands conducted a customer journey analysis in 2023, in cooperation with businesses and sector organizations. Through the customer journey results, we explored a direction on how to achieve these goals. Main outcomes were:

- Automate the reporting process as much as possible
- Strengthen image and identity of CBS as data collector
- Communicate more transparent about the approach
- Be clearer about questionnaire planning
- Focus more on cooperation with other institutes
- Show more appreciation to participating businesses

To achieve this, six essential aspects were defined as important by businesses: efficiency, safety, insight, overview, clarity and appreciation. Of these efficiency, safety and insight are preconditions for realizing automated data collection.

¹ Disclaimer: The views expressed in this paper are those of the authors and do not necessarily reflect the policies of Statistics Netherlands

² Nieuwenhuijs, R., et al. (2022), A new strategy on primary business data collection: naturally relevant (in Dutch: Toekomstvisie primaire waarneming bedrijven: CBS - vanzelfsprekend relevant). Statistics Netherlands, The Hague/Heerlen. Nieuwenhuijs, R., L. Houben and G. Snijkers (2022), A new vision on primary data collection from businesses: naturally relevant. Paper presented at the 2022 UNECE Expert meeting on Statistical data Collection, Rome, 26-28 October 2022. (Available at: <https://unece.org/statistics/events/DC2022>).

Houben, L. and Snijkers, G. (2023). Businesses first: the latest developments at Statistics Netherlands (CBS) with regard to the new vision. Presented at the UNECE Expert Meeting on Statistical Data Collection 2023 (online conference, 12-14 June).

Now, we have started working towards achieving these goals. We are doing this in steps, by creating a roadmap, defining projects, and implementing them. We have set up a combined program: Business Centered Approach & Response Burden Reduction. This facilitates to link innovation, policy and communication.

Key items of this combined program are:

- (1) Business Centered improvements;
- (2) The development of S2S / automated input;
- (3) Dedicated communication with businesses;
- (4) Monitoring the results and making adjustments if necessary.

We would like to outline the most recent developments on these key items, and discuss them with other NSIs. We would also like to discuss the consequences of the customer journey results with other NSIs.