

## **Respondents' Satisfaction Survey 2011**

### **AIM OF THE SURVEY**

The aim of the Respondents' Satisfaction Survey was:

- to collect opinions and suggestions from the respondents in order to develop the data collection process;
- to study the problems related to data submission and filling in the questionnaires;
- to study the respondents' assessments on the user-friendliness of eSTAT;
- to find out the need for personal client manager;
- to assess the reputation of Statistics Estonia among the respondents;
- to enlighten the notability and usability of the products and services of Statistics Estonia.

### **Background of the survey**

Since 2004, a centralised data collection system is used in Statistics Estonia. Contact Centre of respondents has been established for serving the customers. In 2006, Statistics Estonia started to use eSTAT, a web-based environment of data submission, which enables to submit reports electronically. At the beginning of the survey, 35,174 enterprises and institutions had joined eSTAT.

The answers of the participants in the survey might have been influenced by the following factors:

- in 2011 the respondents had to compile several reports which are not to be presented regularly or which are submitted every two or three years, e.g. adult training in enterprises, innovation survey, etc.;
- the survey was conducted immediately after the deadline of the report EKOMAR;
- eSTAT had been updated and some of the respondents were not aware of that.

### **Time, sample and method**

The survey was conducted from 25 May to 17 June 2011 and the target group were enterprises and institutions who were obliged to submit the data in 2011.

The web questionnaire included 23 questions:

- the same 17 questions for all groups, of which five with free text;
- four separate questions for the users of eSTAT, one for non-users and one for those who have not joined eSTAT;
- in addition contact data were asked from those who wish to participate in the development process of data collection process of Statistics Estonia or wish to get information about trainings.

The respondents spent on average 10–15 minutes to fill in the questionnaire.

### **RESPONDENTS**

About 32,500 enterprises and institutions received the invitation to participate in the survey who had the e-mail address (about 20% do not have the e-mail address). The e-mail was sent to the main user of eSTAT in the enterprise, if there was no main user, the e-mail was sent to the manager or general e-mail address of the enterprise.

Memos were sent to 1,650 bigger enterprises with at least 50 employees.

There were approximately 1,600 incorrect or non-usable e-mail addresses.

The enterprises have been divided into three groups:

- having joined eSTAT and submitting reports in eSTAT (12,415 or 38%);
- having joined eSTAT, but not submitting reports in eSTAT, they had an obligation to submit reports in 2011 (4,162 or 13%);
- not having joined eSTAT (15,942 or 49% ).

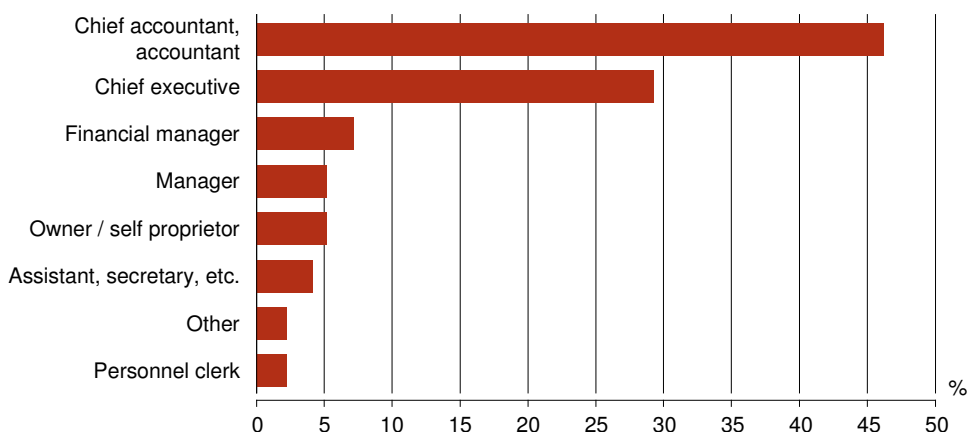
1,543 respondents filled in the questionnaire, i.e. 5% of the total sample. This kind of response rate is very characteristic of electronic questionnaires.

**Table 1. Respondents' participation in the survey**

	Information letter received	Share of the group in the sample, %	Number of respondents	Share of the group among respondents, %	Share of respondents in the group, %
Having joined eSTAT and submit reports in eSTAT	12 415	38	<b>1140</b>	74	9
Having joined eSTAT, but not submitting reports in eSTAT (obligation to submit reports in 2011)	4 162	13	<b>134</b>	7	3
Not having joined eSTAT	15 942	49	<b>269</b>	17	2
<b>Total</b>	<b>32 519</b>	<b>100</b>	<b>1543</b>	<b>100</b>	<b>5</b>

Almost half of the respondents (46%) were accountants or chief accountants, nearly third (29%) chief executives of enterprises. In case of micro enterprises (with less than 10 employees) usually the chief executive or the owner of the enterprise responded, in case of larger enterprises – the accountant or other manager.

**Figure 1. Respondents of the survey by occupation**



By economic activities, the number of respondents was the highest among manufacturing (14%) and wholesale and retail trade enterprises (13%), followed by educational (10%), agricultural and professional and scientific activities enterprises (8%).

## **SUMMARY OF RESULTS**

### **Innovations while submitting statistical reports**

The respondents had an opportunity spontaneously to write down eSTAT innovation which came to their mind first.

A quarter of respondents left this question unanswered and 25% remarked that they could not recall any innovations. Of innovations that were written down, eSTAT and electronic data submission was most often recalled (35%), followed by pre-filling of reports, errors control, transition to euro and memos (3-5%) of respondents).

### **Problems in submitting statistical reports**

The biggest problem was the time spent on collecting the data needed for Statistics Estonia and on filling in the reports (9% of respondents).

The other problem was the fact that the data submitted to Statistics Estonia do not coincide with the similar data being submitted to Tax and Customs Board or Commercial Register. The data also differ from those serving as basis for accounts records of the enterprise itself. The data must be looked for separately from the source data or separate accounts must be kept for them.

The third bigger problem was the complexity of reports: complicated questions and definitions which are difficult to understand or which are ambiguously formulated. The structure of questionnaires is sometimes too complicated; they are at times too long and difficult to follow.

34% of respondents left this question unanswered or marked that they had no problems in filling in the questionnaires.

### **The most complicated reports**

The following reports were marked as the most complicated: EKOMAR (12% of respondents), structure of earnings (7%), wages and salaries (3%) and adult education (3%). 45% of participants left the question unanswered and 20% answered that filling in the questionnaires was not complicated.

### **Addressing the Contact Centre of respondents (during the last 12 months)**

42% of respondents turned to the Contact Centre by phone and 16% by e-mail. The telephone is most used by enterprises with bigger number of reports (more than four reports a year) (50–60% of respondents).

Compared to other groups, the number of enterprises turning to the Contact Centre by e-mail was the biggest among enterprises submitting at least ten reports (24%).

## **SATISFACTION WITH THE SERVICE OF THE CONTACT CENTRE**

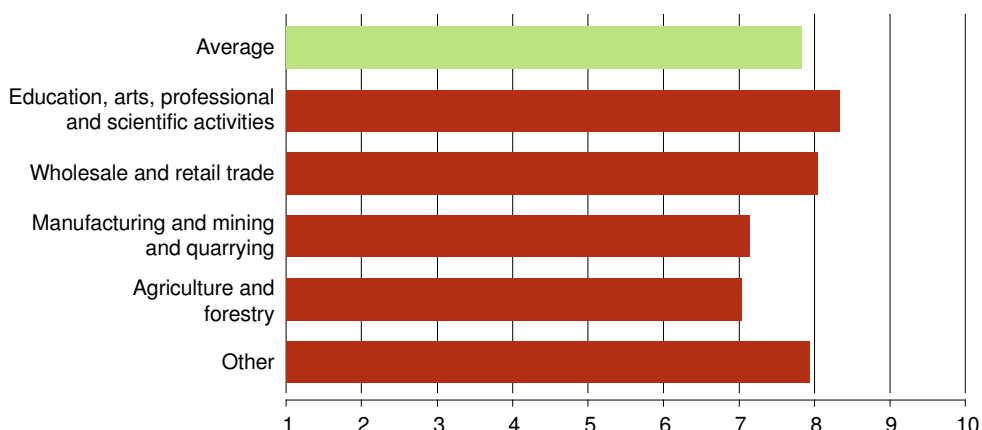
### **General satisfaction**

General satisfaction with the services of the Contact Centre was high – 7.8 points in 10-point scale. There were no big differences between respondents groups, assessments remained around 7.5–7.8 points. As regards the reporting load test of enterprises, assessments of respondents having submitted at least ten reports were slightly lower than the average (7.2 points).

By economic activities of enterprises, higher assessments than average have been given by education, arts, professional and scientific activities enterprises (8.3 points), agricultural and manufacture enterprises' assessments were lower (7.0–7.1 points).

**Figure 2. General satisfaction with the Contact Centre**

(1 – not at all satisfied, 10 – very satisfied)



### Satisfaction with the telephone service of the Contact Centre (tel + 372 625 9100)

Average rate of response time was 8.0.

The assessments of respondents groups were very similar, but somewhat lower among those who had joined eSTAT, but not using it (7.4%) and higher than average among those who had not joined eSTAT (8.2%). Enterprises with smaller number of reports assessed the response time slightly higher than enterprises with at least four reports.

The average rate of adequacy of reply was 8.1.

This rate was similar in almost all respondents groups, only assessments of respondents with bigger reporting load were slightly lower (7.4).

The average rate given to decency of communication was very high – 8.9. There were no big differences by respondents groups, but the assessments of respondents with bigger reporting load were slightly lower than the average (8.3).

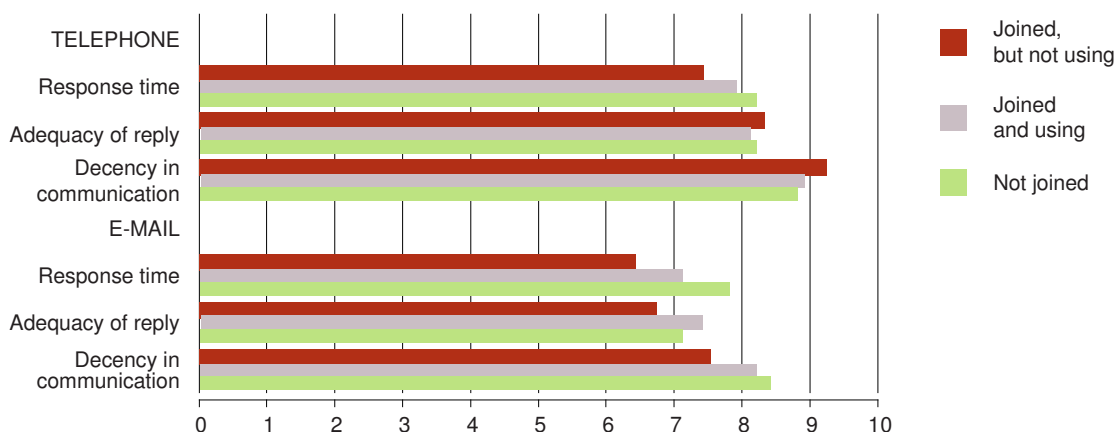
### Satisfaction with the e-mail service of the Contact Centre (klienditugi@stat.ee)

Assessments of communication with the Contact Centre by e-mail were lower up to one point compared to communication by phone: response time 7.1 points, adequacy of reply 7.3 points and decency in communication 8.2 points.

By respondents groups the assessments differed very little. Respondents submitting one and at least ten reports gave slightly lower assessments than average, as well as those who have joined eSTAT but do not use it for submitting reports.

**Figure 3. Satisfaction with services of the Contact Centre by joining eSTAT**

(1 – not at all satisfied, 10 – very satisfied)



### Need for a specific contact person (personal client manager)

Less than half of respondents (44%) said that they have no need for personal client manager, 36% could not answer the question and only one fifth were interested in a specific contact person in Statistics Estonia.

Respondents submitting 2–3 reports were most interested in having a personal client manager, as well as those enterprises who had joined eSTAT, but do not submit reports there. By size of the enterprise, micro enterprises (with 1–9 employees) were most interested in having a personal client manager. Almost half (48%) of enterprises with larger number of employees do not wish a personal client manager.

Personal client manager is wished for the following reasons:

- personal client manager would know the specificity of the enterprise and be acquainted with solving the potential problems;
- people like more personal communication, it is easier to communicate with concrete person;
- feeling of security that a specific person deals with the enterprise;
- questions would be answered quickly and easily.

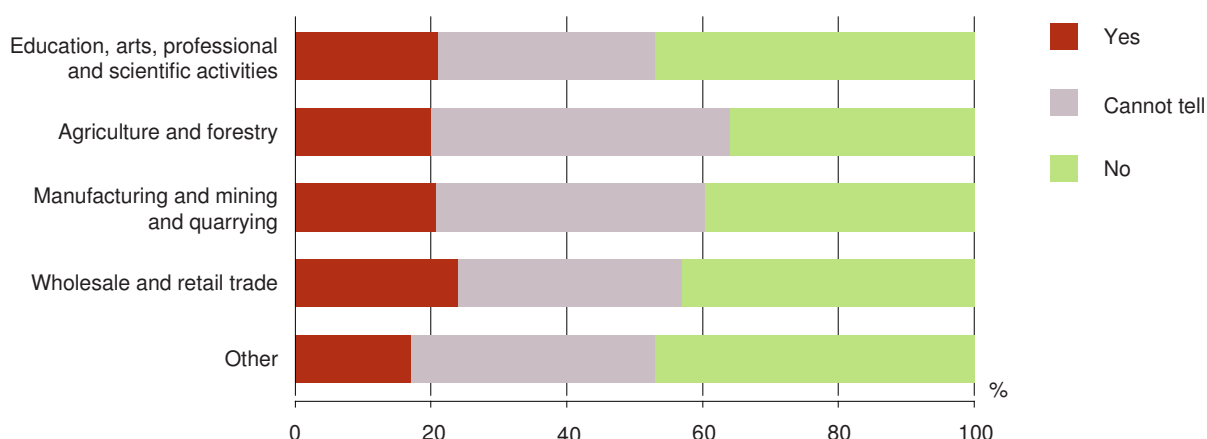
Personal client manager is not wished for the following reasons:

- reports are so different that one person would not be able to manage them all;
- competence would be more important or a separate person for each report who could answer also more specific questions;
- user manuals are adequate and questions crop up seldom;
- adequate answer has been received always.

It can be concluded from the answers that at the moment there is no need for a personal client manager in Statistics Estonia. The present Contact Centre is working well and the majority of respondents are very satisfied with its work.

Besides small companies, some very essential clients for Statistics Estonia wished a personal client manager in order to communicate with him/her on more personal level in the future.

**Figure 4. Need for a specific contact person in communication with Statistics Estonia by economic activity of the enterprise**



### Assessments of data transmission environment eSTAT

Assessors were users of eSTAT and assessments could be given on 10-point scale, where 1 meant that the respondent was not at all satisfied and 10 meant that the respondent was very satisfied.

### Convenience of using eSTAT

The rates were relatively high, the average being 7.2. The differences between assessments by respondent groups were small, enterprises with ten or more employees gave highest than average rates. By economic activities, education, arts, professional and scientific activities enterprises were most satisfied with the convenience of using eSTAT (7.7). Agricultural and forestry enterprises' rates were lower than average (6.9), so were the rates of enterprises with one to four employees (6.7).

### Clarity of eSTAT user manuals

The average rate was 6.6. By economic activities, the rates varied from 5.8 to 7.2. Agricultural and forestry enterprises' rates were the lowest and the rates given by education, arts, professional and scientific activities enterprises the highest.

### Convenience of completing eSTAT questionnaires

The average rate was 6.6. By economic activities, education, arts, professional and scientific activities enterprises assessed the convenience of completing eSTAT questionnaires the highest, the rates of other enterprises remained around the average. By number of reports, respondents of enterprises submitting one and at least ten reports gave the lowest rates.

### Clarity of eSTAT questionnaires user manuals

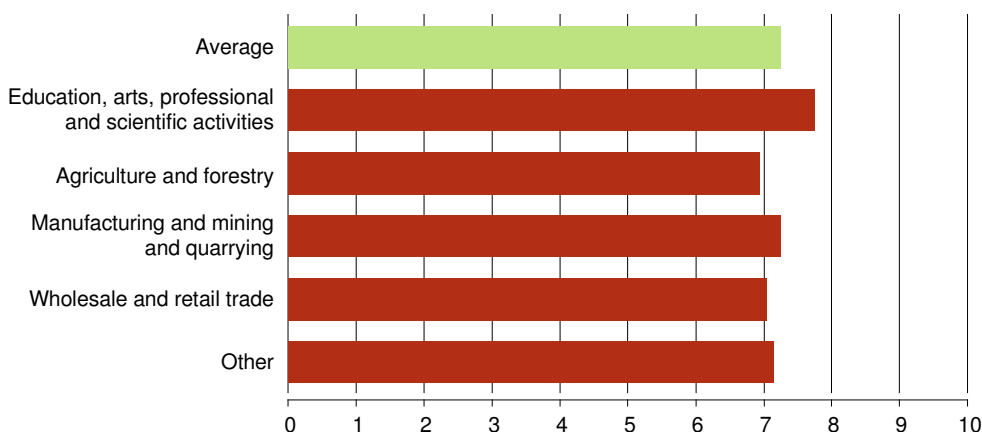
The average rate was 6.5. Just like in case of the previous criteria, the highest rates were given by education, arts, professional and scientific activities enterprises, other enterprises' rates were slightly lower than the average.

### Clarity of explanations to error controls of eSTAT questionnaires

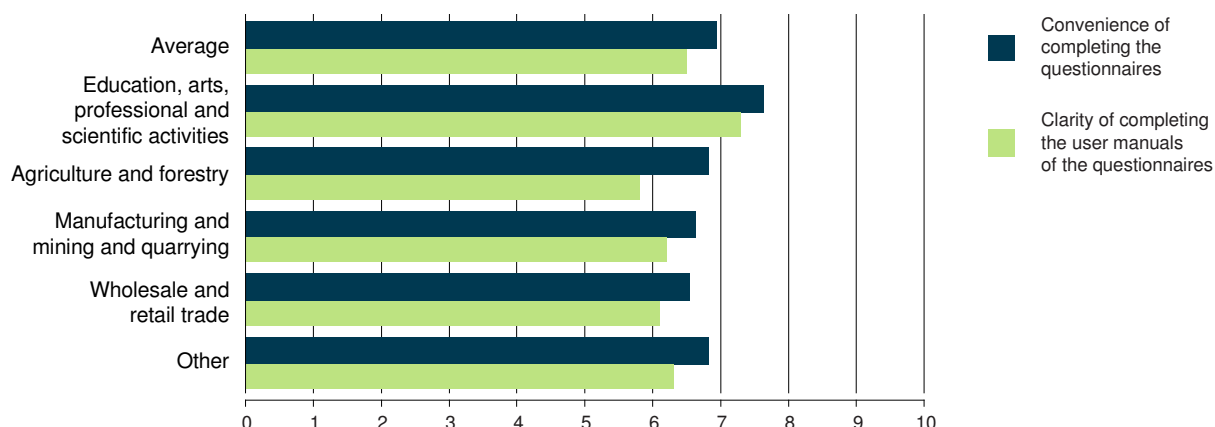
The average rate was very low – 5.7. By economic activities the lowest rates were given by manufacturing and agricultural enterprises (rates 4.9 and 5.0, respectively). Higher than average rates were given by education, arts, professional and scientific activities enterprises (7.0).

By number of submitted reports, enterprises submitting at least four reports were most critical (the average rate 5.0).

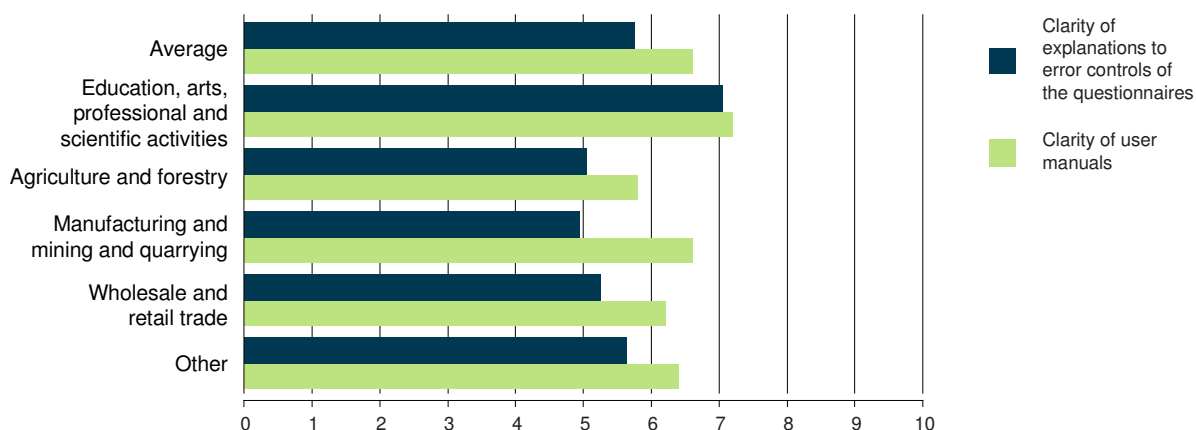
**Figure 5. Satisfaction with convenience of using eSTAT by economic activity of the enterprise**  
(1 – not at all satisfied, 10 – very satisfied)



**Figure 6. Satisfaction with convenience of completing eSTAT questionnaires and with clarity of user manuals of completing the questionnaires by economic activity of the enterprise** (1 – not at all satisfied, 10 – very satisfied)



**Figure 7. Satisfaction with clarity of explanations to eSTAT error controls and of user manuals by economic activity of the enterprise** (1 – not at all satisfied, 10 – very satisfied)



## Possibilities of eSTAT

### Loading CSV-tables

Almost half of the respondents were aware of this possibility, but the amount of users was relatively small (10%). More than other groups, this function was used among enterprises submitting at least four reports.

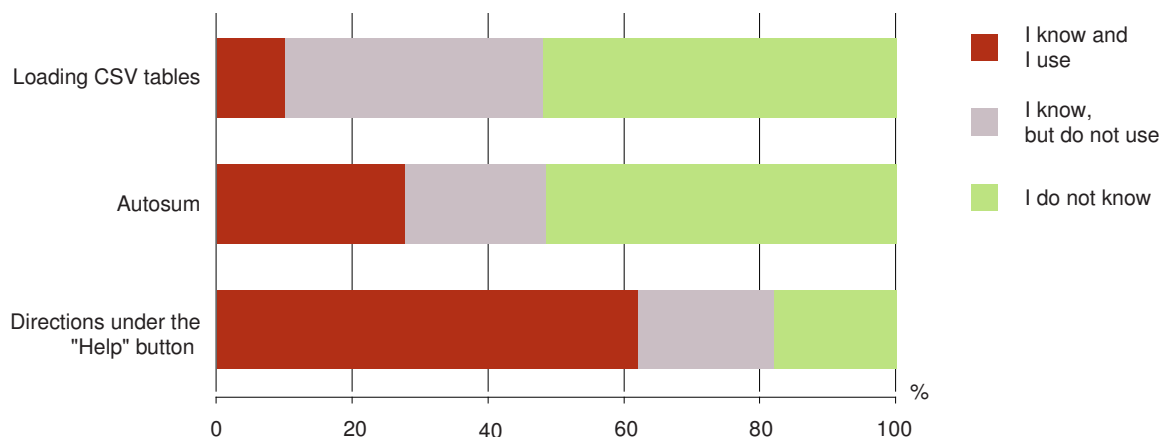
### Autosum

Almost half of the respondents knew about this possibility, a third of enterprises also used it. Autosum was most used by submitters of ten or more reports (48%) and manufacturing enterprises (38%), and agricultural and forestry enterprises (33%). Less than average was autosum used by education, arts, professional and scientific activities enterprises (20%), but their knowledge of using autosum was similar to that of other activities.

### Instructions under “Help” button

Most of enterprises were aware of this possibility (82%), and more than half (62%) also used it. Similarly to the aforementioned possibilities, the awareness and using of this function grew with the number of submitted reports – among the submitters of at least ten reports 75% used it. By economic activities, instructions under “Help” button are most used by agricultural and forestry enterprises (74%) and least used by education, arts, professional and scientific activities enterprises (56%).

**Figure 8. Using of eSTAT possibilities**



### Calculated financial key ratios table on the enterprise

Through the eSTAT column "Statistics for respondents" the enterprises which have submitted the EKOMAR report on time and correctly receive the financial key ratios.

Of the mentioned enterprises, the financial key ratios table has been used only by 14% of respondents, 47% are non-users. The main reasons for not using the table were the following: there was no interest in it in the enterprise and the accounting of the financial key ratios is different from the accounting in Statistics Estonia. 38% of respondents are not aware of the possibility. It must be taken into account that this possibility has been introduced only to the submitters of EKOMAR reports, other respondents have not been offered it.

### What would make using eSTAT more convenient for you?

Most of the respondents left this question unanswered or marked "cannot tell". 4% of the respondents consider eSTAT convenient and are satisfied with it.

The proposals to make eSTAT more convenient were the following:

- more clarity in user manuals for filling in the questionnaire;
- possibility to import the data from ARIB (Estonian Agricultural Registers and Information Board), Tax and Customs Board, Commercial Register, accounting programme;
- more simple explanations to error controls;
- smaller accounting load / less reports;
- viewing the data / adding the data of the reports of the previous period;
- the limit of time use should be longer;
- etc.

### Non-users of eSTAT

Users who have joined eSTAT but who have not submitted the reports via eSTAT marked the first reason for not using it the complexity and inconvenience of the system (31%). Other reasons were that there was no need to use it up to now and lacking technical possibilities, like ID-card, working Internet connection, etc. (7%).

The reasons of eSTAT non-users for the question why they have not joined eSTAT were the following: the system is complicated and inconvenient (41%); the manager of the company has not authorised it; does not know about this possibility, lacking the necessary equipment and it is easier to submit the data on paper.

### Wish to participate in trainings organised by Statistics Estonia

21% of the respondents would like to participate in trainings on submitting reports and using eSTAT. Wish to participate in trainings was higher than average among those who had joined eSTAT, but not using it (24%) and among submitters of ten or more reports (24–26%).



Only 15% of enterprises would be interested in trainings on principles of making statistics.

20% of respondents would like to participate in trainings of finding and using statistics. Users of eSTAT had bigger interest in trainings (23%), and by enterprise's economic activity in education, arts, professional and scientific activities enterprises (27%).

8% of respondents wanted to participate in development of data collection process of Statistics Estonia.

**Figure 9. Wish to participate in trainings of Statistics Estonia by economic activity of the enterprise**

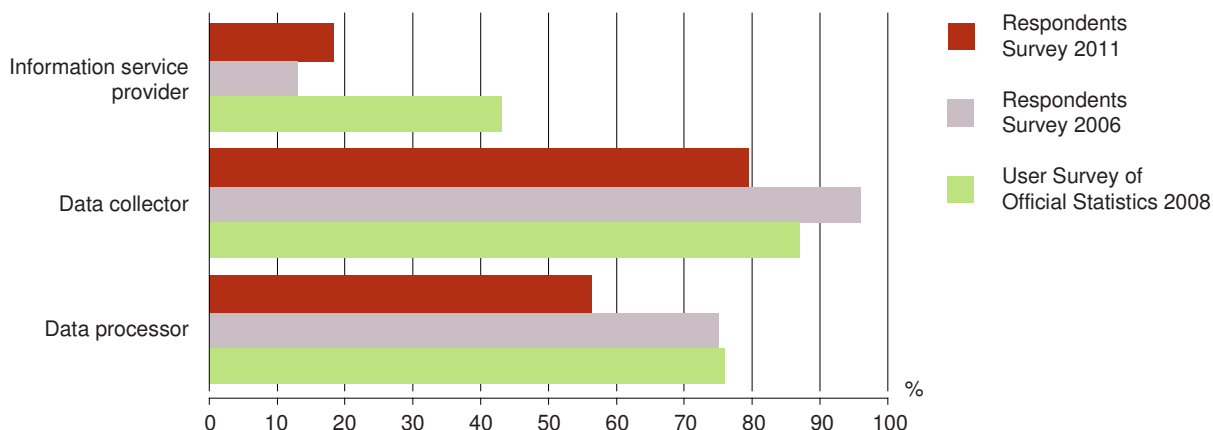


### Most characteristic role of Statistics Estonia

In order to characterise the role of Statistics Estonia, 79% of respondents remarked data collection and 56% data processing. 18% of the respondents considered Statistics Estonia provider of information service. Compared to the results of the respondents' survey in 2006, the role of Statistics Estonia as data collector and processor has decreased and the role of information service provider has increased to some extent.

In the User Survey conducted in 2008, the main users of statistics assessed the role of Statistics Estonia as information service provider significantly higher than the respondents.

**Figure 10. Most characteristic role of Statistics Estonia**



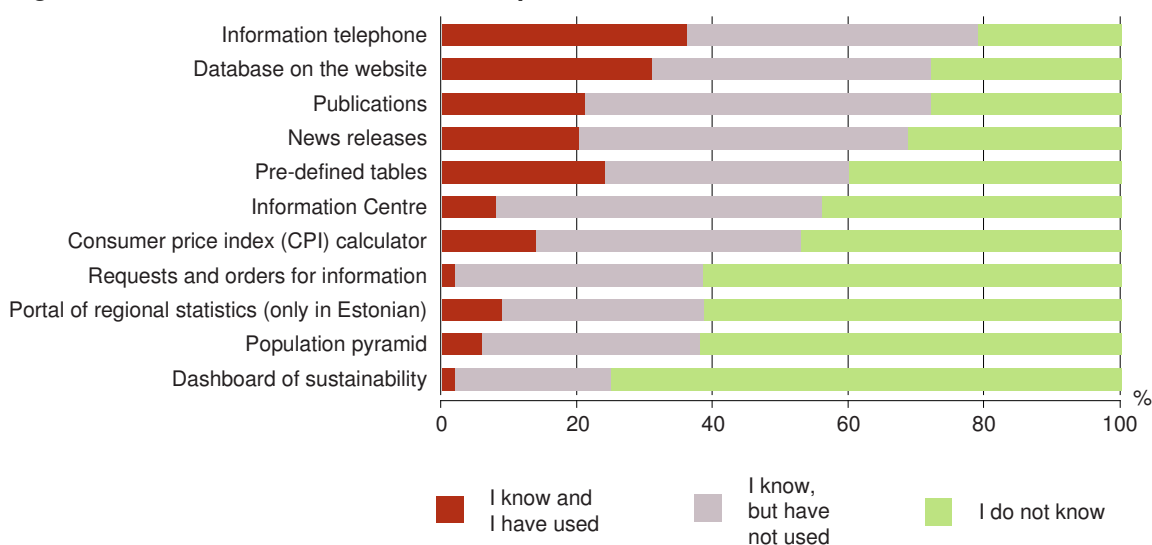
## Products and services of Statistics Estonia

Among the products and services of Statistics Estonia, most well-known were information telephone, database, publications and news releases (70–80% of the respondents). The respondents were the least aware of requests and orders for information, portal of regional statistics, population pyramid and dashboard of sustainability (less than 39% of the respondents). The four last-mentioned products have been used the least (less than 9% of the respondents). The information telephone has been used the most (36%).

A third of the respondents have used the database, somewhat less the pre-defined tables, publications and news releases. The amount of persons using other products remained below 20%.

Among eSTAT users the awareness of products and services of Statistics Estonia is significantly higher than among non-users.

**Figure 11. Information about and use of products and services of Statistics Estonia**



## Assessment of Statistics Estonia as a provider of statistical information on ten-point-scale

Similarly to the 2006 survey, Statistics Estonia was assessed professional as a provider of statistical information (average 7.0) and taking into account customer needs (6.1). The assessment of reliability and ability to develop was slightly higher than in 2006. The rate given to communication openness decreased marginally (7.2). In 2006 the respective rate was 7.5.

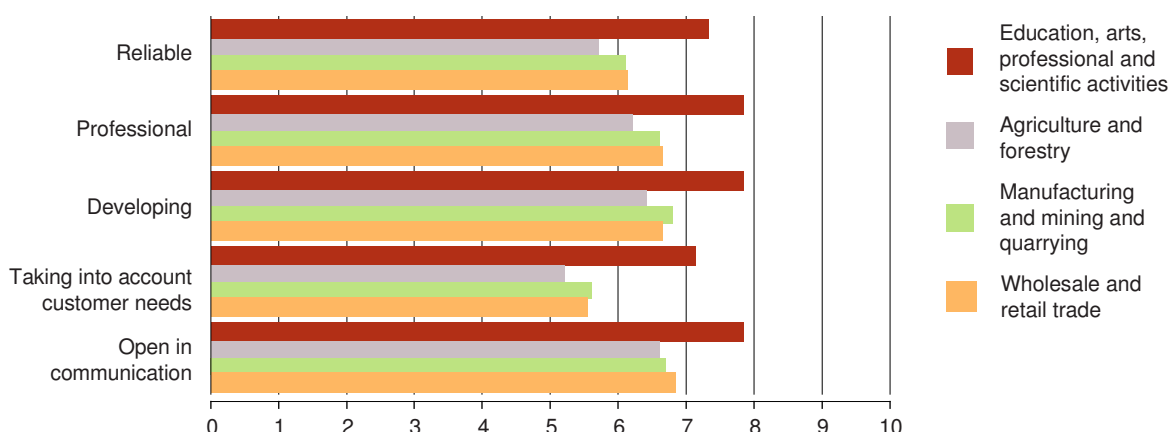
Submitters of one and at least four reports were somewhat more critical in assessing Statistics Estonia.

By economic activities, education, arts, professional and scientific activities enterprises were most satisfied and about one rate lower was the assessment given by agricultural and forestry enterprises.

**Table 2. Assessment of Statistics Estonia according to the survey**

	Respondents Survey 2011	Respondents Survey 2006	User Survey of Official Statistics 2008
Reliable	6.5	6.1	7.5
Professional	7.0	7.2	7.9
Developing	7.1	6.9	7.5
Taking into account customer needs	6.1	6.0	6.3
Open in communication	7.2	7.5	7.3

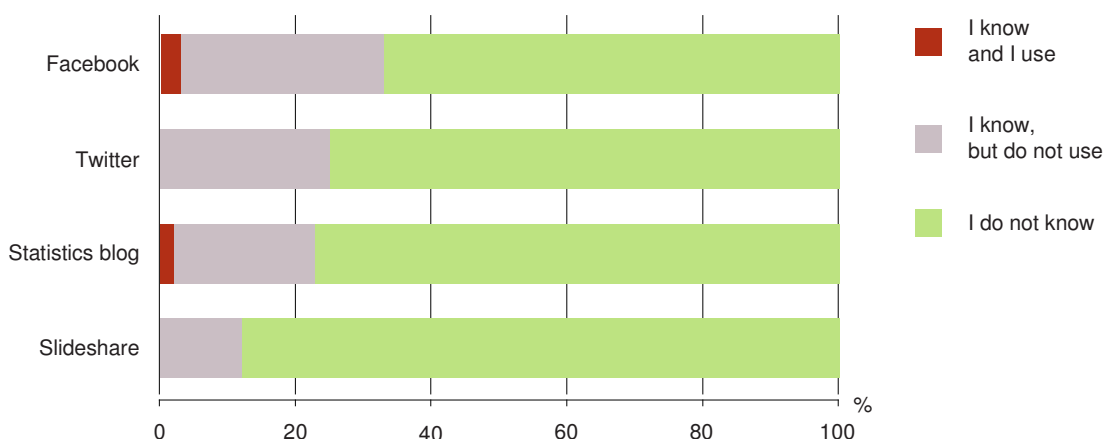
**Figure 12. Assessment of Statistics Estonia by economic activity of the enterprise**  
(1 – not at all satisfied, 10 – very satisfied)



### New information channels of Statistics Estonia which keep people well informed with topical statistical information

Of new information channels, the users are most aware of Facebook (33%), followed by Twitter and blog; people are least aware of Slideshare. The awareness is slightly higher than average among the users of eSTAT. By economic activity of enterprise, the awareness is bigger among education, arts, professional and scientific activities and manufacturing enterprises, but smaller among agricultural and wholesale and retail trade enterprises.

**Figure 13. New information channels of Statistics Estonia and their use**



## Conclusion

- Satisfaction with the service of the Contact Centre of respondents is big.
- eSTAT's general usability is assessed quite high.
- Reports' user manuals and error notices in eSTAT must be made simpler and more understandable as the respondents are most critical with regard to them.
- Submitters of one or ten and more reports are more critical in their assessments, by enterprise's economic activity – agricultural and manufacturing enterprises.
- Only 8% of respondents would like to participate in developing the data collection process, 20% of respondents wish to participate in trainings.
- Respondents made many reasonable suggestions to develop the data collection process.
- In case of some products of Statistics Estonia, the awareness is relatively high (over 2/3 of respondents), at the same time the number of users of these products is significantly smaller. It is expectable as the majority of respondents as well as data submitters were accountants who do not need statistical information in their work constantly.