

eSTAT user satisfaction survey

From February to December 2017, Statistics Estonia conducted a satisfaction survey of respondents to obtain an assessment of eSTAT, the electronic data submission channel of Statistics Estonia. A total of 11,900 letters were sent to respondents, inviting them to participate in the promoter index survey. More than 2,300 responses (20%) were received and more than 60 questionnaires were assessed.

Satisfaction was examined by using the promoter index methodology, which is based on the presumption that if people recommend someone or something to their friends or acquaintances, they assume responsibility for the quality of the recommended object. The result of the promoter index may range from –100 to 100. “Excellent” ranges from 100 to 60, “very good” from 59 to 20, “good” from 19 to 0, “satisfactory” from –1 to –40, “poor” from –41 to –70 and “very poor” from –71 to –100. The overall negative assessment of the convenience of the use of eSTAT has further increased compared to the previous year. The average promoter index in 2017 was –43 (–37 in 2016), which can be considered a poor result. No questionnaire received a positive assessment.

The highest scores were given to the completing of questionnaires “Export price” (0) and “Livestock farming” (–5); users were the least satisfied with questionnaires “Music” (–75), “Questionnaire for entrepreneurs” (–70) and “Information technology in enterprises” (–57).

The lowest scores are usually given to eSTAT by managers of small-scale enterprises, who fill in questionnaires only once or twice a year. The highest scores are given, for example, by accountants, who submit data more frequently and are thus more familiar with the system.

Respondents pointed out the following positive aspects:

- data submission is quick, convenient, easy;
- questionnaires are pre-filled;
- the accuracy of submitted data can be checked immediately.

The reasons for not recommending eSTAT to others can be divided into three:

- problems with the data submission environment (the environment is not user-friendly, it is difficult to find the questionnaires, etc.);
- problems with the questionnaire to be filled in (the questionnaire is complex, instructions are lacking);
- reasons related to the reputation of Statistics Estonia (submission of data is considered annoying and time-consuming, the same data has to be submitted twice).

Statistics Estonia has asked respondents for feedback and proposals concerning eSTAT since 2015. Most of the questionnaire improvement activities were carried out in 2017, and this work will continue on an ongoing basis. eSTAT-related improvement activities have been planned for the years 2018–2019.