User’s satisfaction surveys in the Czech Statistical Office

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The primary mission of the CZSO is to create an objective and complete mapping of the economical, social, demographic and ecological development of the Czech Republic. To this end the CZSO develops methods and tools to survey existing and new phenomena in society. CZSO also participates in international statistical co-operation and co-ordinates it in the Czech Republic.

Quality management in the CZSO is of big importance – many activities have been started since 2002.

Quality Management System in the Czech Statistical Office in dates

2002 – Total Quality Management started to be applied, the TQM Committee was set up, after devastating floods all TQM activities were interrupted.

2003 – Czech Statistical Office started to build the Quality Management System systematically.
Arrival of new management to the CZSO; the TQM activities were restored.
Users satisfaction survey on regular bases started.
Methodological audits of individual statistical segments commenced.

2004 – Twinning Lights Phare Project SPMSA.

2005 – Two new projects started: Reform of Statistical Survey System (RSSS) and Statistical Metainformation System (SMS).
The Steering Committee for improvement Consistency, Coherence and Comparability of statistical indicators (COCOCO abbreviation for COnsistence, COherence, COMparability is widely used) was established.
Quality Reports are also a part of QMS. First Pilot Report was oriented on the Structural Business Survey in 1998.

2005 – Description of the Core business process of the CZSO started.

2006 – The Process Model of the CZSO was created.
First round of the Self-assessment using the EFQM Model took place (250 points).
Internet users satisfaction survey started.

2007 – Supervision of both projects (RSSZ and SMS) was merged with the Steering Committee for Redesign of Statistical Information System (SIS).
Second round of the Self-assessment using the EFQM Model took place (374 points).
Key Performance Indicators System was approved.
TQM Unit was established.

2008 – Monitoring of the time consumption (within the framework of Cost controlling) on projects, grants, statistical surveys and tasks started.
Third round of the Self-assessment procedure using the EFQM Model took place (464 points).
The Project Office was established.

2009 – Czech National Quality Award for the CZSO.
Five projects oriented on the re-design of statistical system, statistical registers and modernization of the CZSO supported by the ESF started.

Quality improvement and effectiveness of services and products is a permanent process in the CZSO and is initiated and supported by the CZSO Top management.
Great attention is paid to users of our products – statistical tables, graphs, publications etc. User’s satisfaction survey has been organised since the beginning of TQM activities in the CZSO.

**USER’S SATISFACTION SURVEY**

This survey has been organized since 2003 (pilot survey), year 2004 was a base for next years. First questionnaire had more questions; many of them were open which was quite difficult for data processing (but very interesting ideas and comments). Along the years questionnaire was simplified and shortened. All questionnaires consist of two parts – stable set of “closed” questions which are comparable between years and set of “open” questions, where users can express their opinion, comments and ideas – this second part is usually very interesting and useful. There are 13 questions in the questionnaire now.

In past we sent questionnaires to our users together with Catalogue of publications – they received paper form by mail and could also answer it at our website in electronic form. Also web advertisement helped to take attention of users. Data collection was concentrated to period December to February (6 – 8 weeks). Since 2007 number of respondents has decreased – in 2009 we changed way of data collection. Questionnaire is available all the year at our website and each e-mail answer to user’s request is followed by kind request to fill in our questionnaire. This strategy seems to be useful.

The most important question is how are people satisfied with services and products provided. This evaluation is very high because we obtained 1.97 mark in 2009 (users can give us mark as at school from 1 to 5 where 1 is good, 5 is bad).
We obtained interesting information on structure of our users. 35 % are students, 17 % government and self-government institutions, 16 % analysts, academics, R&D, 15 % companies etc.

We also try to find out what is most interesting for users – „top 10“ is quite stable, because among the most asked products are always time series, regional data, analyses, international comparisons etc. Users miss more analyses, information understandable also for non-statisticians, comprehensive information about one area, more detailed territorial structure etc.

Results of surveys are used mainly for:
- Changes of the website (see below)
- The Self-assessment using the EFQM Model
WEB-USER’S SATISFACITON SURVEY

As importance of internet as a dissemination tool increased we started in 2006 one more survey – Internet Users Satisfaction Survey. The questionnaire has very limited number of questions (5-7), questions are different each year because they concern on actual topics (last change of the website layout etc.). Only electronic version of the questionnaire is available and we use “pop-up” window – this way could be very demanding for users so we decided to limit length of data collection to three days or 1500 answers – we always obtained 1500 sooner than in 72 hours.

Structure of respondents in this survey is a little different than in the first one. More than 50 % are students while government and self-government employee less than 10 %.

We ask also web-users what they miss – results are very similar – they would need more analyses, information understandable also for non-statisticians, comprehensive information about one area, more detailed territorial structure etc.

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OTHER SURVEYS

Also special surveys are organised when some important change is under preparation and we want to know users ideas on it – for example new layout and structure of regional yearbook was that case.

All surveys mentioned above are oriented to users of statistical products which is at once an advantage and also a disadvantage.

We need to know how we are perceived by common public. We looked for some reliable company to organise independent survey – we found Public opinion Research Centre, Institute of Sociology of the Academy of Science of the CR and in 2006 first survey for us was conducted. This survey is repeated yearly. Set of questions is stable – nothing has been changed. There are different areas of interest – credibility of the CZSO, political independence, knowledge about our activities, etc. First results in 2006 were really surprising because more than 60 % of respondents trust the Czech statistical office – in our society it is very high – we were on 2nd place.

Results of Public Opinion Surveys

![Graph showing results of Public Opinion Surveys](image)
CZSO - CZECH QUALITY AWARD WINNER

Based on all our activities (not only in field of user satisfaction surveys) the Czech Statistical Office won the Czech Quality Award in 2009 (464 points).

CZSO self-evaluated itself using EFQM Model in 2006 for the first time. The EFQM Excellence Model is a framework for organisational management systems, promoted by the European Foundation for Quality Management (EFQM) and designed for helping organisations in their drive towards being more competitive. Since 2006 we have undergone this self-assessment each year. Big attention is paid to users, customers and all the surveys described above.