

# Business Help Site

[www.census.gov/econhelp](http://www.census.gov/econhelp)

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Good morning...

It's my pleasure to be here to discuss the Business Help Site, found at [www.census.gov/econhelp](http://www.census.gov/econhelp). This is a web site designed to assist respondents for the Census Bureau's economic surveys.

In a few minutes, I'd like to show some screen shots of the site, but first I'd like to say a few words about the site's objectives, format, and development.

## BHS Objectives

- Provide useful information and services to help companies complete their forms
- Provide a secure network for Electronic Reporting
- Reduce burden on phone unit
  - Fewer calls
  - Easy-to-use web-based tool to answer respondent questions
- Customer Relationship – keeping up with what businesses expect

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Since its inception, we've developed the Business Help Site with several goals in mind:

Our primary goal is to provide useful...

We also provide a secure network for Electronic Reporting. **In 2002, xx companies reported electronically, and xx used the BHS to download their forms and reporting software**

The site serves to reduce burden on those Census employees answering phone calls and e-mails. We hope the information on the site can answer questions and preempt a phone or e-mail inquiry, but should a respondent contact us, we hope the information on the site can help Census employees provide accurate and timely answers.

And finally our objective is to take a pro-active Customer Relationship approach and provide what businesses expect in the form of online information

## BHS Major Areas

- Information
  - General Information
  - FAQs
- Portal to Electronic Reporting
- Communications – E-mail / Secure Messaging Center
- Confidential Transactions – Report of Org. / ASM
  - Time Extensions
  - Form Re-mail requests
  - Filing Status

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The BHS is composed of several major areas. We currently have a separate site for each survey on the site, and within each we have:

- information (provided by survey areas) such as a general description of the survey and FAQs,
- a link to Electronic Reporting software – depending upon the survey, we link to our Surveyor software or to web-based reporting called Census Taker
- Communications
  - E-mail automatically directed to survey staff
  - SMC (soon for COS/ASM) provides additional layers of security and is in more of a password-protected message board format.
  - The SMC allows for large file attachments, whereas the e-mail page does not
- Confidential transactions we call Online Services
  - Also password-protected
  - (list transactions available)

## BHS Timeline

- Development began in August 2000
  - Highlighted 2001 COS, ASM, 2002 Advance Information
  - COS Electronic Reporting
- Expanded to support the 2002 Economic Census
  - 750 FAQs
  - Over 1,000 pdf files (forms, instructions)
  - Online Services
    - Time Extensions
    - Filing Status
    - Form Remails
    - Ordering Additional Forms
  - E-mail capabilities (over 2,000 e-mails received)
  - More than 350,000 visits
- Post Economic Census - Revised to accommodate current surveys

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Development for the BHS began in August 2000 with the idea that we would have online support for our Report of Organization and Annual Survey of Manufactures.

We did this with an eye toward the 2002 Economic Census. We could build the site for the smaller surveys, then use it's flexibility to expand for 2002. By the time we mailed the EC, we had 750 FAQs and 1000 pdf files on the site.

After the EC, we reverted back to support for the ROO/ASM and added additional annual, monthly and quarterly surveys. Our criteria for adding a survey was to do so as they offered ER options, but now we're looking to offer support for all the Census Bureau's economic surveys.

## Current BHS

- Accommodates more than 60 annual, quarterly and monthly economic surveys
- Provides Online Services for the Report of Organization and Annual Survey of Manufactures
- Messaging / E-mail capacity for all surveys

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So right now we have 20 current economic surveys, providing Online Services for the ROO/ASM.

(read e-mail line)

## External and Internal Versions

- External Version (Internet)
  - Targets respondents
  
- Internal Version (Intranet)
  - Targets Census employees
  - Enhanced version of external site
    - Sensitive information
    - Training information
    - Internal e-mail referral system

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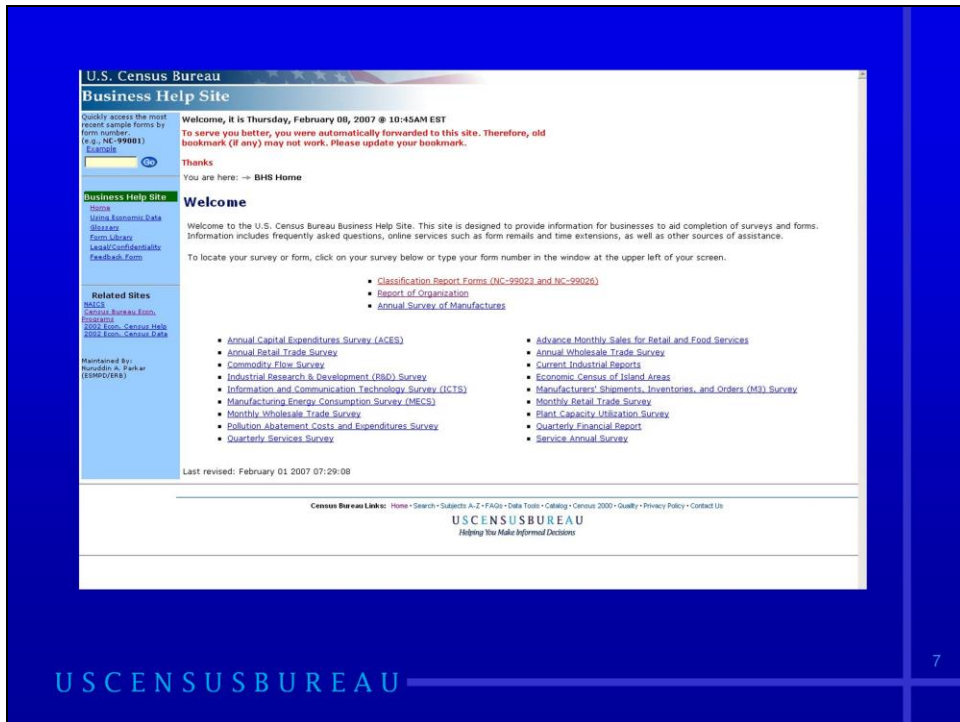
There are two versions of the site:

an external version (the one I've been talking about) and...

an internal version, which is the site Census employees use

Functionally, both sites operate the same way, but the internal version operates within our firewall, giving us the opportunity to use the site's flexibility to add **more** content designed to help employees answer calls and e-mails without exposing this inside information to the general public.

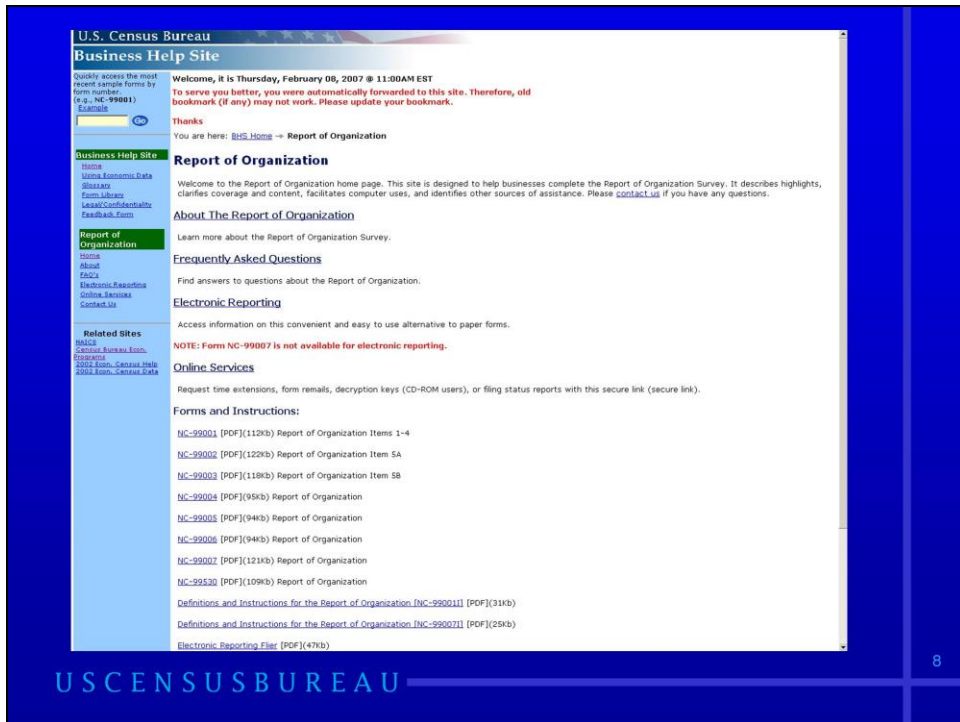
For instance, our internal site provides a frequently updated reference guide designed to help Census employees solve problems for respondents calling us with problems using the Surveyor software.



This is a look at our current Business Help Site homepage.

Respondents for the ROO/ASM access this page directly via [www.census.gov/econhelp](http://www.census.gov/econhelp), then must click on their survey name, but the other surveys have links directly to their specific survey page (i.e. [econhelp/arts](http://econhelp/arts) goes directly to ARTS, etc.)

For the 2007 EC, [census.gov/econhelp](http://census.gov/econhelp) will go directly to the EC page. The current surveys will continue to use the URLs they currently have.



Here's an example of a survey-level page. For our purposes today, we're looking at the ROO home page.. As you can see, we have general content About the survey

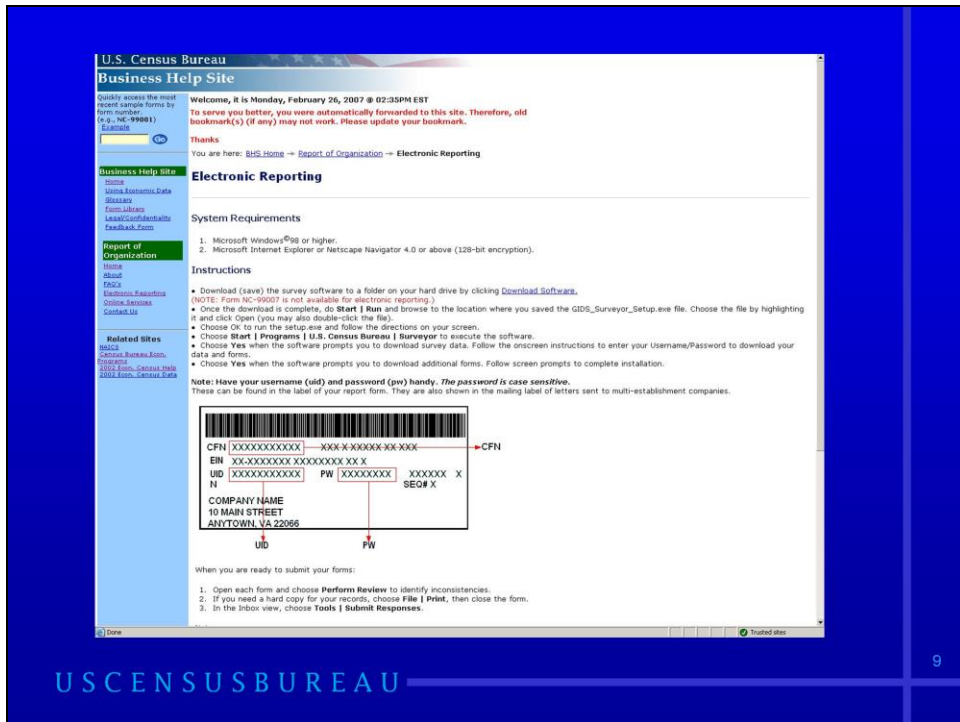
FAQs for the survey

an Electronic Reporting portal page

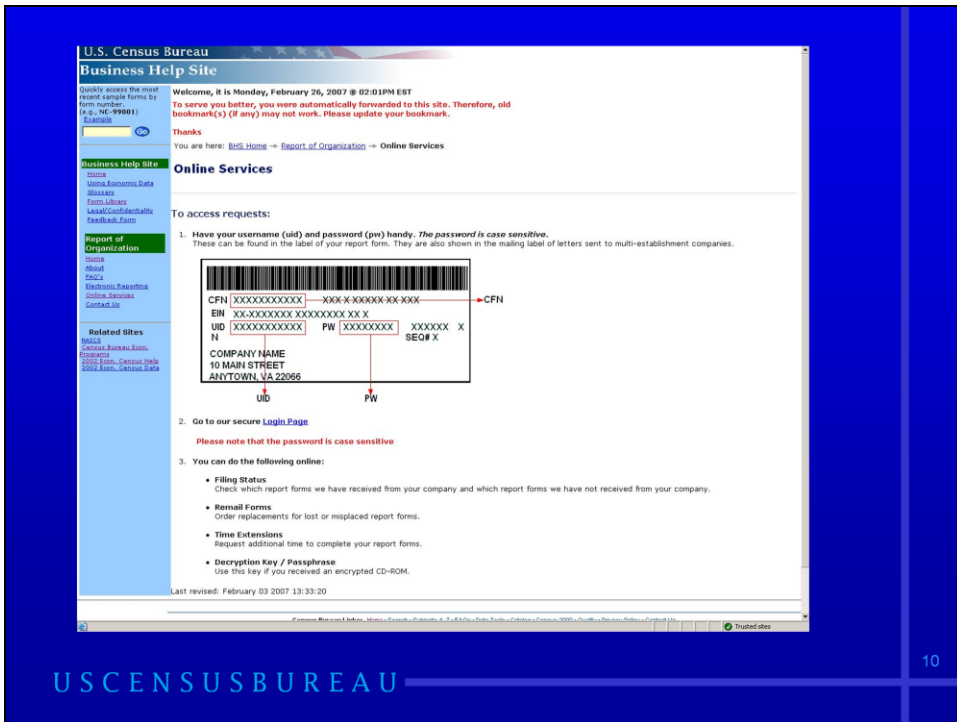
Online Services

and pdfs of Forms and Instructions, for informational purposes





On the electronic reporting page, we provide requirements, instructions, and a link to download electronic reporting software. We also provide a graphic for locating a company's UID and PW (necessary for downloading reporting software) within a report form mailing label



This is our Online Services page. As you can see, we provide the label graphic again for UID and PW identification.

You can see a list of Online Services available. Again we provide:

filing status

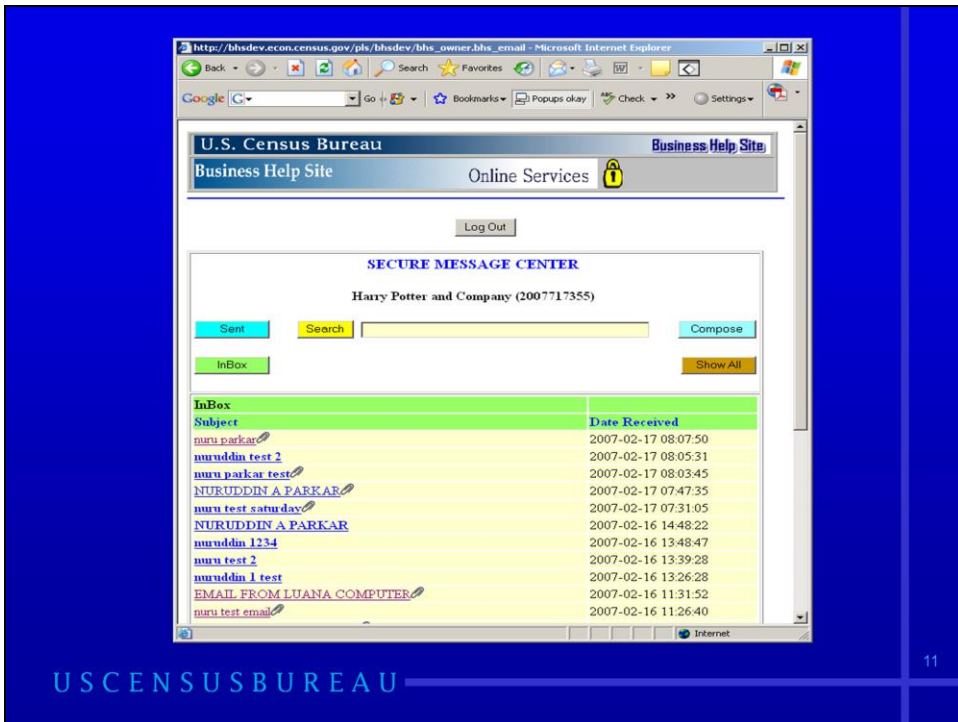
Remail

time extensions

decryption keys for encrypted CD-ROM files.

Once available, users will access our Secure Messaging Center from the Online Services page, using the same UID PW.

We'll also have the ability to display company reporting calendars, or a list of all surveys a company is responsible for. This will be made available upon request.



The [www.census.gov/econhelp](http://www.census.gov/econhelp) URL is on most paper forms for economic surveys – so those using paper can refer to the site for help...

You can see this for the R&D...

At this time, I'd like to take any questions...

[www.census.gov/econhelp/xxx](http://www.census.gov/econhelp/xxx)



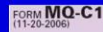
Mail your completed form to:  
**U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001  
Please read the accompanying instructions before answering the questions.  
*Need help or have questions about filling out this form?*  
Visit our Web site at [www.census.gov/econhelp/rd](http://www.census.gov/econhelp/rd)  
To speak with an analyst, call 1-800-851-2014, option "0" between 8:00 a.m. and 5:00 p.m., Eastern time, Monday through Friday.



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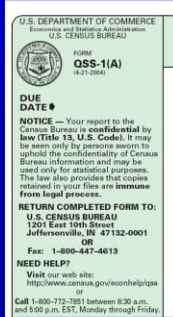
Mail your completed form to:  
**U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

The fax number is:  
1-800-447-4613

Please read the accompanying instructions and definitions before completing the form.

*Need help, a copy of the instructions, or have questions about filling out this form?*

Visit our Web site at [www.census.gov/econhelp/pcu](http://www.census.gov/econhelp/pcu)



**DUE DATE**

**NOTICE** — Your report to the Census Bureau is confidential by law (Title 13, U.S. Code). It may be used only by persons sworn to uphold the confidentiality of Census Bureau information and may be used only for statistical purposes. The law also provides that copies retained in your files are immune from legal process.

**RETURN COMPLETED FORM TO:**  
**U.S. CENSUS BUREAU**  
1201 East 10th Street  
Jeffersonville, IN 47132-0001

OR  
Fax: 1-800-447-4613  
**NEED HELP?**  
Visit our web site:  
<http://www.census.gov/econhelp/ssa>  
or  
Call 1-800-772-7883 between 8:30 a.m. and 5:00 p.m. EST, Monday through Friday.

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