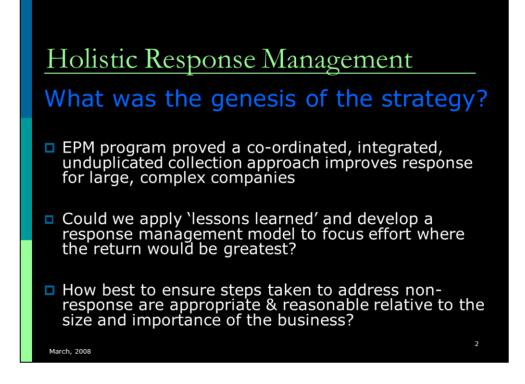
# Holistic Response Management at Statistics Canada

# A strategy to address critical business non-response

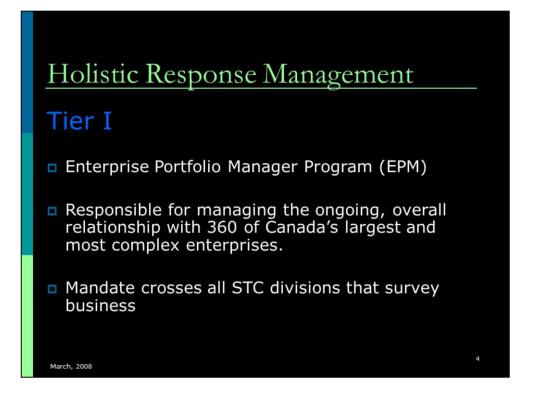
Strategies, Tools, and Methods for Improving Response Rates on Establishment Surveys FEDCASIC, March 2008 Janet Hughes, Statistics Canada



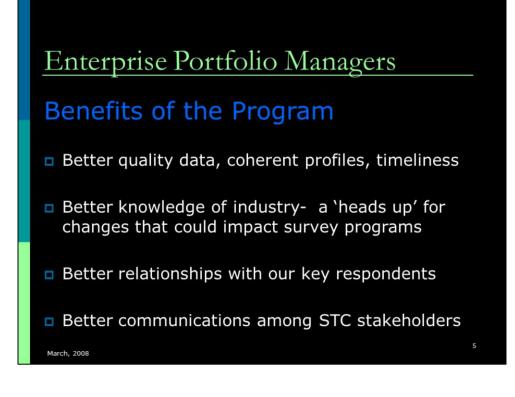
### Holistic Response Management

Four tiers identified based on complexity, importance to estimates and eligibility for tax replacement

- Tier I Largest most complex enterprises
- **Tier II** –Other enterprises critical to estimates
- Tier III –Non-critical complex & simple singles
- Tier IV Very small, tax only



Long-standing programs at Statistics Canada, such as the Enterprise Portfolio Manager Program and the Strategic Response Program, have demonstrated the value of employing a "holistic" approach to managing the relationships we have with important data providers. These programs manage and co-ordinate to varying degrees, the relationships between STC and these respondents to ensure the delivery of timely, accurate, and coherent data. By looking at our largest and most complex businesses as a whole, cross-cutting issues beyond the scope and resources of any individual survey area are addressed, and this benefits all survey areas at STC.



### Holistic Response Management

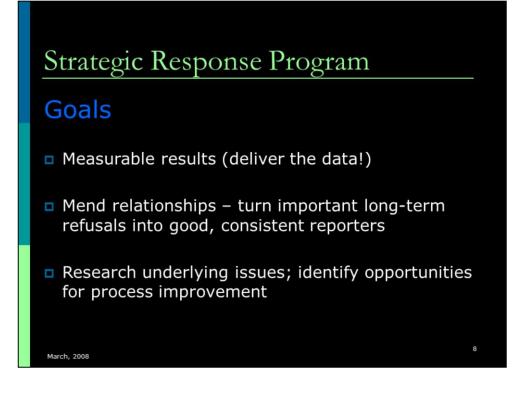
### Tier II

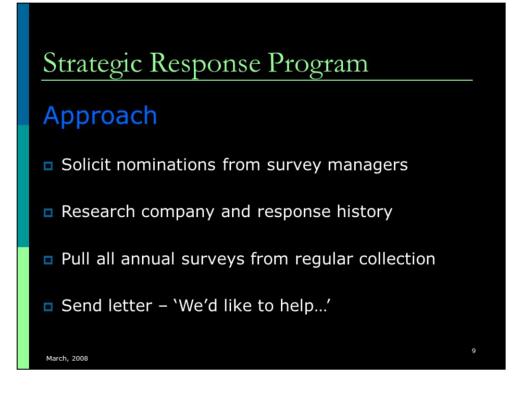
- Units important/critical to a survey but company lacks complex operational, financial, and reporting structures that demand EPM- level support
- In 2005 we tested feasibility of applying an enterprise-centric approach to address nonresponse in Tier II
- Strategic Response Program was born

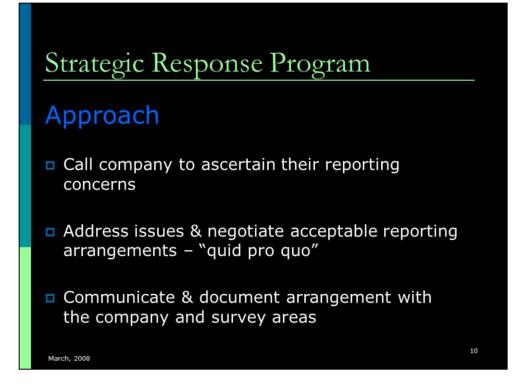
# Strategic Response Program

#### Scope

 Tier II companies with significant response issues in our annual business survey program (UES)









### On-going

- 2nd year respondent stays in SRP- stabilize
- Thereafter, annually assess & return low risk maintenance cases to mainstream collection
- Once returned, SRP's role becomes reactive Troubleshoot, rather than actively manage

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1

## Strategic Response Program

And here are some comments from 'problem' respondents we contacted...

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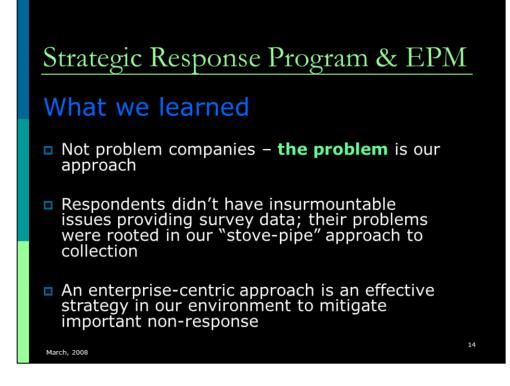
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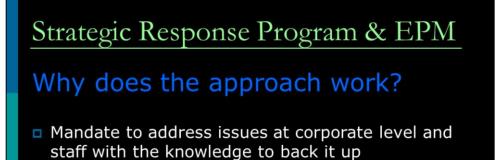
### Strategic Response Program & EPM

- We understand that you need our data and that we have responsibilities... get your act together... make it simple, we will begin reporting.'
- 'We are swamped with (your) demands... multiple calls from different people, everyone says (their survey) is a priority.'
- ' I don't know which survey is most important, and I don't have time to figure it out. ... clearly articulate what you want.'

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3





- Co-ordinate and prioritize collection
- Address cross-cutting issues
- Troubleshoot problems frustrating respondents before they escalate into across the board refusal

