



Statistical Business Register As The Engine of the Knowledge-Engined Respondent Engagement Management System (KREMS) Framework

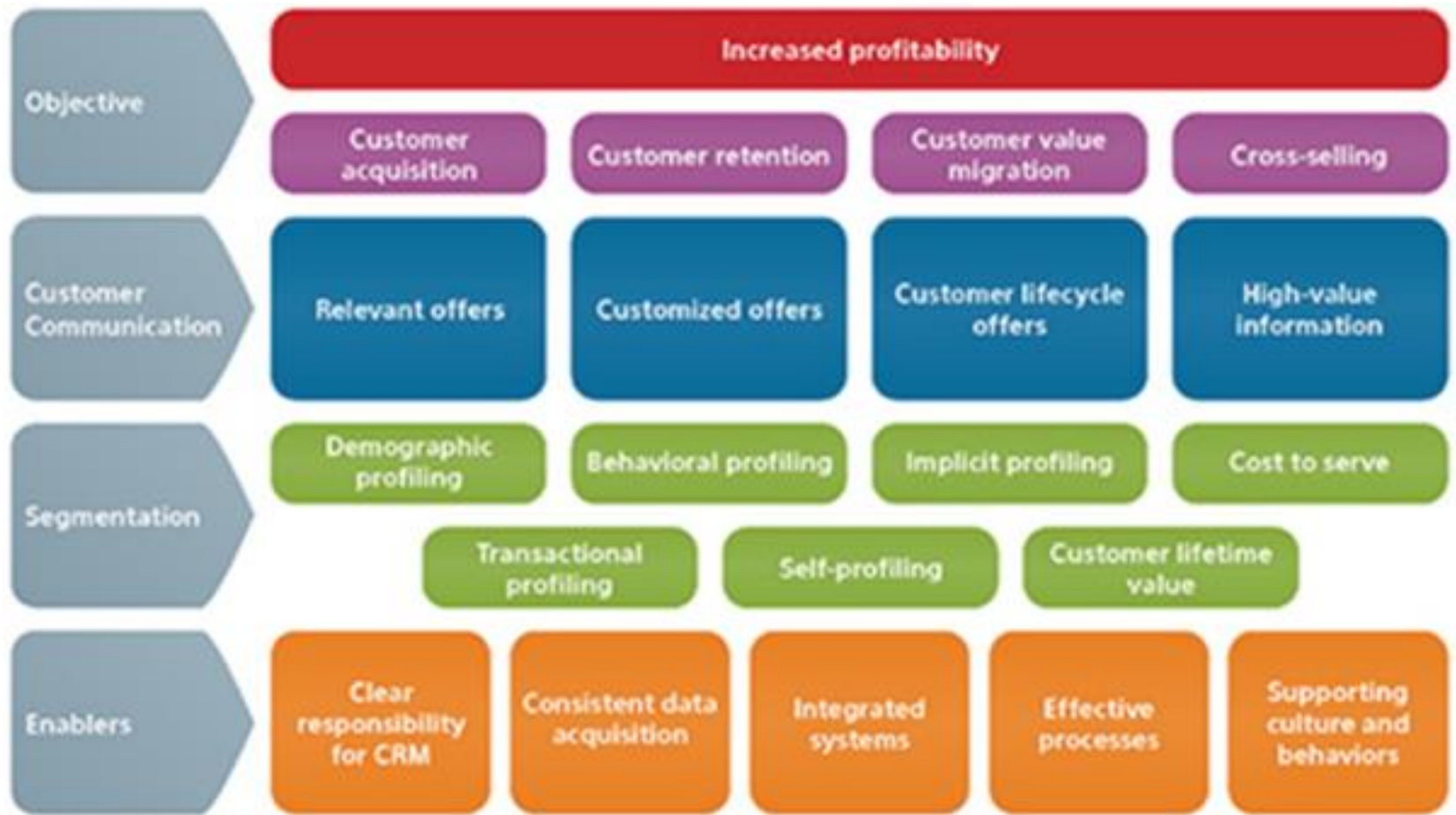
Badan Pusat Statistics - Statistics Indonesia



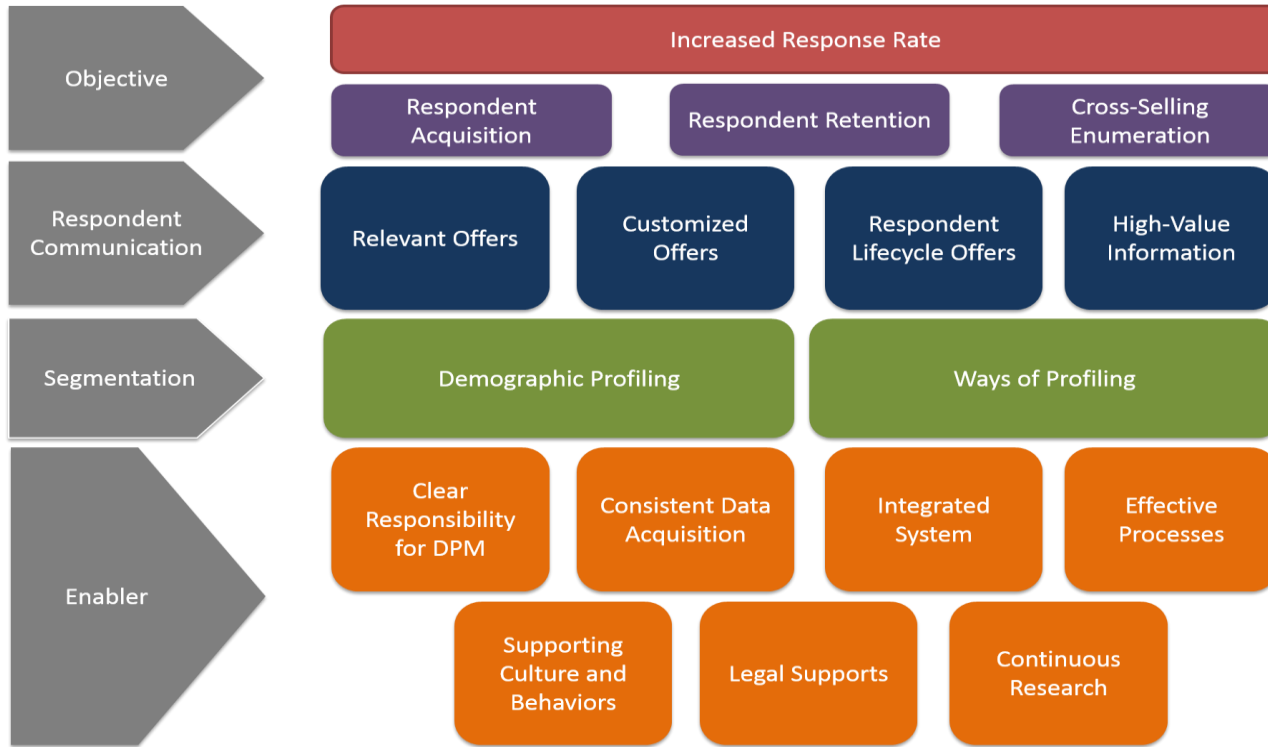
The Response Rate Problem

- Of 123 surveys/activities 38 had less than 80% response rate.
- The response rate was only 29,03% for Annual Survey of Oil Refinery Companies

The Proposed KREMS-Framework



Knowledge-Based CRM Framework (Ross Dawson, 2010)

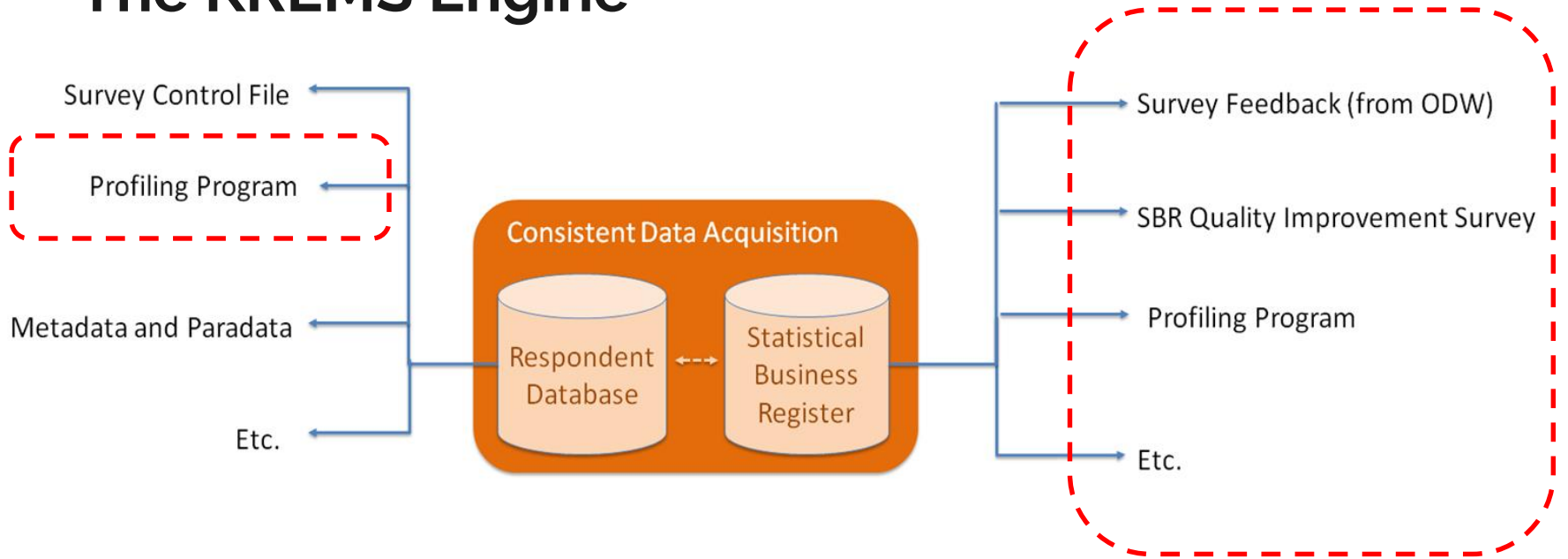


The Proposed Knowledge-Engined Respondent Engagement Management System Framework

What are the roles of SBR in the proposed KREMS-Framework?

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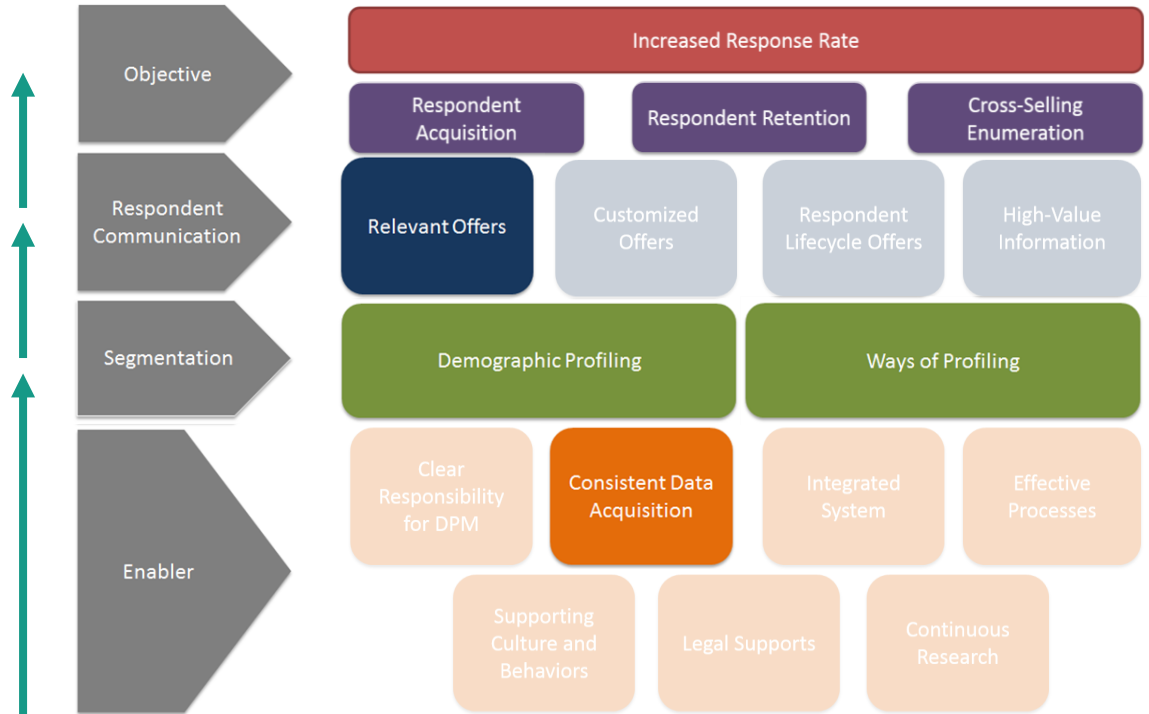
The KREMS Engine



Some possible scenarios

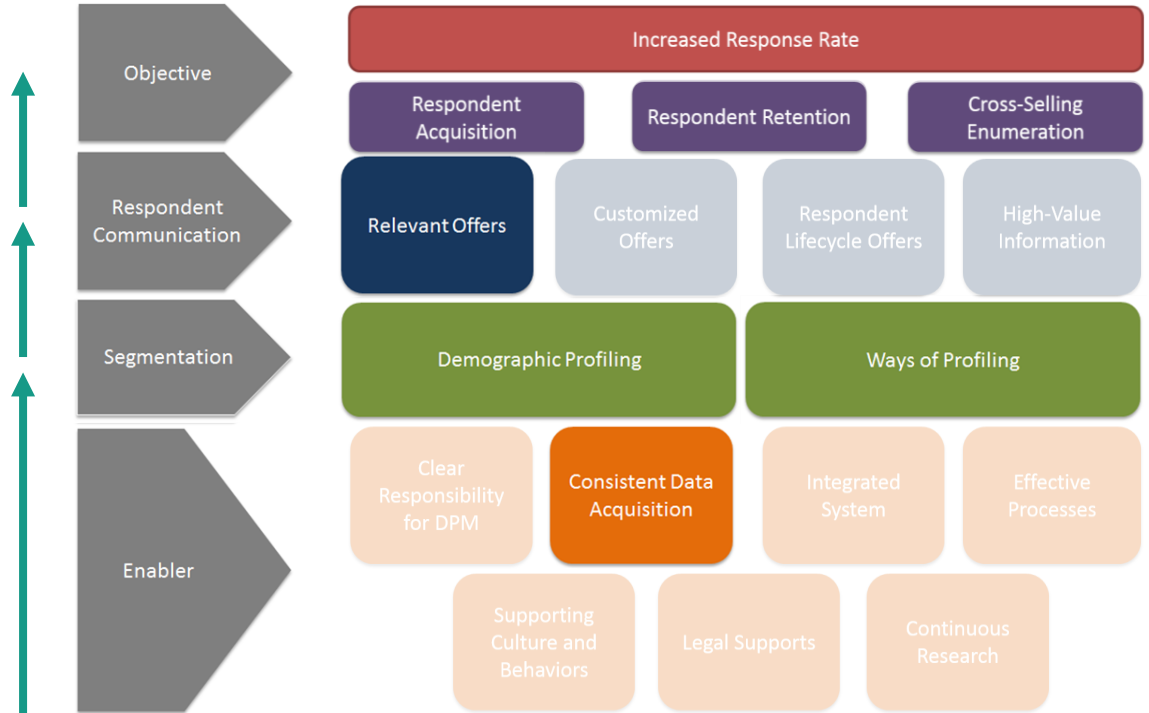
Scenario 1

1. Get data from the SBR
2. Make a segment based on statistical unit
3. Choose the right reporting unit based on the statistical unit
4. Get a good response rate



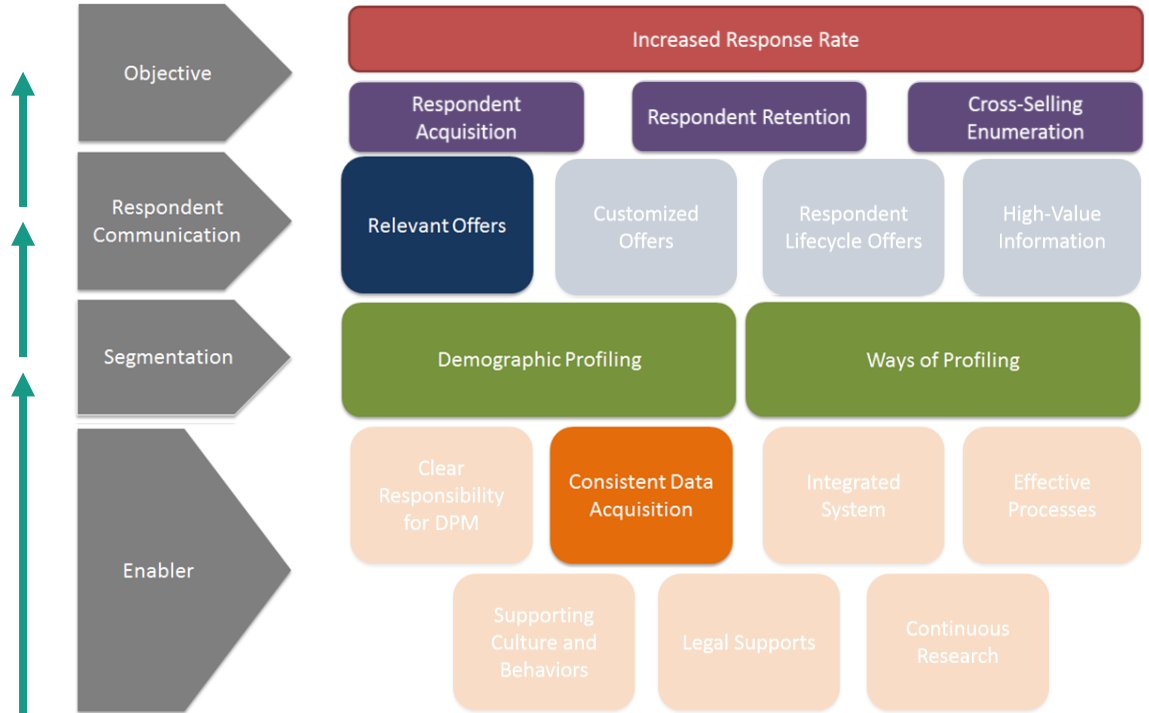
Scenario 2

1. Get data from the SBR
2. Make a segment based on burden level
3. Do sampling with burden control
4. Get a good response rate



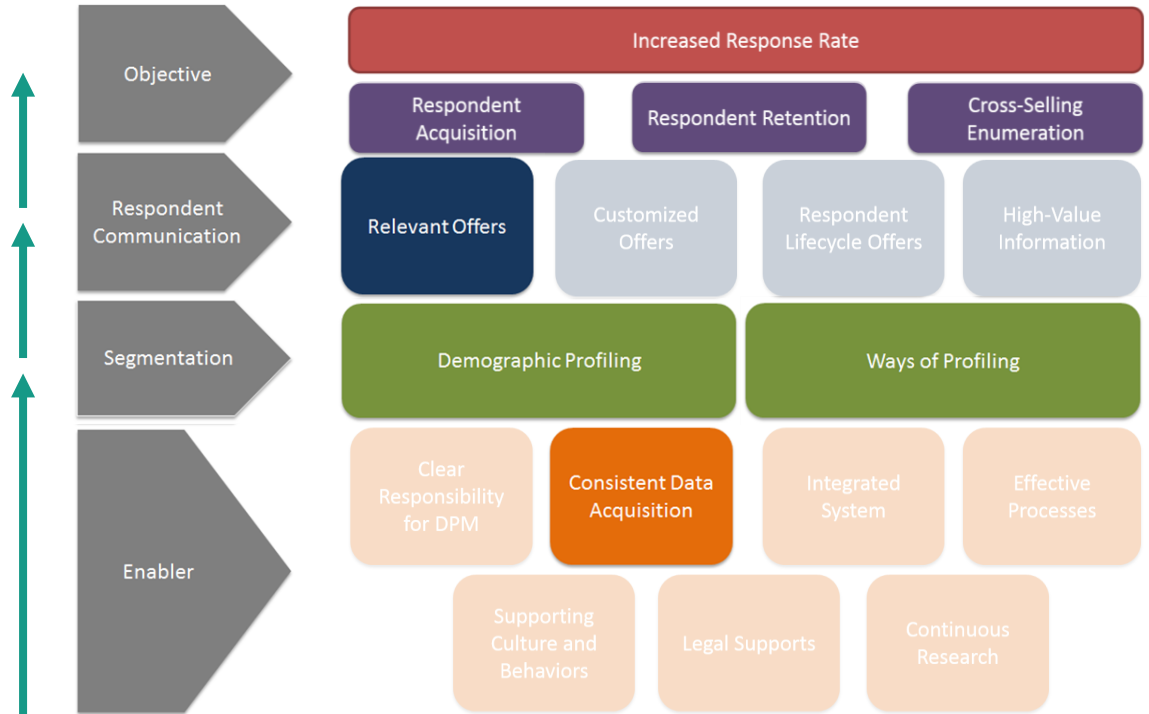
Scenario 3

1. Get data from the SBR
2. Make a segment based on lifetime value
3. Send enumerators with a higher position and having a certain level of education for valuable respondents
4. Get a good response rate



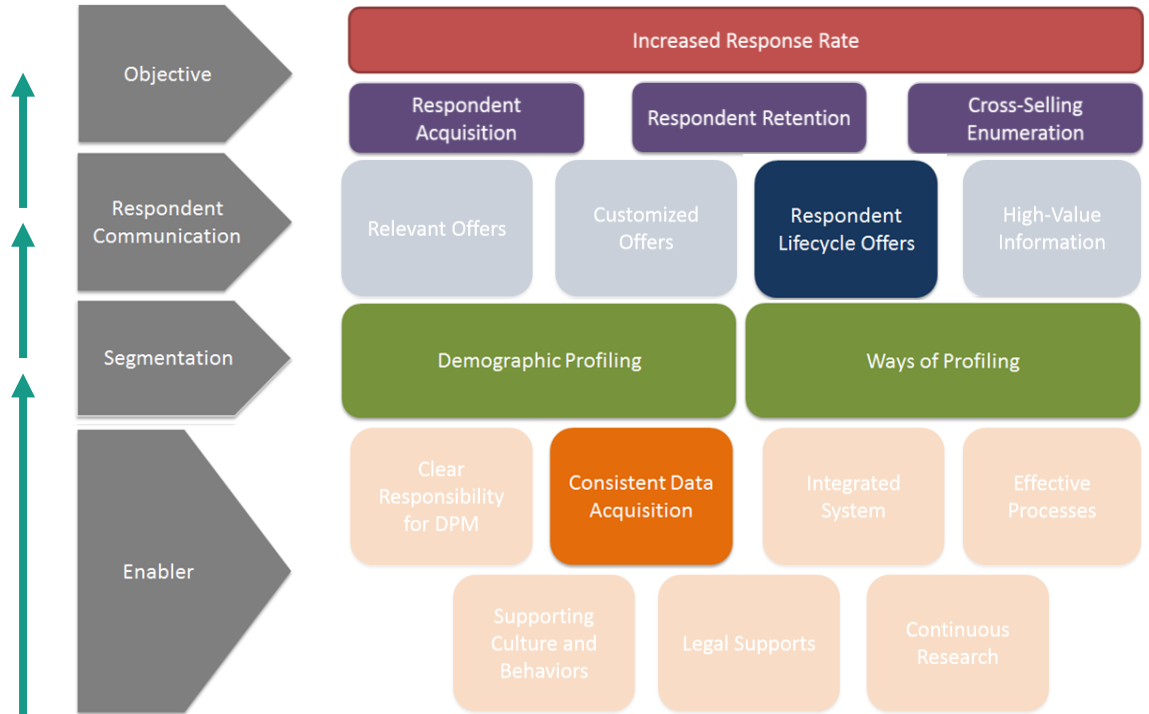
Scenario 4

1. Get data from the SBR
2. Make a segment based on institutional sector
3. Choose mail survey over a web survey for NPISH
4. Get a good response rate



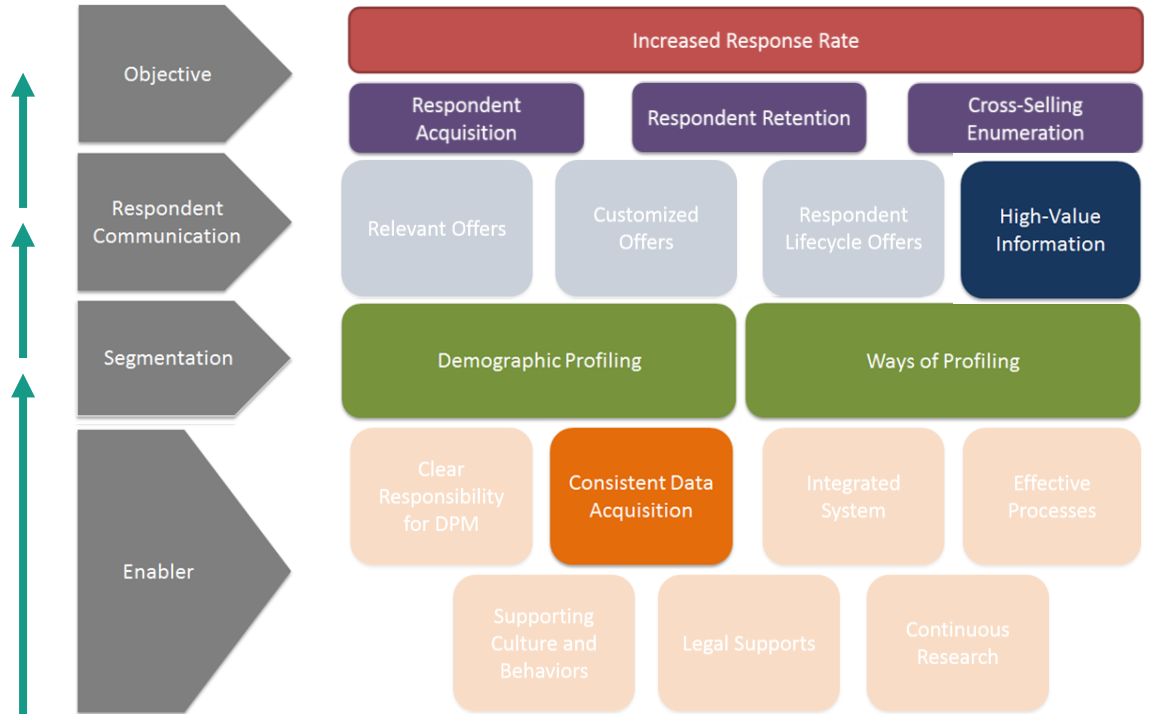
Scenario 5

1. Get data from the SBR
2. Make a segment based on respondent lifecycle phase
3. If the respondents are first timers, give them a kit containing brochures about BPS, send them enumerators who are better on communication. In the case of CAWI, give a quick tutorial.
4. Get a good response rate



Scenario 6

1. Get data from the SBR
2. Make a segment based on respondent industrial sector
3. Give them information about in which position they are relatively in the market or how good is the industrial climate in the market
4. Get a good response rate





Conclusion

- A framework that was adapted from a knowledge-based CRM framework is proposed to increase the response rate for the business-based survey in BPS.
- The engine of this framework is the knowledge which mainly sourced from SBR.
- As for the example for the use of SBR data: segmentation based on statistical unit, burden level, lifetime value, institutional sector, respondent phase, and industrial sector.
- The segmentation will affect the styles of respondent communications which in the end will increase the response rate for the business-based survey.