EU-ISRAEL TWINNING PROJECT
Activity D.2
Management and monitoring of telephone interviewers

Jerusalem, 11-14 November 2013

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DANMARKS STATISTIK

>> **Future challenges (1)**

Data collection through the internet
- Will be a part of the future
- Can increase the response rate (mix-mode)
- Can reduce effect from interviewers
- Will facilitate "soft error-checking"
- Will make pre-fill with earlier reportings possible
- Possible way to reduce, in a soft way, non-response
  - "Don't know" not visible when first answering the question, but allowed in a follow-up question
- Will reduce response burdens

One joint entry
- A catchy name ("Your Answer") and easy to find
- Help support and FAQ

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>> **Future challenges (2)**

What is needed?
- First of all web-reporting is a design challenge – IT has to support this
- Step-wise build up soft editing with the paper questionnaire as the starting point
- Resources – this is not a small task
- New competences
  - Designers with focus on the respondents' tasks
  - IT persons with focus on user-friendliness
- An implementation plan
- It's a never-ending task: enterprises and households will always ask for reduced response burden

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DANMARKS STATISTIK

>> Quality – actions to increase quality (1)

Generally
The most important explanation to quality problems is high response burden

- A plan for evaluation and redesign of permanent surveys
  - Involve experiences from quality surveillance
  - Focus on user-friendliness
  - Index for quality
  - Test of different solutions
- Pilot team for testing of questionnaires
  - New internal competences
  - Use experienced interviewers
  - Reports to subject matter units and management
- Letters
  - Direct and positive wording
  - No use of "not" – example: crime vs. safety
  - Testing of letters – try different versions

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>> Quality – actions to increase quality (2)

Paper questionnaires
- Design
  - More user-friendly design
  - Easy understandable language
  - Friendly for the eye – special software package "Eye-tracking"
  - Use of simple colours and symbols to increase response rate for all questions
  - Focus on the Interview Person's tasks (overview)

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>> Quality – actions to increase quality (3)

Telephone interview
- Development of indicators
  - Non-response (unit non-response: refusals etc.)
  - The "don't know" share and the "item non-response" share
  - Deviation from register information (variables)
- Indicators in repeated surveys
  - Share of out-liers for burden questions and difficult questions – for example courses and working hours in the LFS, or family travels in the Travel survey
  - Share of deviations from previous answers
- Extraction of reports from the system
  - Updated reports during the work sessions
  - After finishing the whole survey
  - Weighted index or individual lists for each indicator

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≫ Efficiency

Development of indicators
- Interview duration
- Breaks
- Call time
- Extent of calling "empty numbers"

Fewer and standardized systems to telephone interviewing
- More goal oriented training
- Extraction of reports (indicators)
- Same solutions to the same types of issues

≫ HR and manuals (1)

Manuals
- Balance between quantity and quality
- More goal-oriented, and smaller to-the-point manuals can increse the quality of the interviewing
- Use screen-dumps

Recruitment – two step approach
1. Large meeting for all applicants – alignment of expectations (both ways) and inter-active dialogue (simple cases and role play)
2. Hiring of the best interviewers

General training
- Develop competences in pursuasion
- Tasks and role plays
- Focus on a positive attitude to interviewing (body language)
- Follow-up after one month

≫ HR and manuals (2)

Supervisor
- Physical and mental presence of the supervisor
- Give the interviewers attention and think of ways to motivate them
- Immediate follow-up on both good and bad results during interviewing

Sharing of knowledge and experience
- Forum (or Facebook)
- Involve the interviewers in the process of change

HR
- Use the possibilities, given the existing framework, to reward interviewers – for example the number of allocated shifts
- Rules for use of mobile phones and internet

Working environment
- Using headsets will increase the focus on the interview

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