

Statistics Denmark

Tools for controlling and managing telephone interviewers



Why do we monitor and measure our interviewers?

We do this to ensure that our production goes as planned, and we provide a good data quality to our customers.



Other important reasons to measure

- Efficacy, Stability and Flexibility

We apply the information from the Blaise systems's history file, where all calls are stored.

The interviewers have the opportunity to see a daily summation of their own work and for anyone who is on duty that day.



What we use our measurements to?

- To know our quality
- Continuous adjustment of hours
- Management of interview costs
- Used as background for quality conversations
- Provide the best and accurate feedback
- Setting goals for each employee
- Starting point for coaching
 - Talking attitude, approach, way of thinking, motivation



	What is measured	Conditions	Value
Time consumption	Call time Interview time Break time Average interview time	Date Day Time Length of interview	Stability and efficacy
Dial result	Completion rate Refusal Screening Interview Number of calls Appointment type	Date Day Time Webstar	Quality and stability
Question quality	Significance Redial control Dont know ttl Refuse to answer ttl	Interview conducted	Quality

Tools for control and manage telephone interviewers and measurement tools

- We make counts at each survey.
 - We do control for at series of actions and calculate various indicators that together provide an index of the interviewers work.
 - Many different list of what we want to measure
 - Indeks part 1 measure on:
 - Completion rate for each interviewer compared with all
- Completion rate = interview + non respons
- Non respons rate spread on:
 - Refusal
 - Disease and death
 - Language difficulties
 - Not available in the interview period



Completion rate and nonresponse rate calculated on categories

DANMARKS
STATISTIK
SPJLigningen: Datajævn resultatformidling

		Status										Response2		
		1	0.1	0.2	0.3		0.4 Not	0.5	0	1	2			
		Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Prct	Prct	Prct	Prct	Prct
148		1.756	206	95	2	3		67	79.7	13.5	7.9			
80	Metia	484												
GRU	Emine Lyngsøe	275870010	24	5	-	-	-	-	82.8	17.2	-			
	Hansen	275870010	26	3	1	-	-	-	83.3	12.6	4.2			
GRU	Søren Høstede	185870010	27	-	-	-	-	-	100.0	-	-			
	Hansen	185870010	26	4	-	-	-	-	78.8	18.2	3.9			
		285870010	22	5	-	-	-	-	71.0	16.1	12.9			
GRU	Pia Elmestved	215870010	22	2	1	1	-	-	84.0	7.7	7.7			
	Hansen	285870010	26	2	-	-	-	-	58.9	7.1	-			
		285870010	19	5	5	-	-	-	66.0	17.2	17.2			
GRU	Emine Øien Hansen	185870010	26	2	-	-	-	-	1	90.9	6.1	3.9		
	Hansen	175870010	29	6	-	-	-	-	2	76.4	16.2	5.4		
VIEW	Katrine Østergaard	175870010	22	4	3	-	-	-	2	71.0	12.9	16.1		
	Hansen	185870010	24	5	-	-	-	-	2	77.4	16.1	6.6		
		285870010	24	8	-	-	-	-	1	72.7	26.2	3.9		
VIEW	Christine Røge	175870010	28	3	2	-	-	-		84.0	9.1	6.1		
	Hansen	185870010	26	1	-	-	-	-		96.2	3.8	-		
		185870010	26	7	-	-	-	-	1	79.4	16.9	2.7		
		285870010	27	2	15	-	-	-	1	59.0	4.4	26.5		

Indeks part 2 measure on:

- Call time = time from call image is displayed to the end - either at the start of an interview or at the beginning of a new call image
- Average call time on all calls for each interviewer compared with all

Range from 00:00:40 to 00:01:05 dependent on the average time per interview

Separate measurement of long call times

- Call lasting more than 5 minute
- Expressions for not following our instructions for right use of the interview system
- Low performance
 - Ineffective
 - Is it the same employees?

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- Measure on “no answers” and “busy”
- Rate screening from:
 - 0 to 3 second
 - 4 to 7 second
 - 8 to 12 second

- This means that you cheat our system and receive a salary for doing nothing
- This means that our customers do not have the number of calls they are promised
- This means that an investigation can be extended
- This means that we may mistakenly believe our phone number search is poor

Spreadsheet of rapid "no answers"

SPL_Ungdom: Oversigt screening af bike-er (s. 12. side)										
i alt	Tid brugt på opkald					Tid brugt på opkald				
	0 OK: 2.4.7 3.9.12 4. vider 5. OK: 2.4.7 3.9.12 4. vider					0 OK: 2.4.7 3.9.12 4. vider				
	Antal	Antal	Antal	per	per	Antal	Antal	per	per	per
i alt	3.725	42	165	10	34.3	1.8	4.2	0.3		
Navn										
1	Christina Dager Nielsen	154	8	21	-	87.3	3.8	9.4	-	-
2	Ane Sophie Rose Marie Thøgersen	36	2	6	-	87.3	3.1	9.4	-	-
3	Pavlos Christod	235	17	8	-	88.4	6.5	3.1	-	-
4	Fatma Mahir Senoussi	203	13	7	1	88.8	5.8	3.1	0.4	-
5	Low Fuglung Hansen	86	4	4	-	91.5	4.3	4.3	-	-
6	Andreas Jensen Jensen	145	1	10	-	92.9	0.4	4.4	-	-

Spreadsheet of each "no answer"

SPL_Ungdom: Screening bike-er										
Navn: Christina Dager Nielsen										
i alt	Tid brugt på opkald					Tid brugt på opkald				
	0 OK: 2.4.7 3.9.12 5. OK: 2.4.7 3.9.12					0 OK: 2.4.7 3.9.12 5. OK: 2.4.7 3.9.12				
	Antal	Antal	Antal	per	per	Antal	Antal	per	per	per
i alt	154	8	21	87.00	3.59	9.42				
20130917	29	-	2	93.55	-	6.45				
20130918	49	-	6	89.59	-	10.91				
20130919	35	1	1	94.59	2.70	2.70				
20130920	81	7	12	81.00	7.00	12.00				

SPL_Ungdom: Hverdag bike-er (s. 12)										
i alt	Tid brugt på opkald					Tid brugt på opkald				
	0 OK: 2.4.7 3.9.12 5. OK: 2.4.7 3.9.12					0 OK: 2.4.7 3.9.12 5. OK: 2.4.7 3.9.12				
	Antal	Antal	Antal	per	per	Antal	Antal	per	per	per
i alt	154	8	21	87.00	3.59	9.42				
20130917	29	-	2	93.55	-	6.45				
20130918	49	-	6	89.59	-	10.91				
20130919	35	1	1	94.59	2.70	2.70				
20130920	81	7	12	81.00	7.00	12.00				

Indeks part 3 measure on:

- Interviewtime = The time spent in the questionnaire.
The time is calculated as soon as the form is opened and until it quits
 - average interview time for each interviewer compared with the average interview time for all
- Operate with:

Time spent per interview
Effective interview time

Spreadsheet of high interview time

SFL_Ungdom: Interview hvor OVER 60% af gns på undersøgelse						
ID	Navn	Region	Date	Duration	Interviewed	Samlet grødt
QBR	Emilia Lyngsøe Nielsen	15451	20130921	10:00:37	0:06:13	0:03:41
QBR	Emilia Lyngsøe Nielsen	12141	20130921	12:20:23	0:05:55	0:03:41
QBR	Emilia Lyngsøe Nielsen	11133	20130927	16:09:15	0:05:59	0:03:41
QRC	Samah Abdelatif	16302	20130916	17:28:10	0:07:35	0:03:41
QRC	Samah Abdelatif	13983	20130916	20:07:02	0:06:20	0:03:41
QRC	Samah Abdelatif	13091	20130916	20:31:51	0:06:44	0:03:41
QRC	Päta Elmarsenka	16366	20130922	13:01:51	0:06:07	0:03:41
GRU	Somone Silen Hansen	12930	20130916	17:14:53	0:05:55	0:03:41
GRU	Somone Silen Hansen	16147	20130916	17:34:50	0:06:23	0:03:41
GRU	Somone Silen Hansen	14814	20130916	17:44:29	0:06:01	0:03:41
GRU	Somone Silen Hansen	13748	20130916	18:17:22	0:07:19	0:03:41
GRU	Somone Silen Hansen	12309	20130916	20:14:21	0:07:56	0:03:41
GRU	Somone Silen Hansen	10057	20130917	18:48:37	0:06:56	0:03:41
GRU	Somone Silen Hansen	11096	20130917	19:36:22	0:06:59	0:03:41
WEV	Katrine Øllgaard Knudsen	13217	20130917	19:53:50	0:06:32	0:03:41
WEV	Katrine Øllgaard Knudsen	16999	20130917	20:44:11	0:06:58	0:03:41
WEV	Katrine Øllgaard Knudsen	14273	20130918	17:07:52	0:07:29	0:03:41
WEV	Katrine Øllgaard Knudsen	11708	20130918	19:05:10	0:06:07	0:03:41
WEV	Katrine Øllgaard Knudsen	13152	20130918	20:09:43	0:06:54	0:03:41
WEV	Katrine Øllgaard Knudsen	14145	20130920	20:20:53	0:06:55	0:03:41
WEV	Katrine Øllgaard Knudsen	16532	20130920	20:42:16	0:06:24	0:03:41
WEV	Christina Ølsgaard Nielsen	15384	20130917	17:38:39	0:09:34	0:03:41

Indeks part 4

- Working time measured in what it is used on
- Total time = The total time spent in the interview system at the individual survey.
 - Interview time, dial result
 - Call time and interview time

The remaining time measured as break time

Remaining time not spent on calls and interviews

SFL_Ungdom: Gennemsnitlig pausestigning				
ID	Navn	etnet_age	Gns pause	
QRC	Päta Elmarsenka	3	0:37:44	
YBR	Marianna Malm	2	0:37:07	
YS	Marianna Dahl	2	0:32:14	
XSD	Anne Sophie Nina Marie Thomsen	2	0:32:02	
QBR	Emilia Lyngsøe Nielsen	2	0:30:36	
WEV	Christina Ølsgaard Nielsen	4	0:30:20	
XIK	Patrick Eklund	3	0:29:57	
WEL	Anne Katrine Hansen	4	0:29:14	
WEC	Cecilie Oliva Andersen	3	0:28:47	
XDO	Anja Kline	2	0:28:47	
WEP	Niclas Thomsen	3	0:28:30	
ACE	Søren Lyngsøe Lund	4	0:28:05	
XCE	Lise Foghvang Hansen	3	0:27:58	
WLB	Fahma Mader Thomsen	3	0:27:48	
XDU	Karen Desautels Christensen	5	0:27:22	
XDM	Anne Silen Jensen	3	0:27:03	
QRC	Samah Abdelatif	2	0:27:02	
XDB	Emma Josefina Jørgensen	6	0:26:56	
WKG	Andreas Jøppel Larsen	4	0:26:38	
WED	Katrine Øllgaard Knudsen	3	0:26:36	
GRU	Somone Silen Hansen	2	0:26:44	

Monitoring tool that measures the performance

DANMARKS STATISTIK SPJ_Ungdom: Interviewdata												
NAVN	Alt år (100%)	Det. alt år (95%)	Opn. indt. (20%)	EF indt. (20%)	EF indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)	Opn. indt. (20%)
I alt	11.1	47.9	48.3	42.8	38.8	88.1	0.0108	1003	1003	1007	406	109.42
Wiborgsø Skole	62.9	60.6	48.8	60.8	100.0	100.0	0.0104	136	42	26	2	4.0716
Sørensen Skole	61.6	62.1	48.3	60.8	100.0	100.0	0.0101	138	18	25	11	4.1938
Christians Skole	59.6	54.8	55.5	52.3	97.3	100.0	0.0053	443	108	81	32	1.9638
Frederik Skole	57.1	52.2	55.9	58.2	100.0	100.0	0.0056	395	18	20	11	2.0411
Søren Skole	54.8	52.1	45.1	48.8	97.3	100.0	0.0091	424	112	81	25	3.3328
Søren Skole	53.4	44.4	54.1	47.1	100.0	100.0	0.0056	347	70	18	16	4.6533
Katrine Skole	52.8	42.7	52.7	45.6	100.0	100.0	0.0057	327	70	18	25	4.6337
Frederik Skole	52.7	48.8	52.9	58.8	90.1	100.0	0.0057	403	18	45	17	3.3341
Anna Skole	52.7	48.8	48.8	41.3	89.8	100.0	0.0102	587	101	108	24	7.0822
Anna Skole	51.8	47.1	42.1	58.2	100.0	100.0	0.0102	188	48	47	8	2.2218

Rules about breaks

- 4 timers arbejde: 25 minutter i alt
- 15 minutters spisepause
- 10 minutters kaffe/rygepause
- 5 timers arbejde: 25 minutter i alt
- 15 minutters spisepause
- 10 minutters kaffe/rygepause
- 6 timers arbejde: 45 minutter i alt
- 30 minutters spisepause
- 15 minutters kaffe/rygepause
- 7 timers arbejde: 45 minutter i alt
- 30 minutters spisepause
- 15 minutters kaffe/rygepause
- 8 timers arbejde: 50 minutter i alt
- 30 minutters spisepause
- 20 minutters kaffe/rygepause



Measurement and calculation of daily working hours from minute to minute

