MICHELE BARTRAM
Chief Customer Experience Officer,
U.S Census Bureau
WHO IS THE CENSUS BUREAU & WHAT DO WE DO?
DATA COLLECTION: What Data Do We Collect & Publish?

- **3 CENSUSES:**
  1. **PEOPLE:** The Decennial Census of Population and Housing counts every resident of the United States every 10 years, as set forth in the Constitution.
     - *The next Decennial Census Day is April 1, 2020, just 3 years away!*
  2. **BUSINESSES:** Economic Census of all American businesses & the economy.
  3. **GOVERNMENTS:** Census of Governments (State & Local)

- **14 ECONOMIC INDICATORS** reports- each released on a specific schedule.

- **130+ SURVEYS** done every year for Commerce and other federal agencies
  - Topics range from: education, healthcare, law enforcement, and consumer spending to manufacturing, construction and foreign trade
  - Includes our nation’s largest surveys on:
    - Households: American Community Survey (ACS)
    - Businesses: Annual Retail Trade

All Census Bureau Surveys and Programs: [https://www.census.gov/programs-surveys/surveys-programs.html](https://www.census.gov/programs-surveys/surveys-programs.html)
DATA DISSEMINATION: How Do Customers Use Our Data?

The Census Bureau distributes and teaches users how to use our data. Users include: federal/ state/ local governments, businesses, academia, non-profits, journalists, and the American people for:

- **APPORTIONMENT & REDISTRICTING**
  - Determine the distribution of Congressional seats to states, including apportioning seats in the U.S. House of Representatives to defining legislature districts, school district assignment areas, and more.

- **PLANNING & BUSINESS DEVELOPMENT**
  - Make planning decisions about community services- Ex. building roads & schools
  - Decide where to locate or market your business. Power your own data products.

- **FUNDING**
  - Apply for grants (for non-profits).
  - Distribute more than $400B in federal funds to local, state and tribal governments each year, from public health & education to infrastructure improvements.

- **AGE SEARCH & GENEEOLOGY**
  - Qualify for Social Security and other retirement benefits; Passport applications.
  - Prove relationship in settling estates; Research family history or a historical topic.

- **ACADEMIC or JOURNALISTIC RESEARCH**
  - Use data for a research project or journalism story.
HOW DO WE ASSESS OUR CUSTOMERS’ EXPERIENCE?
What is Customer Experience (CX) Data?

CX data is cross-channel data that is instantly accessible and can be used to shape customer experiences—in the moment of a given experience.

CX data reveals:
- a customer’s INTENT and
- what is MEANINGFUL and RELEVANT to the customer as s/he progresses along their journey with your brand.

Source: Danone Nutricia Case Study: The Data-driven Mother’s Journey—by Christopher Nash at Sitecore
The Total Census Customer eXperience (CX) is Comprised of the eXperience of these 5 Segments

1. **SX** = Survey respondents’ eXperience

2. **DX** = Data users’ eXperience
   (businesses, journalists, academia, K-12 teachers, government agencies- federal, state, local, tribal, and the general public)

3. **PX** = Partners’ eXperience
   (national, local, survey-specific)

4. **GX** = Government oversight entities’ eXperience
   (Congress/GAO; White House/OMB/Department)

5. **EmX** = Employees’ eXperience
   is at the ❤ since they deliver CX to internal and external stakeholders
CEM: Customer Experience Management system
Census Bureau’s custom integrated analytics platform

Data Integration
- Any Data Format (API/Flat file/database)
- Internal or External: Web, Contact Center (Phone/Chat/FAQs/Email), E-newsletters, Social Media, CRM

Business Rules

Visual Analytics in Real Time

Advanced Mapping
- Any Data Format (API/Flat file/database)
- Internal or External: Web, Contact Center (Phone/Chat/FAQs/Email), E-newsletters, Social Media, CRM

Personalized Dashboards

Security/Access Controls

Anywhere Access

Event Driven Alerts*

Advanced Analytics*

PLUS, stakeholder feedback from:
✓ Mail tests
✓ Focus groups
✓ In-person field interactions
✓ Public events
✓ Surveys
✓ Advisory Committees

* Future
Customer Insights are at the Center of Our Data Dissemination Transformation

**ACTION**
Updates are made to website, products, or tools

**DATA**
Customer feedback is generated

**RECOMMENDATIONS & SHARING**
Analyses & reco’s are shared with the broader Census dissemination community

**INTEGRATION & ANALYSIS**
Data is integrated for centralized analysis

**CUSTOMER**
Who are Census’s customers? What are their unmet needs?

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**United States Census Bureau**
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
WHAT CX INSIGHTS HAVE WE ACTED UPON?
SURVEY RESPONDENTS
Direct Mail for American Community Survey

#1: Answer ACS respondent’s question “What’s in it for me?” while addressing concerns of Privacy, Trust & Legitimacy

- Evaluated messaging, design and sequencing of American Community Survey communications on a control vs. alternative options, including envelopes, pre-notice letters, postcards, multilingual brochures, and the ACS questionnaire form.

<table>
<thead>
<tr>
<th>“Official”</th>
<th>“Blended”</th>
<th>“Control”</th>
</tr>
</thead>
<tbody>
<tr>
<td>![Official Image]</td>
<td>![Blended Image]</td>
<td>![Control Image]</td>
</tr>
</tbody>
</table>

- RESULTS ➔ Using new “Official” design, improved ACS response while saving $19M.
DATA USERS - Website Users by Frequency
Pages Popular with Frequent vs. Occasional vs. First Time Visitors

- **First Timers**: use popular topics like Income & Poverty and simple tools like Population Clock, and QuickFacts
- **Frequent Repeaters**: use more sophisticated tools like American Fact Finder, and USATrade “Perspective”
All Data Users’ Satisfaction with Products, Tools & Interactions

- Shape represents survey
- Size represents number of related interactions (Excluding Visits)
- Color Represents proximity to current month (Darkest=Current month)

**INSIGHT:** Dissatisfaction with and low utilization of Data Visualizations
**ACTION:** Improve quality & quantity of imagery

**INSIGHT:** Easier data drill-down wanted
**ACTION:** Replace with new Data Exploration tool Data.census.gov
DATA USERS- Casual to Frequent
All Digital Channels and Multimedia

Visualizations, Infographics & Video

Data.census.gov Data Exploration Platform

Search Results (27,219)

Virginia Statistics

- Topics
- Geographies
- Years
- Survey/Programs
- Industries (NAICS)

County Business Patterns

County Business Patterns By Legal Form Of Organization

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DATA USER- General Public, Business, Media
Social Media

- **AUDIT INSIGHTS:**
  - Oversaturating some channels ➔ Cut back most Pinterest, some Facebook
  - Lack of evergreen content that conveys our value ➔ Evergreen works best on Facebook for us
  - Underutilizing LinkedIn ➔ Added 3-4 posts/week; Webinars are doing best here!

- **RESULTS:** After 6 months, followers & engagement are way up!
DATA USERS: Developers
Software Developer Tools “City SDK”

- **INSIGHT**: State/local Javascript developers told us in hackathons and focus groups that it was hard to learn how to program with our data.

- **ACTION**: Combined 3 Census APIs into one simple “Smart City” Service Development Toolkit called “City SDK.”
  - Easier to learn and to mash up any other open data from other APIs, saving hours of coding time.

- **RESULT**: Developer on-boarding time DROPPED from over 12 hours to under 4

https://uscensusbureau.github.io/citysdk/
DATA USERS: All Segments
Outbound Email Newsletters with Granicus

**Granicus Email Audit Insights**

<table>
<thead>
<tr>
<th>TRADE &amp; COMMERCE</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Email Actions Under Way</strong></td>
</tr>
</tbody>
</table>

**Email Reboot Campaign**

- **To Improve**
  - Quality of templates and content & admin training
  - Revised topic list

- **To Implement**
  - A/B testing and analysis
  - Increased frequency for high subscriber topics
  - Add email sign-ups via overlay pop-up and topic pages

**INSIGHTS:**

- **Uses must subscribe to get emails:** Less than 400 of 32M Census.gov visitors sign up for emails since signup is hidden in the footer.
- **Users must receive emails to engage:** 66% of subscribers and 152 topics with >1,000 subscribers HAVE NOT received content in 90 Days.
- **Users must like the frequency, format and content** of your emails to increase their engagement. Low open and click rates.

<table>
<thead>
<tr>
<th>INSIGHTS:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>OPEN RATE</strong></td>
</tr>
<tr>
<td><strong>MEDIAN</strong></td>
</tr>
<tr>
<td><strong>TOP 20%</strong></td>
</tr>
<tr>
<td><strong>Federal</strong></td>
</tr>
<tr>
<td><strong>Census</strong></td>
</tr>
</tbody>
</table>
Customers Need Content Adapted to their Level of Familiarity with the Topic

1- “Convince me” I’m a NOVICE.
2- “Teach/Remind me” I’m vaguely FAMILIAR.
3- “Advance me” I’m an EXPERT.

- **Identify** which types of customers should be aware of and using your content and what level of familiarity they might have with it.
- **Research** the wording and visual clues that group needs for that topic.
- **Develop** search-optimized verbal and visual content (text, images, interactive tools) using the phrases and images to appeal to that audience.
DATA USERS - Population Data Seekers

Search Engine Optimization (SEO) of Web Content

<table>
<thead>
<tr>
<th>Google Search Queries</th>
<th>Clicks to Census.gov</th>
<th>Total Google Search Impressions</th>
<th>CTR</th>
<th>SERP Position</th>
<th>User Familiarity Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>us population</td>
<td>6,357</td>
<td>156,483</td>
<td>4.06%</td>
<td>2.7</td>
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<tr>
<td>population of usa</td>
<td>2,399</td>
<td>128,445</td>
<td>1.87%</td>
<td>3.2</td>
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<tr>
<td>us population 2016</td>
<td>4,540</td>
<td>65,901</td>
<td>6.89%</td>
<td>2.8</td>
<td>Familiar</td>
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<tr>
<td>usa population</td>
<td>867</td>
<td>31,720</td>
<td>2.73%</td>
<td>3</td>
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<tr>
<td>how many people live in the us</td>
<td>220</td>
<td>27,156</td>
<td>0.81%</td>
<td>4</td>
<td>Novice</td>
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<tr>
<td>population of america</td>
<td>516</td>
<td>20,952</td>
<td>2.46%</td>
<td>2.8</td>
<td>Novice</td>
</tr>
<tr>
<td>population of the united states</td>
<td>824</td>
<td>20,006</td>
<td>4.12%</td>
<td>2.6</td>
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<tr>
<td>united states of america</td>
<td>325</td>
<td>19,610</td>
<td>1.66%</td>
<td>3.8</td>
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<tr>
<td>united states population</td>
<td>685</td>
<td>17,049</td>
<td>4.02%</td>
<td>3.2</td>
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<tr>
<td>population of us</td>
<td>497</td>
<td>16,038</td>
<td>3.10%</td>
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<tr>
<td>american population</td>
<td>604</td>
<td>15,824</td>
<td>3.82%</td>
<td>2.7</td>
<td>Novice</td>
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<tr>
<td>how many people are in the us</td>
<td>164</td>
<td>14,629</td>
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<td>3.5</td>
<td>Novice</td>
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<td>population of united states</td>
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<td>united states population 2016</td>
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<td>2.5</td>
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</tr>
<tr>
<td>population clock</td>
<td>2,981</td>
<td>8,771</td>
<td>33.99%</td>
<td>2.7</td>
<td>Expert</td>
</tr>
</tbody>
</table>

**INSIGHTS:**

- **Population Experts:** Know that Census has a tool called “Population Clock” or “PopClock” and search for that on Google
- **Population Novices:** Don’t know the lingo so they use search phrases like “how many people live in the US” or “population of usa”

**Future ACTIONS:**

- Add, then analyze, some of these “novice” search phrases to the Population Clock webpage and easier population tools
- Add familiar and expert phrases to the population landing pages and tables
Contact Me:

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- **Email:** Michele.J.Bartram @census.gov