Guidelines on Use of Electronic Data Collection in Censuses:

Call Center
Call Center

- In recent years, for supporting to field enumeration “Call center” or “Census Helpline” is established as apart field operation during the enumeration

- It is necessary to establish such center in case of:
  - Adoption of either hand-held devices and/or Internet for collecting data
  - Use of multi-mode data collection approach
Main Functions of Call Center

- **Hotline (Census helpline):** Support for respondents and enumerators
- **Interviewing:**
- **Arranging visits for census enumerators:**
- **Review and validation of data:**
- **Confirming the identity of the census enumerator:**
Main Functions of Call Center

- **Support for respondents - Internet**
  - Provide a support for completing census questionnaire
  - Provide technical support to access online questionnaire
  - Provide information about census methodology and operation
  - Provide information about the field staff, especially for identification of enumerators and supervisors who have direct contact with households
Main Functions of Call Center

- **Technical support to field staff**
  - provide logistical support for field staff in the local and regional offices;
  - help enumerators and supervisors in the field for organizing the field work;
  - provide IT technical support for field staff in the local and regional offices;
  - provide clarification on those methodological issues (such as definitions and response categories) and the duties of field staff;
  - resolve IT problems remotely by direct dialogue with handheld devices;
    - IT technicians may be able to resolve problems by connecting to the devices remotely while speaking to the enumerators.
Main Functions of Call Center

- **Quality control and Validation**

  - Call center can also be used for reviewing and verification of data by conducting households in order to fix data problems made by enumerators, such as for:
    - Incomplete questionnaires
    - Missing values
    - Inconsistency in data
    - Double counting
Management of Call Center

- The call center should be integrated with specialized software applications that are related to the enumeration – Call Center System.
- The call centre staff should have access to the census information as needs demand, such as information on:
  - the field staff
  - enumeration status of housing units
  - actual responses submitted by the field staff for quality control purpose
- This center should manage and record both incoming and outgoing calls with the ability to retrieve these calls as circumstances require.
Management of Call Center

- Census helpline operators should be provided with a ‘Quick Reference’ sheet that contains the most frequently asked questions, along with various contact numbers.
- A ‘knowledge-base’ electronic system can also be developed to provide an easy way for the operators to find more specific answers and instructions.
- Operators should be trained to help respondents either self-completing the online questionnaire, or could complete a census questionnaire with the respondent over the phone.
2015 Census of Jordan

Call Center App.

- Calling
  - Sending
  - Receiving
  - Forwarding

- Quality Control
  - Increasing Coverage
  - Browsing Data

Available in Headquarter Call Center Room
Web App.

For Completed Questionnaire only
THANK YOU...