Article

Company-Centric Communication Approaches for Business Survey Response Management

by Robert Marske and Deborah M. Stempowski

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Robert Marske and Deborah M. Stempowski[1]

Abstract

The US Census Bureau conducts monthly, quarterly, and annual surveys of the American economy and a census every 5 years. These programs require significant business effort. New technologies, new forms of organization, and scarce resources affect the ability of businesses to respond. Changes also affect what businesses expect from the Census Bureau, the Census Bureau's internal systems, and the way businesses interact with the Census Bureau.

For several years, the Census Bureau has provided a special relationship to help large companies prepare for the census. We also have worked toward company-centric communication across all programs. A relationship model has emerged that focuses on infrastructure and business practices, and allows the Census Bureau to be more responsive.

This paper focuses on the Census Bureau's company-centric communications and systems. We describe important initiatives and challenges, and we review their impact on Census Bureau practices and respondent behavior.

Key Words: Collection and questionnaires, Response and nonresponse.

1. Introduction

1.1 Background

The goal of Census Bureau economic survey programs is to provide complete, accurate, and timely measures of the American economy. This depends on accurate and timely responses to survey requests. Effective communication between respondents and the Census Bureau is critical.

Since technology now allows for nearly instantaneous communication and access to information, businesses expect more from the Census Bureau. Businesses expect help in negotiating their way through the maze of survey requests, and analysts need to understand the array of "touchpoints" with, and demands on, the companies.

We are in competition for businesses' attention and their resources. While technology has made many tasks easier, it also has allowed data providers to take on more tasks, and the respondent we face in 2007 is busier than ever before. Moreover, businesses often do not distinguish between surveys from the Census Bureau, other Commerce Department agencies, and other Federal or local agencies. Consequently they may be confused when they try to contact someone about a survey. Anything other than a straightforward entry point into a complex organization and set of survey programs complicates a company's ability to navigate through the response process. The Census Bureau's internal systems and organizational relationships must be able to respond to these challenges.

Census Bureau survey analysts face many challenges. They must understand the industries and commodities they measure, and at the same time understand government reporting from the respondent's perspective. They need to know why we conduct our surveys and how they all fit together. If can make sense of these programs for businesses, it will be easier to obtain business cooperation. Our staff also need to understand the advantages to both the Census Bureau and businesses of sharing information across surveys. We lose the full benefit of the information we obtain about company organization, contacts, address changes, and response patterns, if we cannot share it easily across surveys.

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1.2 Structure of Census Bureau business statistics programs

To understand some of the internal communication issues facing the Census Bureau, one should understand our organizational and survey program structure.

The Census Bureau conducts an Economic Census every 5 years. The census provides the foundation for other, more frequent periodic surveys to monitor the current economic situation. For example, the Report of Organization is sent annually to most companies with more than one location. This survey updates our list of business locations for multi-establishment companies, obtains measures of payroll and employment, and verifies industry classification. Combined with administrative data for single-location businesses, it allows us to provide annual data by industry and geographic levels to update Economic Census measures.

Census Bureau survey programs have evolved over many years, as user needs and industry characteristics have changed, into a structure of separate major statistical programs. Separate operating divisions manage these programs: (Manufacturing and Construction Division (MCD), Governments Division (GOVS), Service Sector Statistics Division (SSSD), and (Company Statistics Division (CSD)). Within MCD, the same staffs are responsible, by industry group, for both the 5-year Economic Census, and periodic (annual, quarterly, monthly) surveys. SSSD has separate staffs for the Economic Census (by industry groups), and for annual, quarterly, and monthly surveys. This organizational difference is significant because has an impact on the types of interactions these staffs have with regard to business respondents. Each major survey program maintains its own survey register.

While most periodic survey programs now use the Standard Economic Processing System they are processed independently. As a result, surveys are not in a position to easily share information outside of periodic reconciliation reviews.

Business respondents assume a much different organization. Businesses often do not distinguish whether the surveys showing up in their mail are from the Census Bureau or another agency. But they assume that information provided to the Census Bureau on one survey, such as the closing of a facility, will be shared widely with the other Census Bureau surveys that need it.

2. Company centricity

2.1 The advance of company-centricity

By their nature, business surveys require significant effort of business respondents. They must extract information from records that are maintained for other purposes and some may not exist in the detail requested. Efforts to motivate business response to these programs are inherently linked to understanding business organization and record keeping. We also must be mindful of challenges and opportunities presented by changes in the business environment.

Most communications with businesses occur when a company receives a survey questionnaire. One-on-one communication occurs when a company has a question about a questionnaire, when an analyst has a question about reported data, when a company is overdue in reporting, and when we conduct research or evaluations. We recognize that there is a need for more proactive dialogue, which can improve our knowledge of the companies, and their understanding of what we were asking of them.

The Census Bureau has conducted several major studies of large-company response and record-keeping practices to assess how companies react and respond to our surveys. We conduct cognitive studies on new and revised questionnaires that sometimes yield insights into communication. We also have anecdotal information from ongoing survey programs about issues that affect company response.

Major findings of the Sudman study (2000) also influence how we are developing our communications. The findings include:
1. It is difficult for the Census Bureau to keep track of frequent company reorganizations and contact changes across multiple survey programs.
2. Businesses place Census Bureau surveys after internal and stockholder financial reports, and tax and regulatory agency reports in their reporting priorities.
3. Company respondents would like more information about the survey, including advance notice of survey requests, previous contacts and changes to surveys.
4. Many companies said a single point of contact would streamline communication.
5. Data providers were generally unaware of how survey results are used, even within their own company.

The Census Bureau organized a new Customer Relationship Management staff in 1970. This is part of an initiative to re-engineer how we communicate with large companies that are included in one or more business surveys and the Economic Census. Large companies are very important: a relatively small number of large companies account for a considerable segment of private U.S. business activity. Consequently, much of our attention is focused on their accurate and timely response. We also need to address the needs of smaller companies, we leverage our limited resources focusing our individual attention on larger companies because of greater impact.

Customer Relationship Management was envisioned as a formal structured relationship: a Customer Relationship Managers (CRM) would manage the Census Bureau's reporting relationship with the key contact(s) at selected large companies. The CRM would be an advocate for the company in its relationship with the Census Bureau, and help the company understand our programs and their importance. Initial rollout of the model focused on a portfolio of about 30 companies divided among the four full-time CRM analysts. For these companies, we created reporting calendars, conducted introductory visits (or phone calls), placed annual calls to update status, and addressed ad hoc issues as they arose. We also conducted briefings with all program areas on the role of CRM and available resources. The program was met with enthusiasm among program managers, and early successes. Several companies call CRM often with questions and to provide updates. Reporting behavior improved, and we were able to clear up confusion about survey reporting for several companies.

The initial CRM model involved several components:
1. Select a company (referred by a survey staff, or self-nominated)
2. Profile the company – annual report, organization profile from Business Register[2], reporting profile from all Census Bureau surveys.
3. Convene a "team meeting" of survey representatives to identify reporting issues, communication patterns, and compare contacts.
4. Identify a likely CRM contact at the company.
5. Approach the company to introduce the CRM program and request a meeting.

The role of the CRM was limited. The CRM did not have a mandate to negotiate reporting arrangements on behalf of surveys, and there were no processes to merge information about individual companies from the various survey programs. Because each individual survey maintains its own record-keeping systems, a central repository for documenting contacts, issues, and reporting arrangements has not been possible.

Nevertheless, feedback from businesses and improved response behavior help to demonstrate that we can satisfy both company concerns about limited resources and survey analysts' need for business information. The company centric view has been institutionalization across the Economic Directorate.
  a. One of our Directorate strategic goals is to facilitate reporting by the largest companies by adopting a company-centric approach to data collection.
  b. Performance objectives for many survey analysts and their managers include a specific performance measure relating to responsiveness to business concerns.
  c. Increased demand for company information. More company-originated calls are referred by analysts. Demand for reporting calendars is increasing from companies and from analysts. And

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[2] Business Register – The Census Bureau's comprehensive database of U.S. business establishments and companies, maintained for statistical purposes; comprises the universe frame for the Economic Census and periodic business surveys.

there are more requests for company information from program area staff doing company research.

We have organized a new Customer AND Respondent Outreach Branch The new organization recognizes the link between data collection and data users. Businesses want to know what they get in return for their effort to complete our surveys. Increasingly, survey staff refer companies with questions they cannot answer. "CROB will know".

2.2 Improved company centric tools and processes

We developed several major tools to facilitate company centricity.

Reporting Calendars. One of the first CRM tools developed, company reporting calendars pull together the entire Census Bureau reporting profile for a company. Calendars include metadata about each survey (form number, purpose, mail and due dates, contact information) and information about each survey reporting unit (name, address, contacts, reporting history). (Attachment A).

Companies often are surprised that the total burden is less than they imagined. Survey analysts often are astonished to find that many other Census Bureau analysts speak with the same company contact. Calendars are a resource for analysts preparing for company visits and other interactions, and show how often our various survey registers were out of sync. Reporting calendars was a laborious process for several years that depended on custom programming and hand matching. The process was finally automated in 2006.

Contact Management Software – This customized, off-the-shelf software allows us to document and track communication with companies and company visits. The software organizes documentation of interactions and visits, stores records of historic contacts, and has nearly "real-time" updates from the Business Register. The software will provide reports for Census Bureau managers to track company performance and the effectiveness of the Account Managers[3] working on the 2007 Economic Census. (Attachment B)

Education and Resources – We maintain an On-line Business Help Site, primarily for respondents, to access electronic reporting, sample report forms, and on-line services like filing extensions, filing status, and secure e-mail which will be the distribution channel for the automated reporting calendars. (Attachment C)

We developed an Intranet site with links to many information resources –both about companies and about surveys. (Attachment D) We produce a weekly newsletter during census data collection phase to keep account manager abreast of latest news and progress. We are always working to get management buy-in by visiting management meetings and advertising and offering services whenever possible.

We developed an integrated approach to publicizing response to the 2007 Economic Census. At its core is a web site - <business.census.gov> - that links response and benefit by answering the question: "What's In It For Me?" (Attachment E)

2.3 Account Manager Program – CRM for the Economic Census

The Census Bureau has provided "Account Managers" (AM) every 5 years since 1991, to foster a special one-on-one relationship with the largest companies and assist with their Economic Census reporting. The census is a large and complex program and requires substantial effort on the part of companies. The AM program involves nearly all analysts working on the Economic Census (about 150 in 2007) and provides for approximately 1,200 of the largest companies. The AM Program is a naturally company-centric activity. It has allowed us to develop documentation software, cross-program training, and regular e-communication of program issues across survey staffs.

In the 2007 Economic Census, Account Managers helped achieve a 96 percent response rate for these companies by October of the census year, compared to an overall response rate of 86 percent. By comparison, the large company

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[3] Economic Census contacts responsible for assisting the 1,500 largest companies in reporting data for the Economic Census.

response rate in the 1992 Economic Census was 92 percent – but achieving that level of response required extending data collection into the following year.

The success of the Account Manager program arose from effective training, improved tools, and a more consistent message from managers throughout the organization.   The challenge will be to give the program longevity. The AM program has a life cycle of only two years out of five; once data collection is complete, the analysts who function as AMs return to regular tasks of managing current census and survey programs.

Lessons learned from the 2002 Account Manager Program:

From companies:

1.   Interviews with companies revealed that some educational issues persist. Even very large companies do not understand the Economic Census cycle and its relation to other surveys they receive to better understand how the programs fit together. Many would appreciate a reporting calendar. The formal Advance Information program, which precedes the economic census, contains useful information, particularly as it provides expert contacts and highlights changes from the previous census.

2.   Companies are unanimously positive about their account managers. AMs provided needed help. They never felt harassed, and appreciated having a single contact. The personal relationship was reassuring. AMs explained concepts, and helped with filing extensions and electronic reporting, and provided an opportunity to vent their frustration.

3.   Businesses reacted favorably to our on-line Business Help Site, although not all were of its range of features including a built-in email capability.

4.   Methods: The Establishment Survey Methods staff interviewed 15 large companies to get feedback on their impression of the Advance Information they received in preparation for the Economic Census, the personal relationships with their Account Managers, and their communication with us.

From Account Managers:

1.   About 89 percent of respondent AMs felt they were effective. About 46 percent felt they convinced at least one company to report that would not otherwise have reported.

2.   They felt some companies were confused by the switch from the annual Report of Organization analyst to the AM for the census year, and had trouble reconciling the phone call schedules of the Economic Census with other concurrent surveys.

3.   We also saw conflict between the desire for training in some areas, and complaints about more work to do.

4.   They reported that they would have liked more go-to specialists for some specifics like Electronic Reporting, and would have like the telephone call training to give more strategies for real-life situations.

5.   AMs also reported that their major obstacles were getting through to the right contact (nearly half), using the electronic reporting software (more than one-third), and finding the time to make the calls, and actually making them (more than one-fourth). They were also not clear on the bounds of their authority for those who resisted reporting.

6.   Methods: We conducted an on-line feedback survey of all 140 AMs. Following the survey, we conducted focus groups with selected AMs and managers to refine the responses.

Note: Lessons Learned from the 2007 Economic Census are being compiled

2.4 A new charter

After several years of the pilot CRM effort, including additional experience from the 2002 AM Program, we re-chartered the CRM effort. As part of the new charter, we took a fresh look at program goals, including company expectations and the extent to which they are being met. We found that companies value Directorate-wide company centric behavior over focussed attention by a single CRM analyst.

We instituted a "Visit Documentation" policy to ensure that information about companies is shared throughout the Economic Directorate, as a means of providing improved customer service for companies reporting on economic programs. It is intended to leverage existing company feedback before engaging in new visits, and maximizing opportunities for internal collaboration. It is not intended to inhibit company visits but to ensure that we respect and place minimum burden on company resources in our activities and practices.

Much of what companies told us confirmed what we knew:

1. We are inconsistent in acting on company information updates sharing it across surveys.
2. We do not always keep contact and address information up to date, which can allow forms to wander internally for weeks or months, delaying business response.
3. Businesses expect to communicate with us electronically – with "real time" responses.
4. Reporting calendars give the companies a better picture of their reporting responsibility. They can quickly spot errors, and plan resource needs. Businesses would like to review and their reporting calendars online.
5. Companies would like several months advance notice of new surveys, and to be advised of important changes from previous surveys.
6. Businesses are happy with the response they get from individual survey analysts when they have questions, but it would be useful to have the name of a central contact at the Census Bureau.

The Business Process Improvement Team (BPIT) lent its support to this effort and sponsored development of the automated company reporting calendar integrated with the Business Register. We now can produce an up-to-date list of surveys for any company, in seconds, at the push of a button. This function is now an integral part of the Business Register. While the periodic surveys are not fully integrated into the Business register, this is an important first step in that direction.

3. Challenges and next steps

3.1 Challenges

Customer Relationship Management as initially configured faces an uphill battle: with no on-going survey administered by the CRM staff, most businesses are content to rely on the experts administering the individual surveys they receive. At the same time, businesses expect Census Bureau staff to take ownership of problems, including those outside of one's comfort zone, and either respond to issues or identify an expert who can.

We are operating within an essentially unchanged structural organization of Census Bureau economic programs and staffs. We have identified and implemented practices that can exist within current organizational and survey program structures. We are relying on education, improved resources for analysts, and changes in internal business practices.

Security is a challenge. Companies and analysts alike want to use email for communication. Its speed and convenience have revolutionized the workplace. Yet the Census Bureau's responsibility as steward of the public's data is of paramount importance. We have developed a new Secure Messaging Center that allows companies and analysts to communicate and exchange files in a secure environment. The system was used for the first time in the 2007 Economic Census. And while it proved to be highly effective, many businesses were reluctant to adopt a new software tool and would prefer to use regular e-mail despite the associated risks.

3.2 Next steps

Our success in integrating the automated reporting calendar with the Business Register is a signpost for further advancement. As a next step we will explore integrating contact management with the Business Register to move closer toward comprehensive, cross-survey information sharing.

The increased attention to company centric approaches presents and opportunity to continue relationships developed in the Account Manager program beyond the 2007 Economic Census. It also will provide the impetus for new and better tools to integrate and leverage information and resources. We need to develop a communication system that allows timely sharing of company information, and to add value to the individual bits of information we are collecting about company interactions.

CROB will continue to develop resources and be a laboratory for processes and tools to facilitate communication, and to be a bully pulpit for customer-centric activities.

The challenge of the government survey statistician is not unknown: collecting data to be used by economists, from businesses that keep records for accounting or tax purposes – if at all. How we get the information from them depends on how well we respond to their information needs and their increasingly taxed resources.

References

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Attachment A – Company reporting calendar

2006 Census Bureau Survey Reporting Calendar- Summary
sample company

Reporting units as of Feb 2006

Form No.	Survey Title	Survey Acronym	Media Available	No. of Reporting Units	Reporting Unit Type	No. of mailings per year	Mail Date	Due Date	Census Bureau Contact (Some of these names are general contacts for the survey. Any individual analyst you regularly contact would supersede these.)	Company Contact
ACE-1(M)	Annual Capital Expenditures Survey collects broad-based statistics from employer firms on the nature and level of capital expenditure by businesses	ACEil	Paper	1	Company	1	March	30 days	Charles Funk (301) 763-3331 Charles.Allen.Funk@census.gov	Person One 111-222-3333
ICT-1(M)	Information & Communication Technology Survey collects capitalized and expensed figures for information and communication technology equipment and software	ICT	Paper	1	Company	1	March	30 days	Charles Funk (301) 763-3331 Charles.Allen.Funk@census.gov	Person One 111-222-3333
M3(SD)5	Manufacturers' Shipments, Inventories, and Orders collects broad and timely measures of changes in domestic manufacturing activity and indications of future production commitments for all large manufacturers	M3	Paper, Fax, Electr.	1	Company	12	Monthly	30 days	Chris Savage (301) 763-4634 John.C.Savage@census.gov	Person Two 111-222-4444
MA-10000	Annual Survey of Manufactures collects detailed annual statistics on the activities and products of U.S. manufacturers	ASM	Paper, Electr	1	Plant	1	February	30 days	David Eade (812) 218-3788 David.E.Eade@census.gov	Person Three 111-222-5555
MA334Q	Semiconductors, Printed Circuit Boards, and Other Electronic Components collects data on manufactures of semi-conductors, printed circuit boards, connectors, capacitors, and other electronic components	CIR	Paper, Electr	1	Plant	1	December	30 days	Philippe Morris (301) 763-4819 Philippe.S.Morris@census.gov	Person Four 111-222-6666
MQC1	Survey of Plant Capacity Utilization collects current data on the rates of capacity utilization in U.S. manufacturing plants.	PCU	Paper	1	Plant	1	February	6 weeks	Maryellen Johnson (301) 763-4701 Maryellen.B.Johnson@census.gov	
NC-99001	Report of Organization updates company organization for multi-location businesses on Census Bureau's business register; collects operating data by establishment used in annual County Business Patterns report	COR	Paper, Electr	1	Company	1	February	30 days	Sharon Boley (812) 218-3319 Sharon.L.Boley@census.gov	Person Three 111-222-5555
QFR-200	Quarterly Financial Report collects current financial statistics	QFR	Paper, Electr	1	Part of Company	4	15 days prior to end of quarter	25 days after end of quarter	Mary Baldwin (301) 763-3343 Mary.A.Baldwin@census.gov	Person One 111-222-3333
RD1	Survey of Industrial Research and Development collects annual data on research and development expenditures	R&D	Paper	1	Part of Company	1	March	30 days	Yvette Moore (301) 763-1660 Yvette.E.Moore@census.gov	Person Five 111-222-7777
SA-42	Annual Trade Survey Merchant Wholesalers collects detailed industry measures of wholesale company activities	ATS	Paper	1	Company	1	January	30 days	John Trimble (301) 763-1223 John.R.Trimble@census.gov	
SA-42 (MSBO)	Annual Trade Survey (Manufacturers' Sales Branches and Offices) collects data on manufacturer's sales branches and offices, the selling locations of US manufacturing and mining companies	ATS	Paper	1	Company	1	January	30 days	John Trimble (301) 763-1223 John.R.Trimble@census.gov	
SA-42 (AGBR)	Annual Trade Survey (Agents, Brokers, and Electronic Markets) collects data on agents, brokers, and electronic markets selling and purchasing locations where more than half of the volume of business is conducted on a commission basis	ATS	Paper	1	Company	1	January	30 days	John Trimble (301) 763-1223 John.R.Trimble@census.gov	

Attachment B – CRM software

Company Dashboard　　**Likely to Refuse**　　NEED HELP?
Please Contact the CRM Staff @ x3-2547

LaunchPad　　Refresh Dashboard　　Disclosure Prohibited -- Title 13, U.S. Code　　AM Software Help

BR Headquarters

Name & Address

Headquarters	TEST COMPANY 901			Alpha/Alpha-Part # + or 0+SU EIN#	000901	Register ID + (ENT, SPE, SU)	29292154321
Alpha	000901			Name 1 +	TEST COMPANY 901		
ENT ID	29292154321			Name 2			
CRM Analyst				Attention			
Census Acct Mgr	ROBERT MARSKE			Street	unknown		
Census Acct Mgr Phone	301-763-6718			City	unknown	State UNKN Zip unknown	
2007 Password	21Q45X2Y	2007 Resp Rate		Company Contact		Phone	Part Resp Rate

Call 2 Contacted
CEX Received
ER Visit Completed

View Headquarters

Activities/Interactions | Company Visits | Contacts | Surveys | Company Info | Company Parts | 2002 Activities/Interactions

Activities/Interactions

Grant Extension　　Create New Activity/Interaction

Last Update	Alpha - Par	Thread	Alert	Category	Summary	Notes
8/29/2008 9:28:37 AM	000901	2	Check	Econ Census Call	Call 2:Form Received?/ER Assistance Requ	Introduced myself to Mr. Jones. He has received the advance info materials
1/7/2008 3:38:22 PM	000901	2		Econ Census Call	Call 2: Form Received? / Spoke to Contact	updated task
8/30/2007 3:32:46 PM	000901	1		Econ Census Call	Call 1: AM Introduction / Spoke to Contact	
8/30/2007 3:16:39 PM	000901	1		Other	test icon change	test
8/30/2007 3:16:16 PM	000901	1		Econ Census Call	Call 1: AM Introduction / Spoke to Contact	test
8/15/2007 1:28:11 PM	00001	1	Check	Other	test email notify - 2	test email notify
12/4/2007 10:53:59 AM	00001	1	Check	Other	test email notify	test email notify
12/4/2007 10:53:52 AM	000901	2	Check	Other	blah blah blah	

Contact management MIS - "You Manage What You Measure"

Managers HQ Report

	Company (#)	2007 % Resp	% ER Resp	2007 Ext.	Call1 Not Cont	Call 2 Not Cont	Call 3 Cont	Call 3 LVM	Call 3 Not Cont	Call 4 Cont	Likely to Refuse
GRAND TOTALS:	1,225	84.07	73.63	81	153	196	853	74	49	429	44
CSD											
DIVISION TOTALS:	4	97.37	63.03	0	0	0	1	1	0		
Business Investment Branch (BIB)											
BRANCH TOTALS:	4	97.37	63.03	0	0	0	1	1	0		
EPCD											
DIVISION TOTALS:	179	79.31	63.28	12	76	73	60	6	21	26	3
Chief, EPCD (Chief, EPCD)											
BRANCH TOTALS:	1	98.25	0.00	0	0	1			0		
Assist Director For Econ Prgrm (Assist Director For Econ											
BRANCH TOTALS:	11	73.55	56.44	0	2	1	9	0	0	4	
Economic Plan & Process Imprvmnt (EPPIS)											
BRANCH TOTALS:	1	75.00	0.00	0	0	1			1		
Edit & Micro Processing Branch (EMPD)											
BRANCH TOTALS:	2	100.00	99.58	0	0	2			0		
Electronic Reporting Branch (EROB)											
BRANCH TOTALS:	20	98.26	77.97	1	4	13	3	0	2		
Mailout & Data Capture Branch (MDCB)											
BRANCH TOTALS:	11	32.17	3.06	1	6	4	4	1	3		1
NPC Staff (NPC Staff)											
BRANCH TOTALS:	85	91.08	76.71	8	61	44	8	3	13		
Program Research & Methods Branch (PRMB)											
BRANCH TOTALS:	2	10.15	9.79	1	0	1	2	0	0		
Summary Statistics Processing Br (SSPB)											
BRANCH TOTALS:	3	98.67	97.33	0	0	0	1	1	0	0	

Attachment C – Business help site

2007 Economic Census
Business Help Site

Search For: [_____] [Search]

You are here: → BHS Home

Resources
Home
General FAQs
Industry Information
Electronic Reporting
Online Services
2007 Econ. Census Forms
Form Archive

General
About the Econ. Census
Contact Us
Key Dates
Changes for 2007
Census Program
What's Asked
How Data Are Used
Glossary

Classification Info.
Classification FAQs
Classification Forms

Miscellaneous
Legal
Confidentiality
Website Feedback Form
Site Map

Related Sites
SBO and BES Surveys
Other Economic Surveys
NAICS
2002 Econ. Census Help
business.census.gov

Information to help grow your business is at business.census.gov

Welcome! The Business Help Site (BHS) is designed to help businesses complete the **2007 Economic Census**. It describes census highlights, clarifies coverage and content, facilitates computer uses, and identifies other sources of assistance.

General Frequently Asked Questions (FAQs)

Find answers to questions about the Economic Census, and how to complete and return your census form.

Detailed Information By Industry

Find information on Economic Census coverage, sample forms and instructions, and answers to questions on business industries.

Electronic Reporting

Access information on this convenient and easy-to-use alternative to paper forms.

Online Services

Request form remails, decryption keys (CD-ROM users), or filing status reports with this secure link.

2007 Economic Census Forms

View 2007 Economic Census Sample Forms and Instructions.

Economic Census of Puerto Rico and the Island Areas

Puerto Rico and Island Areas (U.S. Virgin Islands, Guam, the Northern Mariana Islands, and American Samoa).

Survey of Business Owners and Self-Employed Persons (SBO)

Last revised: June 26 2008 10:41:01

This symbol ⊡ indicates a link to a non-government web site. Our linking to these sites does not constitute an endorsement of any products, services or the information found on them. Once you link to another site you are subject to the policies of the new site.

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U S C E N S U S B U R E A U
Helping You Make Informed Decisions

On-Line services

U.S. Census Bureau

2007 Economic Census
Business Help Site

Login
Have your username (UID) and password (PW) ready. These can be found in the label of your report form.

They are also shown in the mailing label of letters sent to multi-establishment companies.

CFN 23456789003 657 1 81102 07 L1
EIN XX-XXX7890   R
UID → 2345678900   J6JMQ11 ← P → PW
SEQ0O1-00004
NAME1
NAME2
STREET ADDRESS
PLACE ST 12345-6789

Enter username (UID) and the password (PW).
Username (UID): [_____]
Password (PW): [_____]
[Reset]   [Log In]
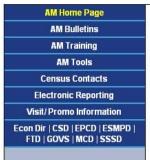
The following services are offered online. You will need your username (UID) and password (PW) to access our secure server.

Filing Status	Check which report forms we have received/not received from your company.
Remail Forms	Order replacements for lost or misplaced report forms.
Additional Forms	Order additional report forms for locations not originally included in your company.
List Forms	Display Forms Mailed To Your Company
Decryption Key	View decryption / passphrase key if you received an encrypted CD-ROM.
Company Calendar	Check your company calendar of surveys.
Secure Messaging Center (SMC)	Securely exchange messages and data files with Census Bureau.

Last Revised: 2008-08-20:12:56:51

Attachment D - Account manager page

AM Home Page
AM Bulletins
AM Training
AM Tools
Census Contacts
Electronic Reporting
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ECONOMIC CENSUS 2007

2007 Economic Census Account Manager Homepage

Welcome to Your 2007 Economic Census Account Managers' Homepage! If you identify a page you think will be useful to other AM's, please email suggestions to crm@census.gov. Thanks!

Important Dates to Remember:
Keep Calling your Companies
Call 4 - "Thanks for Reporting"

What's New on the AM Web -

- Economic Census Reminder & Overdue Letters **UPDATE!**
- AM Bulletin 15 Now Available **NEW**

AM News -

Business.Census.Gov
This is a great web site for those who want to know more about the 2007 Economic Census - **Give it a Test Drive!**

Econ Form to Analyst List Now Available
Thanks to Jennifer Lee's request, we've developed a list of Analysts and Branches to contact should you have questions about the Economic Census forms. The list is available on the **Census Contacts** page

Call 2 Training Materials Now On-line
Need a refresher? Call 2 training materials are available on the **AM Training page**

Attachment E - Business.census.gov