Services Producer Price Index: Improving our user engagement

Currently for SPPI the majority of our user engagement is carried out via direct communication with known users, both proactively and in response to queries, and we announce changes or points of interest relating to SPPI in the quarterly statistical bulletin. However this approach limits our contact with wider users of our statistics and means that users who do not regularly access the statistical bulletin may not be aware of announcements that we make. This document sets out the ways in which we plan to improve our user engagement over the next 12 months.

Compile an email list of known users

We keep a record of all queries that we receive via telephone or email. We will use these records to compile a list of known users who we can notify of releases or changes to our statistics, thereby reaching users that are interested in SPPI but who don’t access the statistical bulletin every quarter. We will update this list fully once a year but will add and remove users when requested.

Make announcements and using a range of routes to reach a wider range of users

In addition to using email, we will also use additional routes including the RSS StatsUserNet and Twitter to make announcements and engage with users to help us reach a wider range of users and potential users. We will use Twitter (@stats_kat) to monitor the use of our statistics, respond to questions about our statistics and promote our statistics by tweeting charts and additional information to highlight key trends in the figures.

Maintain presence at relevant user events

We will attend, and present where appropriate, at relevant user events where service sector prices may be discussed or where potential SPPI users may attend such as the ONS Quarterly Economic Forum.

Continue to monitor the use of our outputs

We monitor the use made of our outputs using internet search facilities to show instances where SPPI is cited or where service prices are discussed. We also use web metrics to show us how use of our outputs changes through time and which particular elements receive the most use. We will add to this using Twitter and StatsUserNet to identify relevant discussions and opportunities to engage.

Publish an annual response to user feedback received

We try to take every opportunity to request feedback on our statistics from our users and while we are happy to discuss feedback with individual users at any time, we do not currently publish a response to this feedback. We will publish an annual document setting out the feedback we have received over the past year, any changes we have made or plan to make as a result of this feedback and, where appropriate, the reasons why we have chosen not to respond to feedback.
Any comments on this plan for improving our user engagement, or anything related to the Services Producer Price Index are welcome at any time. Please email us on sppi@ons.gov.uk or call Kat Pegler on 01633 4566468.