

## Business services in the sector for call centers

<b>0 Administrative Information about the Statistical Product</b>	<b>Latest update</b> August 25 2010
<b>0.1 Name</b> Business services in the sector for call centers	<b>Table of contents</b> <a href="#">0 Administrative Information about the Statistical Product</a> <a href="#">1 Contents</a> <a href="#">2 Time</a> <a href="#">3 Accuracy</a> <a href="#">4 Comparability</a> <a href="#">5 Accessibility</a>
<b>0.2 Subject Area</b> Service sector	
<b>0.3 Responsible Authority, Office, Person, etc.</b> Servicesector Ludmila Glinska, tlf.: +45 39 17 38 81, e-post: lgl@dst.dk.	<b>Contact info</b> Servicesector Ludmila Glinska ☎ +45 39 17 38 81 ✉ lgl@dst.dk.
<b>0.4 Purpose and History</b> The purpose of business services statistics is to provide new information about the services in the service sector and thereby improve the knowledge of the information society. Moreover, the purpose is to improve the information in the national accounts statistics regarding the service sector, and finally it contributes to the continuing maintenance of activity codes in the Central Business Register.	<b>Shortcut to this page</b> <a href="http://www.dst.dk/declarations/123583">www.dst.dk/declarations/123583</a>
<p>The survey was carried out for the first time for the reference year 2006.</p>	
<b>0.5 Users and Application</b> Users of the statistics are politicians, organizations and private firms. The statistics can be used when planning and provide an overview of the development taking place in the service sector.	
<b>0.6 Sources</b> The statistics are based on questionnaires.	
<b>0.7 Legal Authority to Collect Data</b> The Act on Statistics Denmark (Lov om Danmarks Statistik), Section 8, cf. Order no. 599 of dateYear2000Day22Month622 June 2000.	
<b>0.8 Response burden</b> Statistics on response burden does not exist.	
<b>0.9 EU Regulation</b> EU regulation does not exist regarding this statistics.	
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<b>1 Contents</b>	
<b>1.1 Description of Contents</b> The statistics provide information on the distribution of total turnover and exports on products and services. Furthermore the statistics provide information on the turnover and exports divided by clients. Finally, statistics on ownership is collected.	
<b>1.2 Statistical Concepts</b>	
<p><i>Units and population.</i> Questionnaires are posted to enterprises engaged in the sector. For a list of the variables in the sector see below:</p>	
<p><i>Variables:</i></p>	
<ul style="list-style-type: none"> <li>- Inbound services - B2B, consulting services</li> <li>- Inbound services - B2B, order confirmations services</li> </ul>	

- Inbound services - B2B, treatment of complains
- Other inbound services - B2B
- Inbound services - B2C, consulting services
- Inbound services - B2C, order confirmation services
- Inbound services - B2C, treatment of complains
- Inbound services - B2C, sales
- Inbound services - B2C, retention
- Other inbound services - B2C
- Outbound services, consulting services
- Outbound services, appointments booking services
- Outbound services, market research services
- Outbound services, publicity campaigns
- Outbound services, sales
- Other outbound services
- Other additional products n.e.c.

Information on three categories of client is collected:

- Public sector
- Households and non-profit institutions
- Enterprises

Furthermore, information on ownership is collected ie. whether the ownership is Danish, intra-EU or extra-EU.

*Statistical aims.* In the publication the total turnover and exports of the activity codes are given in DKK millions and their distribution on products and services are given in per cent. Furthermore, the activity codes share of the turnover and exports of each products and services are given in per cent. Finally the share of total turnover of the different categories of clients is stated.

*Groupings.* In the publication the turnover is distributed by products and clients.

The activity code is placePlaceNameCall PlaceTypeCenter services (DB03)  
74.86.00

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## 2 Time

### 2.1 Reference Period

The distribution of turnover and exports by products and services cover the financial year.

### 2.2 Date of Publication

The time of publication, i.e. the time that passes between the end of the reference period and the time of publication in *News from Statistics Denmark* is approximately 210 days.

### 2.3 Punctuality

The statistics are usually published without delay in relation to the scheduled date.

### 2.4 Frequency

The statistic is published biannually.

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## 3 Accuracy

### 3.1 Overall accuracy

The sample for the year 2006 consists of questionnaires from about 38 enterprises equal to a share of reply of 89 per cent. However, only 28 questionnaires were usable due to firms changing industry code etc. The total turnover of these enterprises accounts for approximately 59 per cent of the total

turnover of all enterprises engaged in sector for placePlaceNameCall PlaceTypeCenter services in 2006 and 93 per cent of total fulltime employees. The sample consists of all enterprises with 10 or more employees as well as a sample of 50 percent of enterprises with 5-9 employees and 10 percent of the enterprises with 1-4 employees. The data from the questionnaires are grossed up to the provisional total turnover liable for VAT as it is registered in the Central Business Register. Consequently one should have reservations about the total turnover as the results are subject to some uncertainty.

### 3.2 Sources of inaccuracy

*Coverage:* In 2006, the sample covered approximately 59 per cent of the total turnover liable for VAT as it is registered in the Central Business Register.

*Selection:* In 2006, the sample consisted of 38 enterprises. Only enterprises which are active at the end of the year were included.

*Collection/measuring:* Data are collected by questionnaires. In the questionnaire the enterprises are asked to distribute their turnover in DKK 1,000 by a number of products, services and client categories.

*Loss:* In 2006, the loss amounted to 18 per cent, which is mainly due to enterprises being registered with an incorrect activity code and enterprises being closed down.

*Adaptation:* The information is grossed up to the total level of the six-digit activity codes within the strata mentioned above.

*Model assumptions:* No enterprises have been excluded from this investigation because of their number of employees or size of their turnover

*Seasonally adjusted:* As the Business services statistics is conducted on a yearly basis, there is no seasonally adjustment.

### 3.3 Measures on accuracy

The statistical uncertainty is not calculated.

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## 4 Comparability

### 4.1 Comparability over Time

The survey was conducted for the first time in 2007 for the reference year 2006.

### 4.2 Comparability with other Statistics

In the VAT statistics and in the enterprise statistics the turnover is published for the placePlaceNameCall PlaceTypeCenter unit. The business services statistics is also published for the placePlaceNameCall PlaceTypeCenter unit and the data is grossed up to the provisional turnover liable for VAT as it is registered in the Central Business Register. The final turnover is not available at the time when data is grossed up and therefore the turnover in the business services statistics is not exactly the same as the turnover in the VAT statistics and the enterprise statistics.

### 4.3 Coherence between provisional and final statistics

Only provisional turnover is published.

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## 5 Accessibility

### 5.1 Forms of dissemination

The statistics are published in *News from Statistics placecountry-regionDenmark*, *Statistical News Service sector* and in *statistical yearbook*.

### 5.2 Basic material: Storage and usability

The questionnaires and data are stored for a number of years.

### 5.3 Documentation

The statistical methods are described in greater detail in *Statistical News Service Sector*.

**5.4 Other Information**

No other information is available.

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