

Digitalization of the Finnish government – Case: setting up Digital Agency to boost customer centric public sector

Dec 6, 2018

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Director, Customers

Population Register Centre



Digitalization of the Finnish government

Case: setting up Digital Agency

customer centric public services

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All the relevant tasks to promote digitalization are PRC's affairs BUT Legislation for Finish Digital Agency are expected to be approved spring 2019

Digitalization

Change management

Customer orientation



Culture is Everything



Execution

Digitalization

Change management

Customer orientation



Culture is
Everything

The beef is in the supply side and execution

- In many countries including Finland, citizens have been digiservices-capable some +20 years
- In 2000 – 2010 there was plans to execute centralized services but momentum wasn't there (except most important services like authentication)



Digitalisation in the Government programme of Prime Minister Sipilä 2015



Public services will be digitalised

With the help of new operating methods, public services will become user oriented and **primarily digital** to enable the leap in productivity necessary for the general government finances. In the development process, priority will be given to services where productivity gains are highest.

Digitalisation will be a **cross-cutting theme in the government strategy.**

- Principles for the digitalisation of all public services will be established.
- Internal administrative processes will be digitalised and old processes dismantled.
- The public administration will undertake to ask people and businesses for the same information only once.
- People's right to decide about and monitor their personal information will be enhanced, while ensuring the smooth transfer of data between the authorities.
- Help will be given to people who are not used to or are unable to use digital services.
- The organisation of digitalisation-related change management will be strengthened within the Government.



Nine principles for the digitalisation of all public services

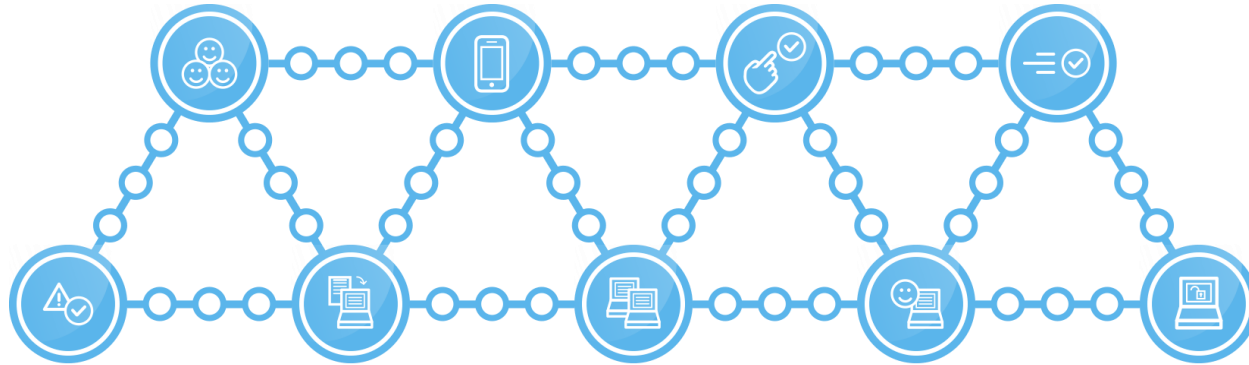
GOVERNMENT
KEY PROJECT

We will provide services based on **customers' needs**.

We will cut **unnecessary red tape**.

We will build **easy-to-use and secure services**.

We will **produce benefits** for our customers quickly.



We will also serve in case of **disruptions**.

We will **ask for new information** only once.

We will make **full use** of the existing public and private **online services**.

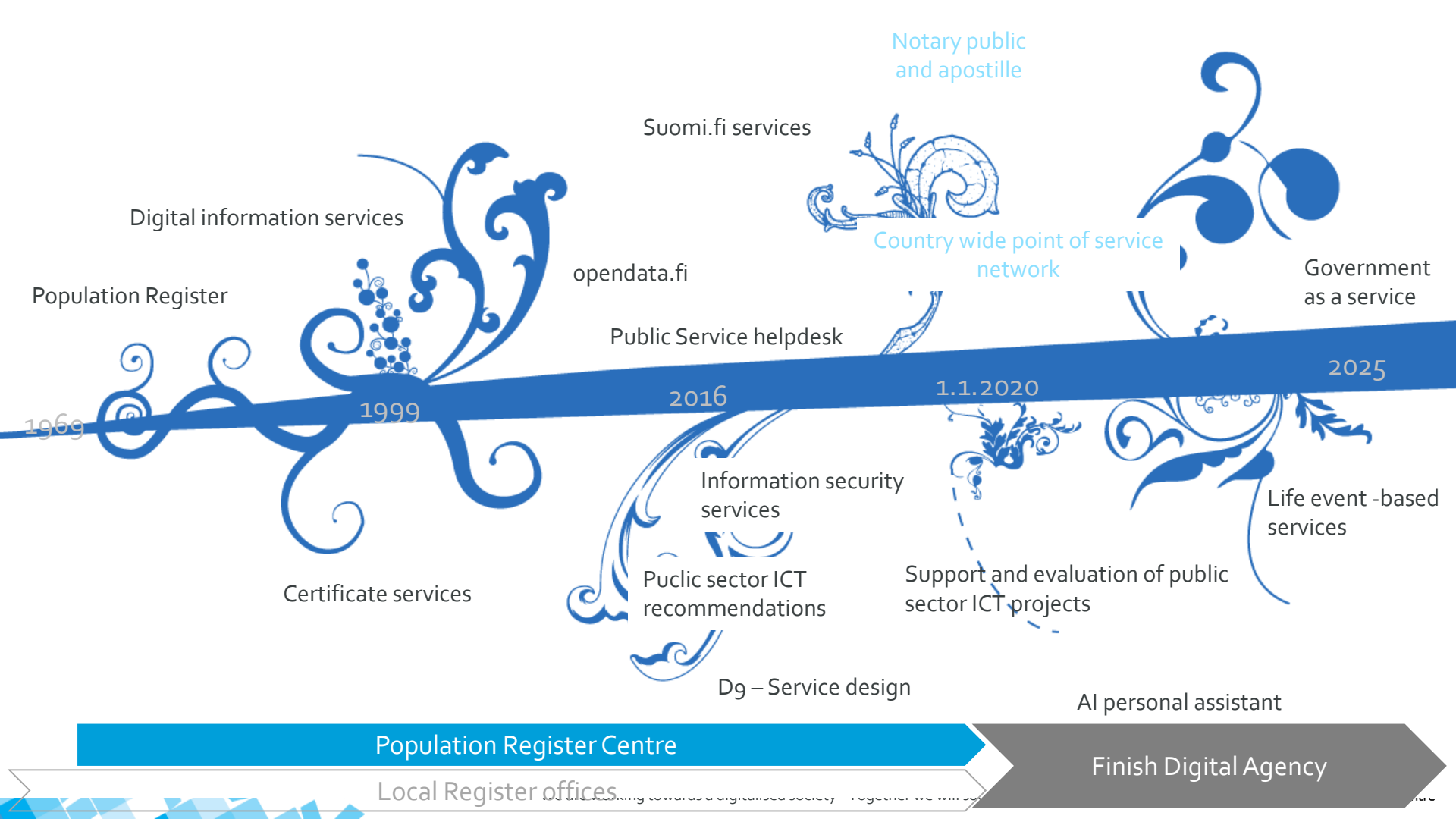
We will **designate an owner** for every service and its implementation.

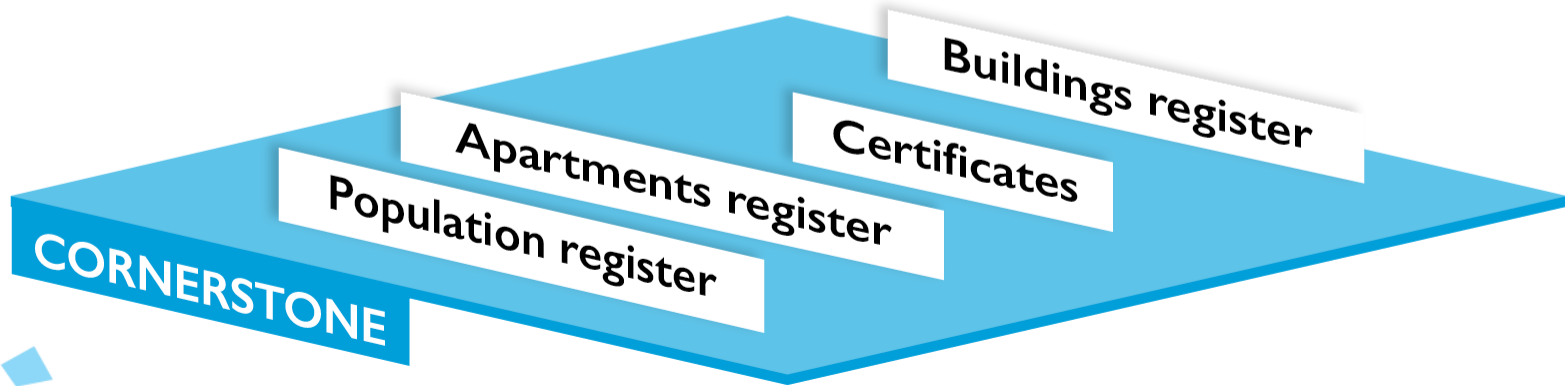
We will provide **open data**, open access to information and open interfaces for businesses and citizens.

We are working towards a digitalised society - Together we will succeed

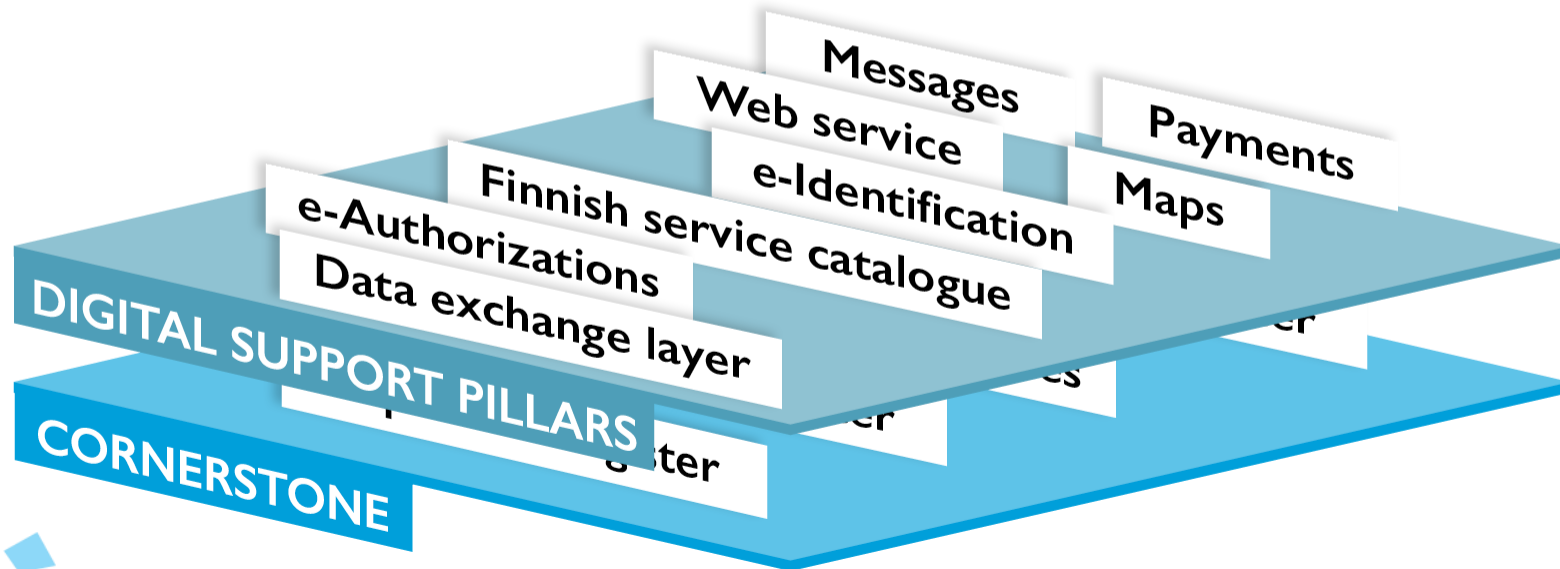


Population Register Centre

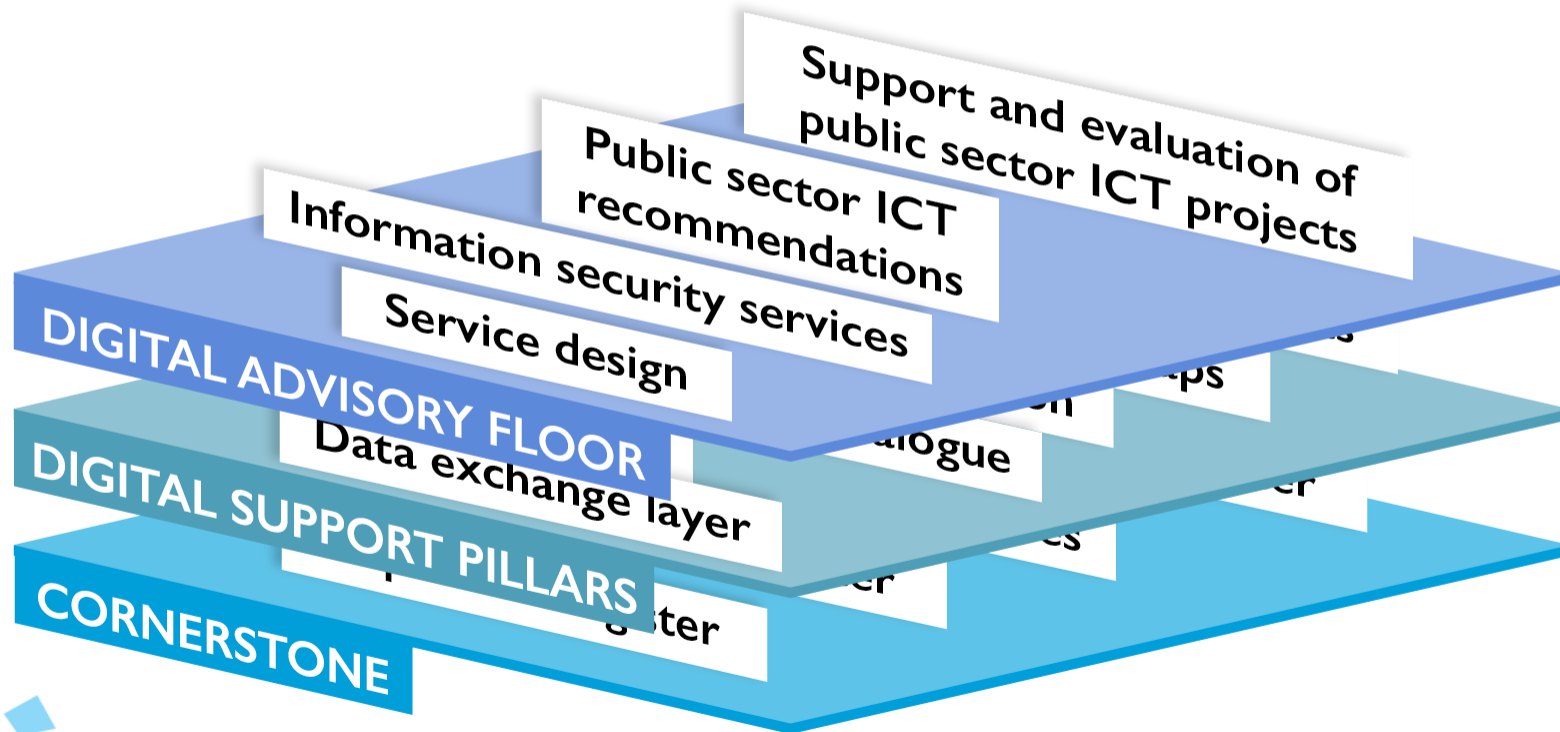




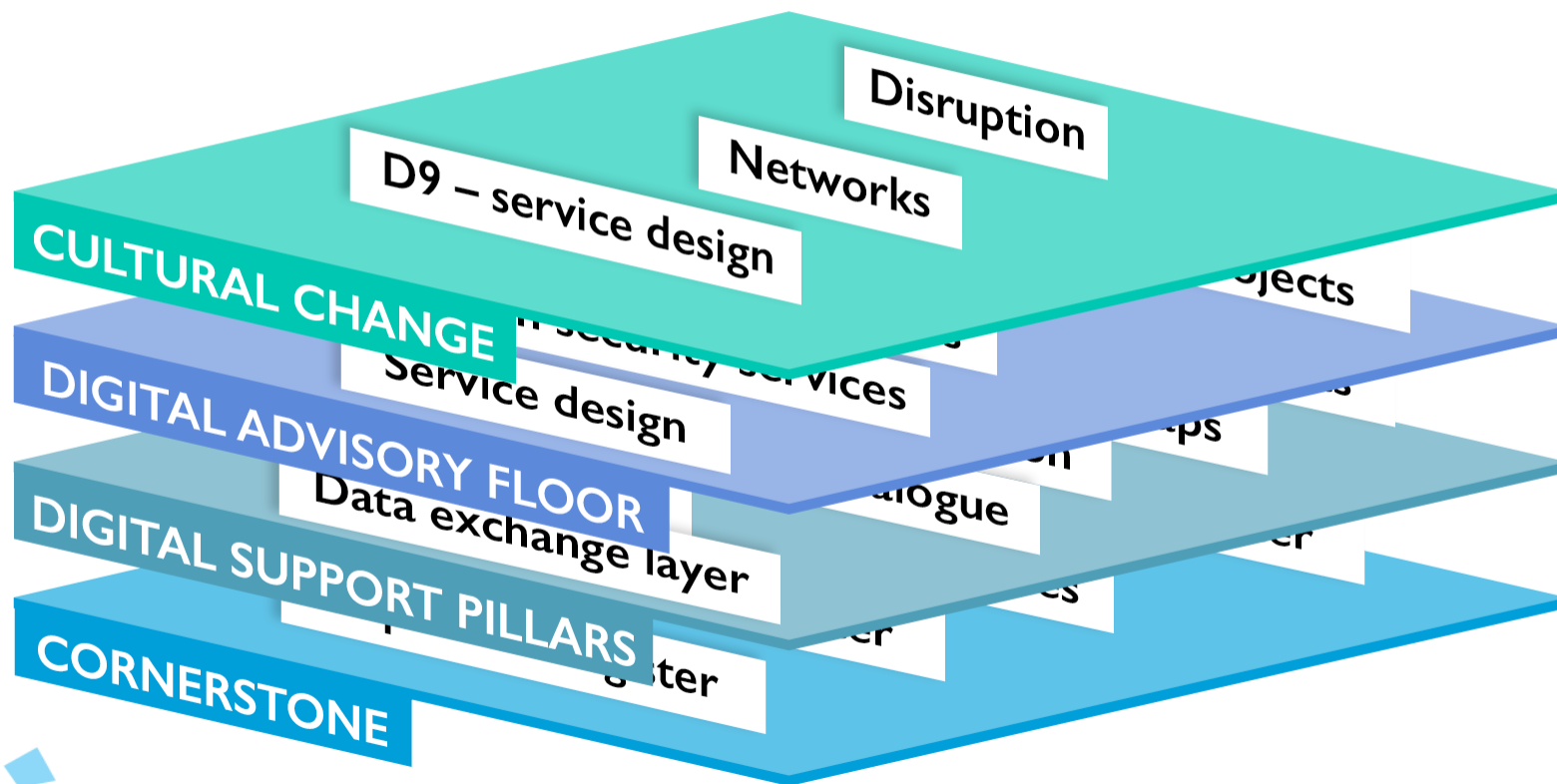
We are working towards a digitalised society - Together we will succeed



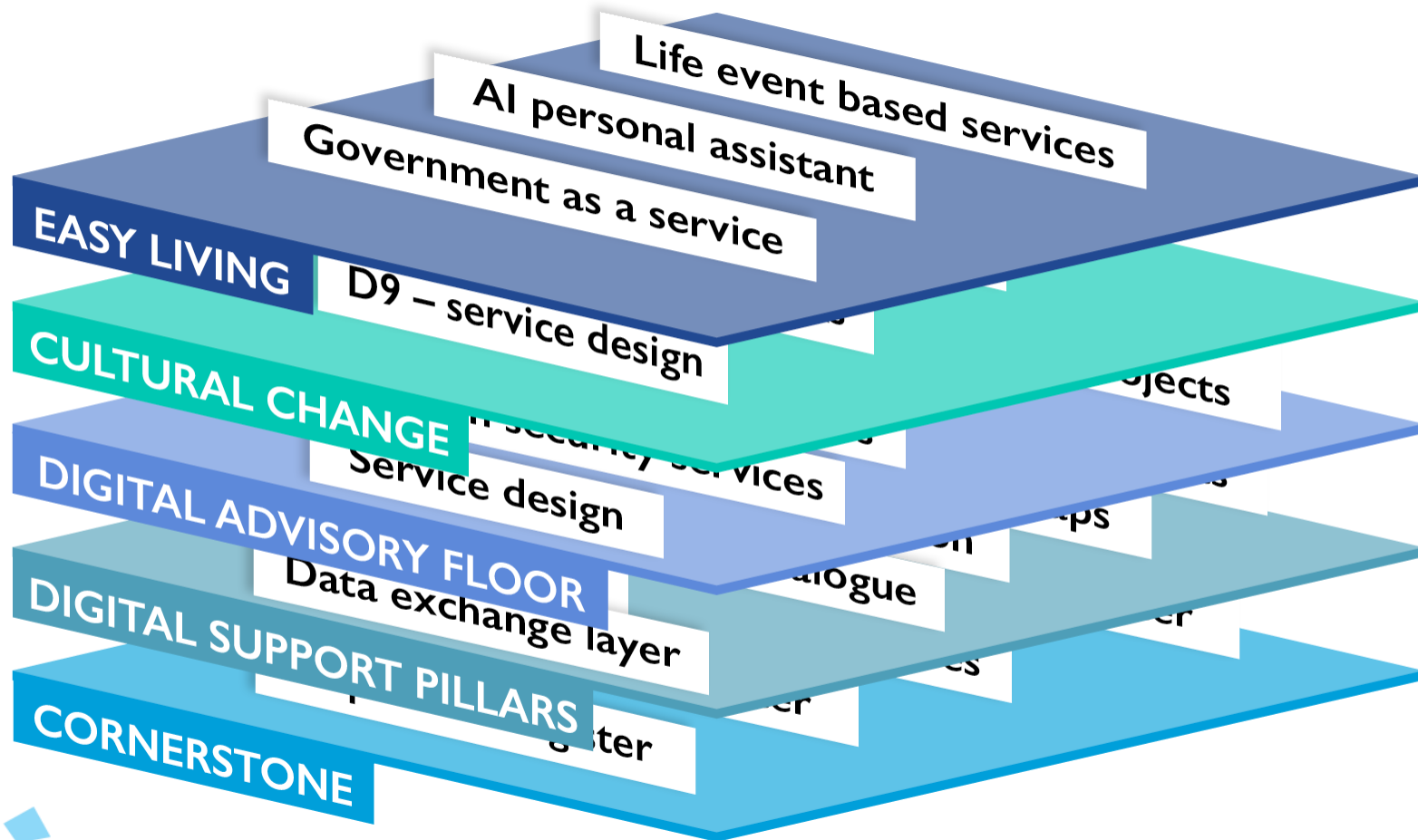
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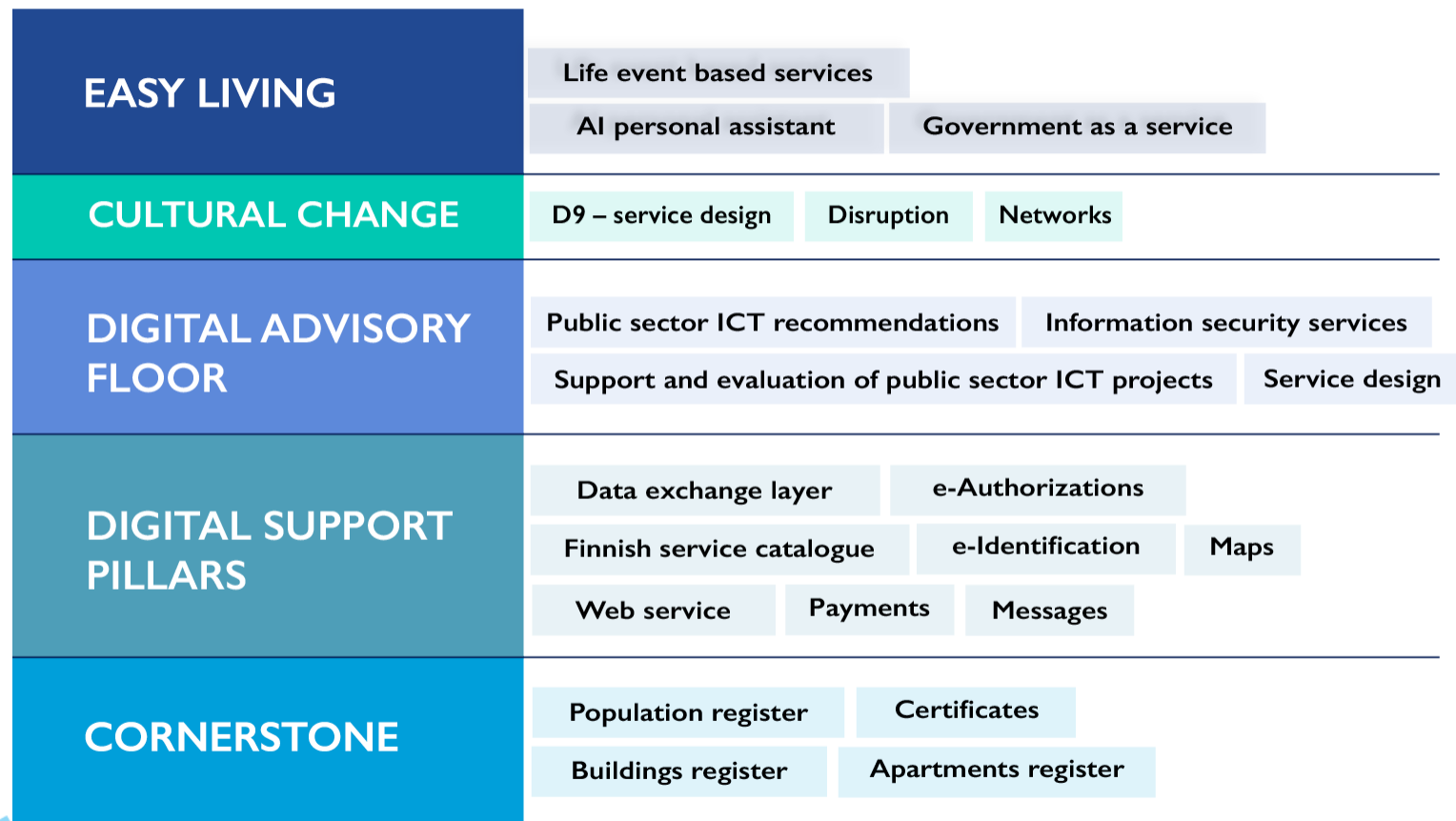
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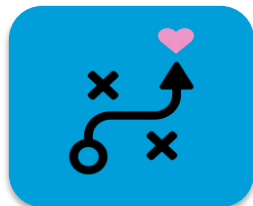
We are working towards a digitalised society - Together we will succeed



We are working towards a digitalised society - Together we will succeed



D9 supports – from understanding to excellent service experience



- Strategic co-operation and support to leadership change management (digital strategies, concepts and transition design)



- Raising awareness in customer centricity (process design, user research, design sprints etc.)

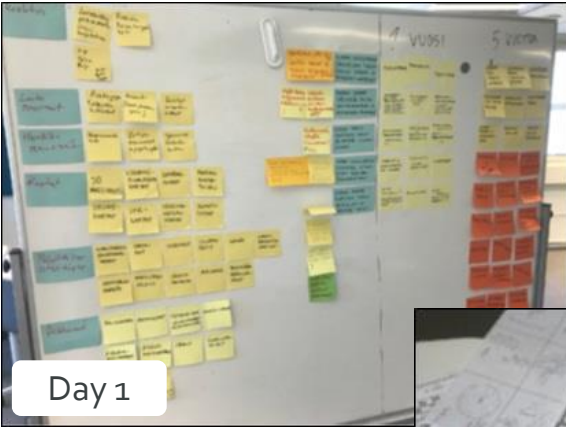


- Technology and architectural support
- Program management support

Case Helsinki – Vantaa airport

- Task: create real-time common status of airport
- Operators in co-operation: The Finnish Border Guard, Customs, Finavia, Police, Emergency services & The Finnish Defence Forces





Day 1



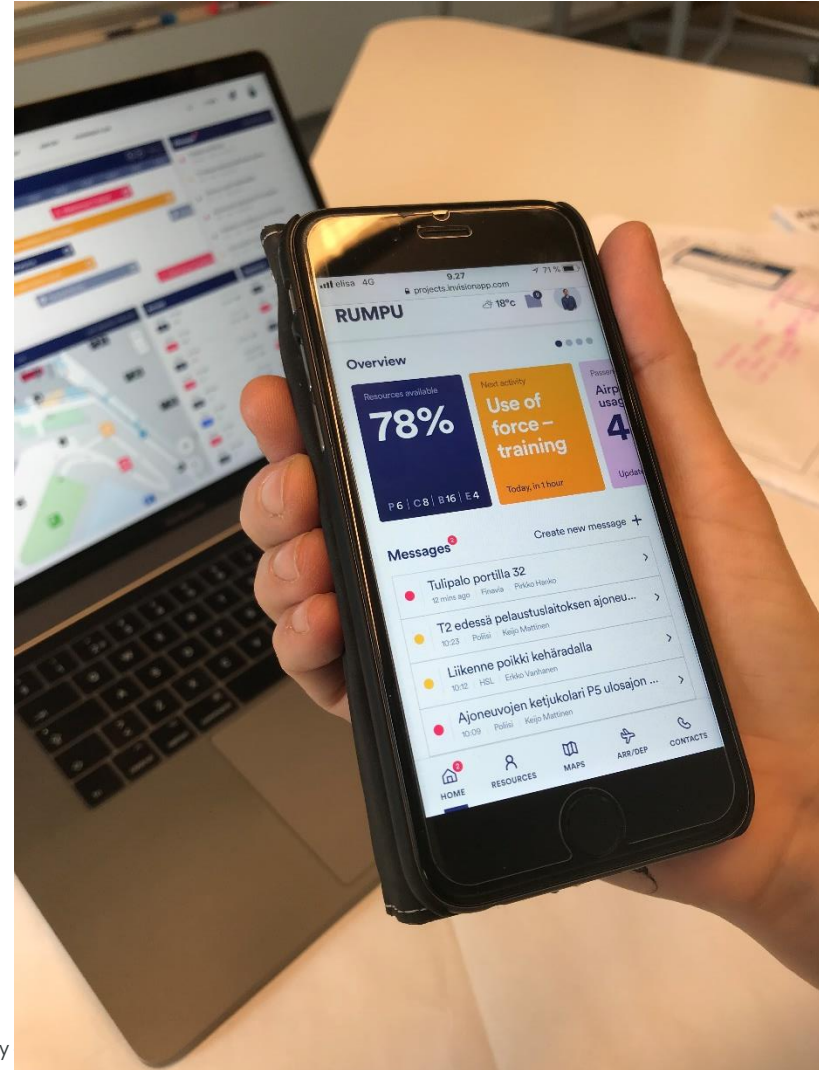
Day 3



Day 5



- Update of information online
- Information available online



Special resources available

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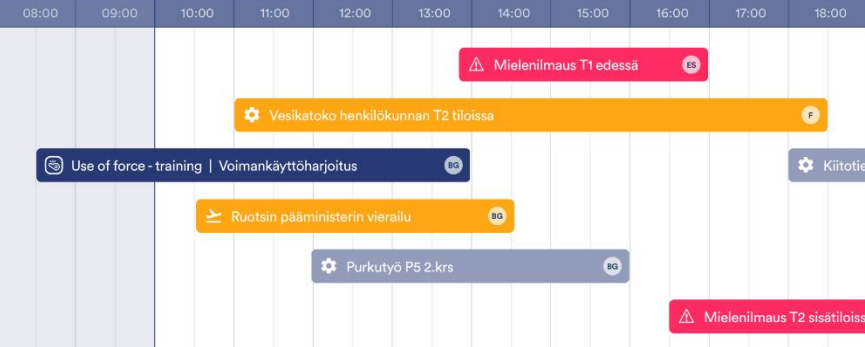
Police	6		1		-		5	>
Border	16		4		2		-	>> 7
Customs	8		5		3			>
Rescue	4		4					>

Contact

SHOW ALL

Police	020-12353646
Border Guard	020-12353646
Customs	020-12353646
Emergency services	020-12353646
Finavia	020-12353646

Event timeline



Messages

NEW MESSAGE +

Tulipalo portilla 32	12 mins ago	Finavia	Pirkko Hanko	>
T2 edessä pelastuslaitoksen ajoneu...	10:23	Polisi	Keijo Mattinen	>
Liikenne poikki kehäradalla	10:12	HSL	Erkko Vanhanen	>
Ajoneuvojen ketjukolari P5 ulosajon ...	10:09	Polisi	Keijo Mattinen	>
Vesikatko henkilökunnan T2 tiloissa	09:46	Finavia	Keijo Mattinen	>
Hissi portilla 16 pois käytöstä	09:20	Finavia	Ludmilla Miettinen	>

Map

TERMINAL

APRON

AIRPORT AREA

SAR

LAST UPDATED 1 MIN AGO



Arrivals

10:00	AY 534	Landed 10:03
CD	RVN	24 5
10:15	AY 144	Landed 10:13
SI	BGK	12 4
10:30	SK 1720	Delayed
SD	ARN	08 2
10:40	AY 1342	Approaching
SI	SVO	22 5
11:00	BPS 650	Estimated
SD	SVL	01 1
11:15	AY 1036	Estimated
EE	BSL	11 5
10:40	AY 1342	Approaching
SI	SVO	32 7
11:00	BPS 650	Estimated
SD	SVL	24 5

Departures

10:00	AY 534	Landed 10:03
CD	RVN	02 1
10:15	AY 144	Landed 10:13
SI	BGK	05 2
10:30	SK 1720	Delayed
SD	ARN	32 3
10:40	AY 1342	Approaching
SI	SVO	14 3
11:00	BPS 650	Estimated
SD	SVL	12 7
11:15	AY 1036	Estimated
EE	BSL	33 5
11:00	BPS 650	Estimated
SD	SVL	24 8
11:15	AY 1036	Estimated
EE	BSL	09 9

Execution

Culture is
Everything

Working idea of Finnish Digital Agency:

To improve digitalization in society, indemnify availability of information and offer services for customers' life events.



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