

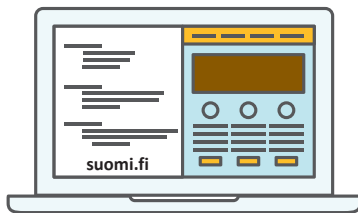
YOUR LOCAL SERVICE POINT HAS IT ALL!

This one-stop shop for public services is
a digital leap ahead and great news for customers.



BENEFIT 1.

CUSTOMER-ORIENTED SERVICE IN ALL CHANNELS



ONLINE SERVICE
Independently or assisted by
a customer service advisor



APPOINTMENT WITH AN EXPERT
Assistance from the service
provider's expert

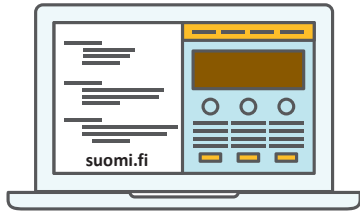


VIDEO LINK SERVICE
Independently or assisted by
a customer service advisor



CUSTOMER SERVICE ADVISOR
Advice on public services
Printed forms completed by hand
can be scanned and emailed to
the service provider

The new Service Point operating model is based on a customer-oriented approach and modern digital services. Customers can conduct their dealings with various public authorities quickly and easily in the manner that best suits them. Customer service advisors can guide and advise customers in various ways, for instance in finding the right authority to deal with and in using the online services independently.



ONLINE SERVICE

At the Service Point, customers can use the online services of public authorities either independently or with the assistance of a customer service advisor. The customer terminals and connections are available free of charge.



VIDEO LINK SERVICE

Customers who need in-depth expertise can contact experts at various public authorities via a video link. The customer service advisor sets this up, and the customer can then engage in confidential discussion with the appropriate authority over the video link.



APPOINTMENT WITH AN EXPERT

At the Service Point you can meet experts from various authorities with or without a booked appointment. The Service Point will announce the availability of experts' visits separately.



CUSTOMER SERVICE ADVISOR

Trained customer service advisors provide customers with expert information on public services. If a customer wishes to submit printed applications or forms, the customer service advisor will scan the documents and email them to the appropriate authority.

BENEFIT 2.

NEW OPERATING MODEL BRINGS MORE FREEDOM

The revised Act on the Joint Services of Public Administration enables flexible and diverse procedures. Services are still provided under contract, and the new electronic channels bring new efficiency. The Service Point has it all:

- The emphasis is now on digital channels, and the aim is to guide customers to perform successful online transactions with the authorities.
- There are several options for the location of a Service Point. If no dedicated premises are available, a Service Point may be housed in a shopping centre or other partner facility. It may be a mobile unit, or the services may be brought directly to a customer's home.
- Service Points may be maintained by public authorities other than municipalities.

BENEFIT 3.

SERVICE POINT PROMOTES DIGITALISATION OF PUBLIC SERVICES

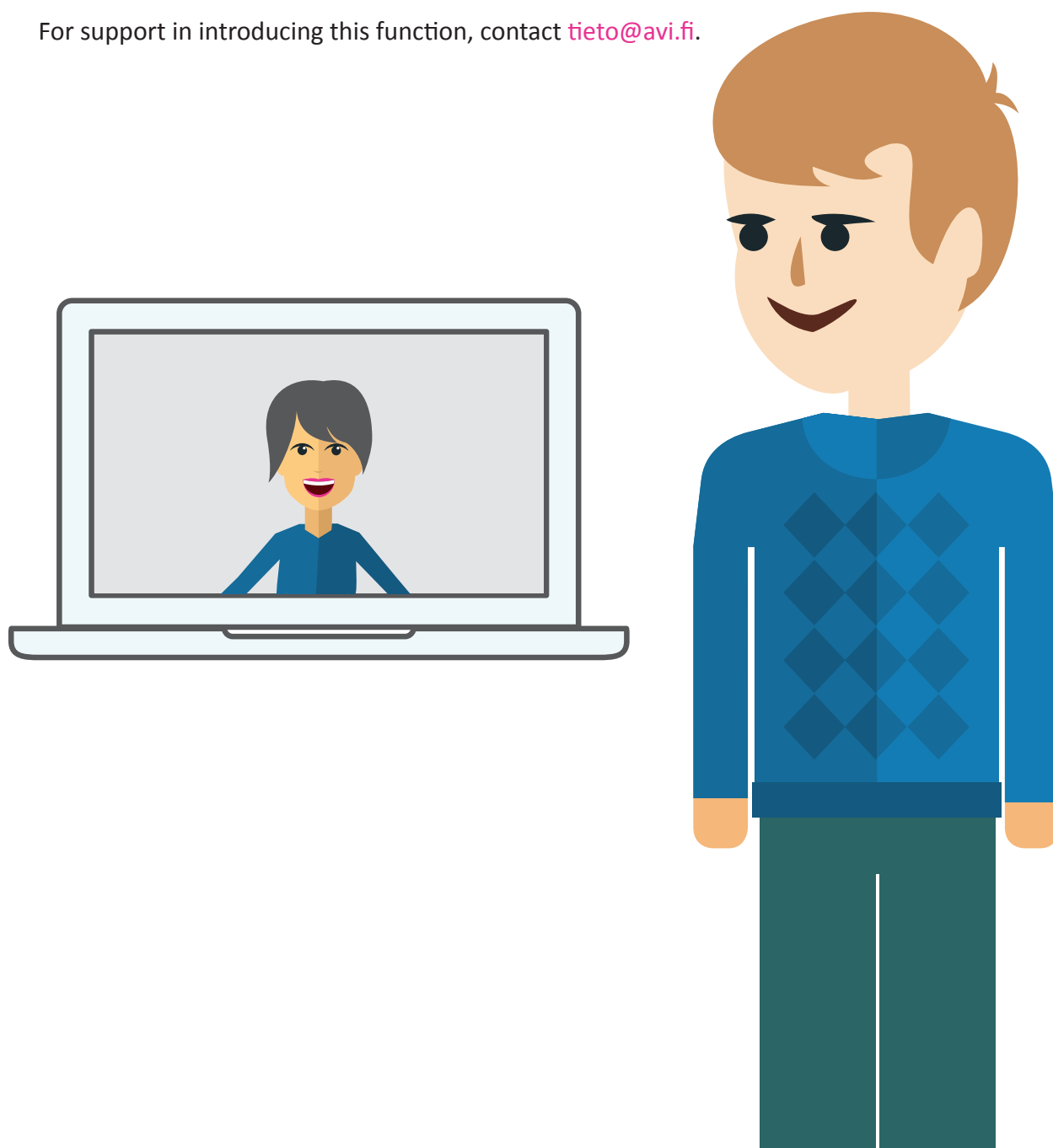
As government services increasingly go online, it is the job of customer service advisors at Service Points to guide customers to the appropriate online services, advise customers on how to use them and encourage customers to perform online transactions independently. Service Points' computer hardware and connections are made available to customers free of charge. The use of online services will increase when customers perceive the digital service channel to be easy to use and manageable.

BENEFIT 4.

VIDEO LINK SERVICE ADDS QUALITY TO THE SERVICE EXPERIENCE

Through the video link service, customers can receive expert assistance regardless of where they are in Finland. Remote access should form part of the core functions of a Service Point so that citizens have access to an expert service locally. When services can be provided independent of location, service providers can conserve resources. Introducing a video link service is easy: all you need is a computer and an internet connection. There is also an appointments booking system for the video link service.

For support in introducing this function, contact tieto@avi.fi.



BENEFIT 5.

COSTS SHARED FAIRLY

The cost price principle is now provided by law. Agreement parties may review the cost sharing. The aim is for the authority managing a Service Point to receive fair compensation in view of the costs incurred (premises, personnel, etc.). Compensation may be based on actual services provided or a flat-rate fee paid at regular intervals.

BENEFIT 6.

SERVICE POINTS OFFER A HIGH-QUALITY CUSTOMER EXPERIENCE



Service Points provide valuable assistance to customers using public services. Customer service is of high quality thanks to joint processes and extensive training for the service advisors. The courses provided to the advisors are offered through the online learning platform Moodle.

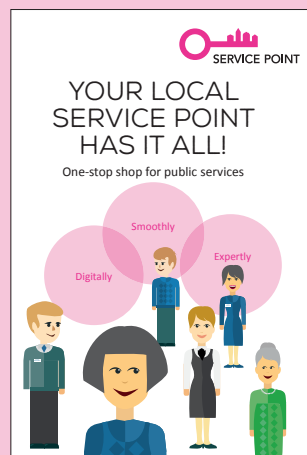
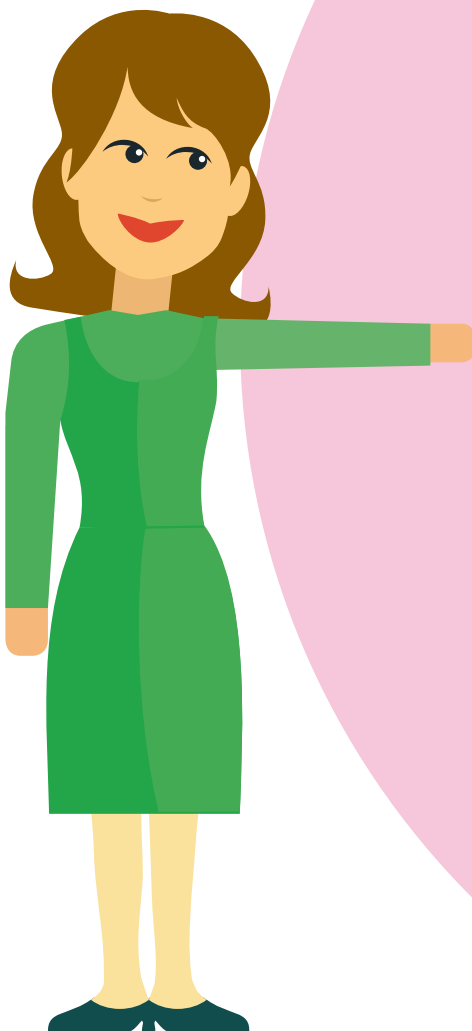
The selection of services at each Service Point is always based on local needs and can be changed according to customer requirements.

TOGETHER WE PROVIDE A BETTER SERVICE

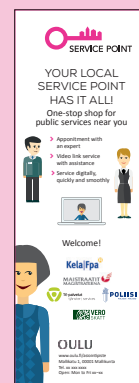
Service Points provide important public services to customers according to the one-stop shop principle. NGOs and businesses may also maintain a presence at Service Points. Customers can find the information and guidance they need and conduct transactions either online or in one-on-one meetings with a customer service advisor or expert.

SERVICE POINTS MORE VISIBLE

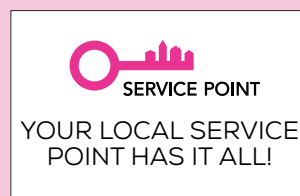
Service Points have a fresh and consistent visual appearance. The former paperclip logo of Joint Service Points will be replaced with a key logo that better symbolises multi-channel services. Make use of the bright new marketing materials.



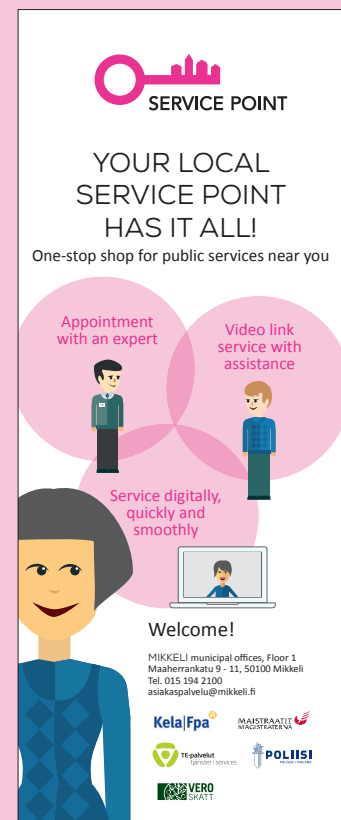
Poster example 50 x 70 cm



Advert example 100 x 280 mm



Sign example 50 x 45 cm



Roll up example 80 x 200 cm



” WIDE RANGE OF SERVICES MUCH PRAISED BY LOCAL RESIDENTS.

The Mikkeli Service Point has been in operation at the municipal offices for two years. Customers can use the Service Point for their dealings with the city’s own services as well as those of the Tax Administration, the Local Register Office, the Social Insurance Institution, the Employment and Economic Development Office, the Police permit administration, Arts Promotion Centre Finland and the Pohjois-Savo Centre for Economic Development, Transport and the Environment.

”The Service Point has had some 2,000 visits per month, and the feedback on services has been positive,” says senior customer service advisor *Marianne Tavast-Pasonen*.

”E-transactions performed on the customer terminal and via the video link service have increased, and more customers are advised on e-transactions every day.

Customers have commended the speed and ease of having all public services available under one roof, on the one-stop shop principle. Our customer service advisors are motivated and capable, and this is reflected in positive customer experiences. ”

Let’s provide high-quality customer service through all channels, on the customer’s terms!

YOUR LOCAL SERVICE POINT HAS IT ALL!

If you need any further information, please contact:

MARKO PUTTONEN OR LOTTA ENGDahl

Ministry of Finance

firstname.lastname@vm.fi

”Thank you for your excellent service. I was able to submit a notification of change of address to the Local Register Office and to find information on travel compensation from the Social Insurance Institution at the same time.”

(customer feedback 25 Nov 2016)



SERVICE POINT