

A photograph of two women in an office environment. The woman on the left, with long brown hair and wearing a green and black floral patterned top, is looking down at a document on a table. The woman on the right, with dark hair tied back and wearing a light blue sweater, is also looking at the document and smiling. In the background, another person is blurred, and office furniture and a window are visible. A yellow rectangular box is overlaid on the left side of the image, containing the text 'Kela's strategy' in blue.

Kela's strategy


Our vision:

**There when you need us. Creating wellbeing
through knowledge, support and cooperation**

Kela|Fpa[®]

Our vision: There when you need us – Creating wellbeing through knowledge, support and cooperation

Our Strategic Objectives



Improving
customer
experience

Enhancing the
use of data and
the flow of
information

Embracing trust
and
cooperation



Respect for the individual, expertise, cooperation, renewal

Our vision: There when you need us. Creating wellbeing through knowledge, support and cooperation

Our Strategic Objectives

We can produce an excellent customer experience by prioritising shared goals and a customer perspective.

Our staff have a clear understanding of different customer segments and how to deliver multi-channel services that address individual needs in cooperation with other government entities.

We will clarify our service offering and reduce unnecessary actions by customer through service digitalisation. This allows us to target resources at those who need help the most.

Improving customer experience

Enhancing the use of data and the flow of information

We use data to benefit our customers, our partners and the society at large. An excellent customer experience and well-functioning digital services require greater efficiency in exchanging and combining data available from various sources.

Embracing trust and cooperation

Reaching our strategic objectives requires seamless cooperation and a culture of trust in relation to our customers, our partners and each other.

Through talent management, we can create a better employee experience and boost productivity. Sustainable innovations help us build societal trust and enhance our public image.


This is what it means:

We can produce an excellent customer experience by prioritising shared goals and a customer perspective. Our staff have a clear understanding of different customer segments and how to deliver multi-channel services that address individual needs in cooperation with other government entities.

We will clarify our service offering and reduce unnecessary actions by customer through service digitalisation. This allows us to target resources at those who need help the most.

While improving customer experience, we will also take into account the needs of our organisational clients and the smooth delivery of customer service.

Kela|Fpa 



**Improving
customer
experience**



**Enhancing the
use of data and
the flow of
information**

This is what it means:

We will leverage the data we have more effectively to benefit our customers, our partners and the society at large. In order to improve the customer experience and develop digital services, we must combine more effectively the data available from various sources, exchange data with our national and local partners, and work to dismantle bureaucracy.

Internally, we will seek to utilise data more effectively to streamline work processes and to perform operational guidance and forecasting. We will pay particular attention to transparency and to how information is designed and analysed in order to make it easier to utilise it more effectively.



Embracing trust and cooperation

This is what it means:

A customer-oriented approach and data-driven digital services require seamless cooperation and a culture of trust in relation to our customers, our partners and each other.

The goals we define collectively transcend the interests of any one individual or organisational unit. We will take steps to delegate decision-making whenever possible and encourage our staff to work towards greater autonomy and initiative. We will reduce overlapping functions within our own organisation and in cross-government collaboration.

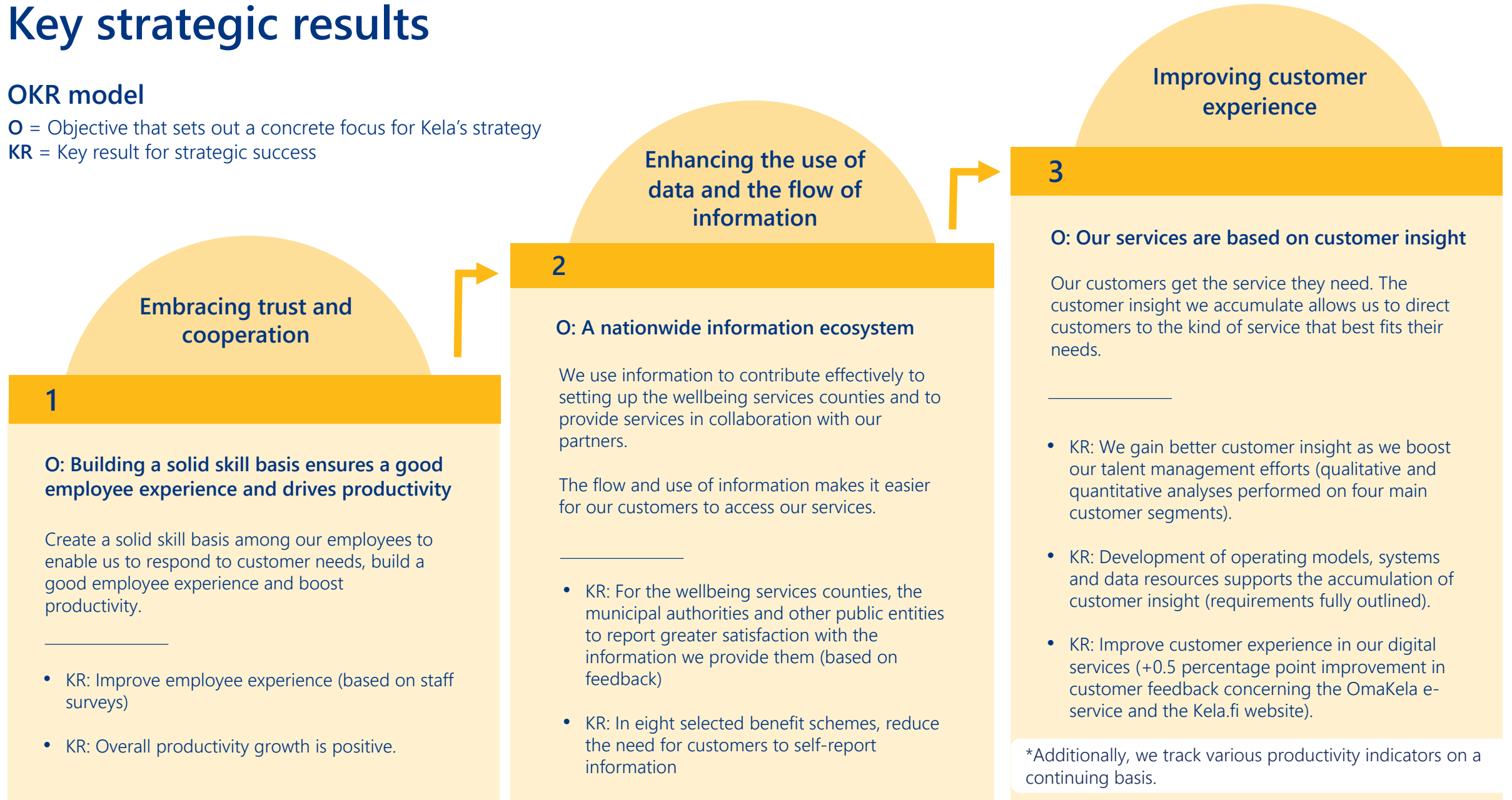
Through talent management, we can create a better employee experience and boost productivity. Sustainable innovations help us build societal trust and enhance our public image.

Key strategic results

OKR model

O = Objective that sets out a concrete focus for Kela's strategy

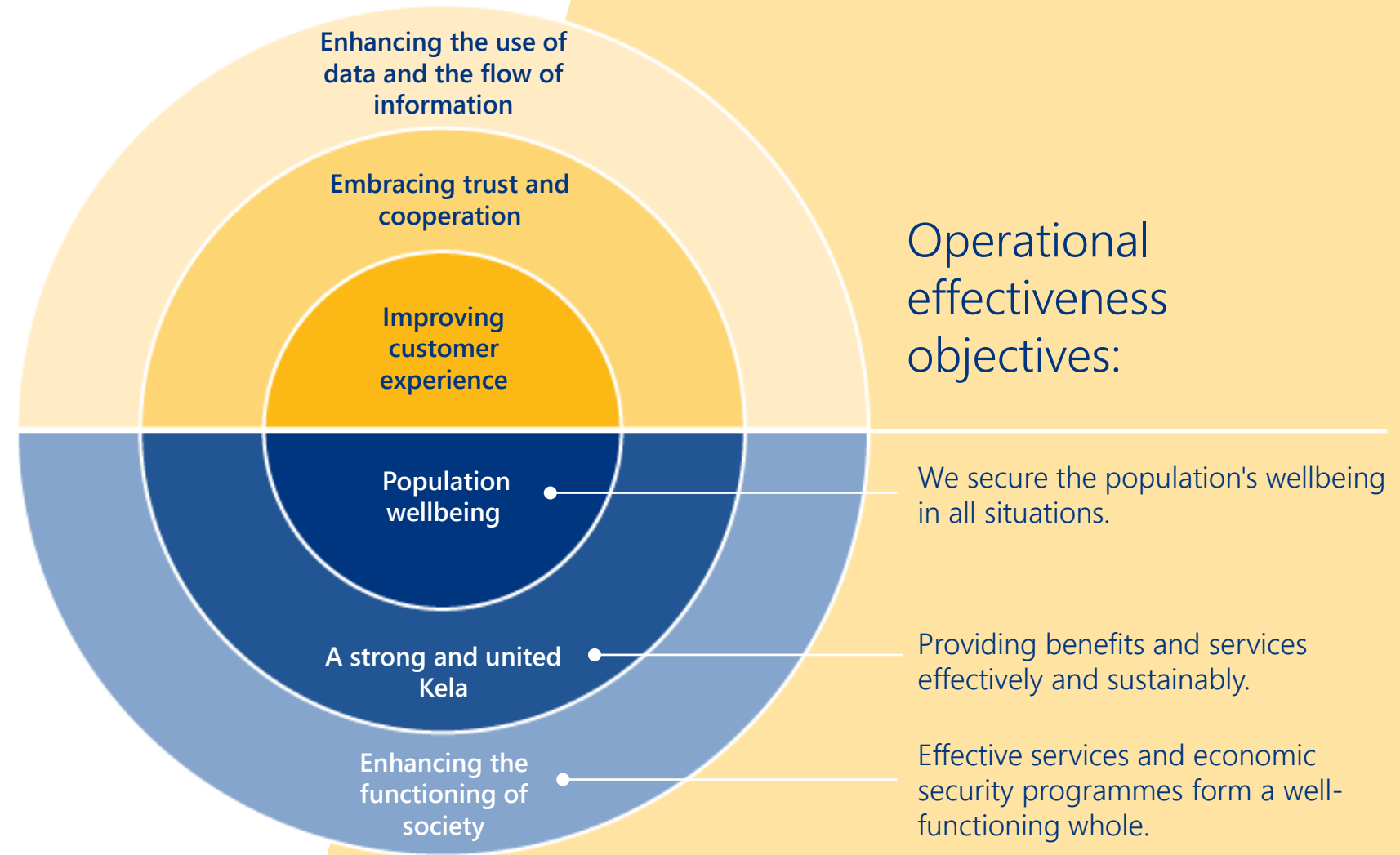
KR = Key result for strategic success



Strategic objectives:

Added value
provided by Kela:

Kela|Fpa 



Broad overview of our strategy

There when you need us. Creating wellbeing through knowledge, support and cooperation

A proactive approach

By taking a proactive approach, by analysing our operating environment and by rolling out innovations, we can keep our strategic focus and maintain our ability to change.

Key drivers:

Efficient provision of social security

Customers' expectations and needs

Opportunities provided by digitalisation and technology

Critical resources

Successful execution of our strategy requires us to adopt an innovative approach and to develop our operations in a way that is driven by our strategy.

Kela's strategy

Sets our focus and direction.



Objectives and key results (OKR)

Defines a concrete focus and direction and indicates our success in implementing our strategy.

Our services are based on customer insight

A nationwide information ecosystem

Building a solid skill basis ensures a good employee experience and drives productivity

Commonly agreed goals

Ensuring a common direction for Kela's services and their further development.

Kela's development portfolio

Continuous development helps us to create the change we want.

- Strategic portfolio

Eepos Development Programme

Values

Sustainable finances | Employee experience | Security | Communications

Respect for the individual | Expertise | Cooperation | Renewal