



City of Reykjavík's Service Policy





Guiding Principles

The City of Reykjavík is a service provider where the majority of the City's activities involve providing services to residents, companies and visitors in one way or another. Emphasis is placed on the service being **accessible**, **diverse** and **excellent**. All City staff should therefore be harmonious in providing good service and service users should know what to expect when they use the service.



The City of Reykjavík's service policy describes the city's coordinated view of what service provision is all about. It is useful to employees in their daily work, while at the same time setting standards and criteria for the City's services in general.



Guiding Principles

Service attitude

We receive people warmly and treat them with respect. We take care of everyone quickly and efficiently and seek solutions and guidance for the benefit of the users.

Excellent

We show initiative and always try to meet users' needs. We strive to offer a positive experience by providing excellent service.

Accessible

We provide an accessible service that takes into account the needs of users at any given time. We emphasize that people can easily find the service and use it without outside help. This applies to all the City's services, both digital interface and personal service.



Objectives

The City of Reykjavík's service policy is divided into **three** main objectives that should each ensure good and efficient service to users.

Professionalism

Service is a specialized professional skill that needs to be integrated into all the City's activities and quality controlled.

User-centered service

Service should be designed and planned based on the needs and perspectives of its users.

Efficiency

Service should run smoothly and be accessible to users.



1. Professionalism

1.1

Services shall be coordinated between divisions, institutions and districts of the city. It is important to constantly consider this consistency and look for ways to ensure it.

1.2

Employees shall be guaranteed training, time and facilities to meet the responsibilities involved in providing good service.

1.3

Measures of service quality shall be established and followed in a systematic manner.



2. User-centered service

2.1

It should be taken into account that users are different and have different needs. Service may never discriminate, nor can everyone be expected to use the services in the same way.

2.2

All services should be designed with users in mind and take into account their variable needs and circumstances. Users of services shall be actively consulted in its implementation so that it is constantly adapted to their needs.

2.3

The service shall be arranged so that it can be provided as close as possible to the user where the person in question is at any given time.



3. Efficiency

3.1

Self-service through a digital interface should always be regarded as the first choice in service.

3.2

Services should be efficient and accessible so that it is easy for users to request them without having insight into the city system.

3.3

An overview of the entire service process from beginning to end must be ensured to ensure consistency and transparency at all service levels.



Glossary

City of Reykjavík or the City in this policy refers to the municipality of Reykjavík as well as all its divisions, councils and committees, departments, institutions, operating units, elected representatives, companies and regional associations in its majority ownership.

Services refers to all communication that the city's users have with the City of Reykjavík, as well as all internal collaboration between the City of Reykjavík's staff.

Users refers to everyone who requests and receives services from the City of Reykjavík. This applies equally to all the city's residents, its visitors and staff, as the City's staff is in many cases serving other staff.

Digital interface refers to services through digital systems such as websites, mobile apps and touch screens installed at operating units. This means that users can download services and process inquiries in a simple manner with self-service.



Review and implementation of objectives

To ensure that the policy's objectives are achieved, an **action plan** for two years at a time must be prepared. The Service and Innovation Division is responsible for the preparation and implementation of an action plan.

The Human Rights, Innovation and Democracy Council is responsible for evaluating results. The City of Reykjavík's service policy shall be reviewed every five years or more frequently if necessary.





Responsibility

1. The Human Rights, Innovation and Democracy Council has overall responsibility for the City's service policy and its review.
2. Councils of specialists are responsible for ensuring that the service policy is used as a guideline in policy-making and decisions.
3. The Service and Innovation Division is responsible for the implementation of the service policy, for the establishment of service criteria and for the implementation of regular quality measurements.
4. Management is responsible for ensuring that guidelines, goals and service standards are followed in accordance with the service policy and that employees have the knowledge and facilities to fulfill its objectives.

Services shall be in accordance with other policies and values of the city, such as information policy, human rights policy and Code of Ethics. The service policy supports other policies and obligations of the city and should be used as basis where appropriate.



Reykjavík