



Reykjavík City Service Policy

Action Plan



Introduction

This Action Plan supports the implementation of the City of Reykjavík's Service Policy. It contains actions designed for a two year period. The actions all fall under the three main objectives of the policy.

1. Professionalism

2. User-oriented services

3. Efficiency



Overview of actions

1.

PROFESSIONALISM

- 1.1 Introduction to the Service Policy and Action Plan
- 1.2 Training for staff in service experience
- 1.3 Implement standards for City services
- 1.4 Service Harvest Festival for all staff

2.

USER-ORIENTED SERVICES

- 2.1 Service transformation and process redesign
- 2.2 Service Design Courses
- 2.3 User feedback

3.

EFFICIENCY

- 3.1 Co-ordination of frontline services in the City of Reykjavík
- 3.2 Co-ordinated service measurements



1.1 Introduction to the Service Policy and Action Plan

It is important that the Service Policy and Action Plan are presented regularly to all staff, to ensure that staff are aware of, and committed to, providing good service. This will be done through presentations at workplaces and through internal employee media. Informational material will be created and shared in a variety of ways, to ensure accessibility for all.



1.2 Training for staff in service experience

Staff receive training and tools to work towards improving the services they provide. Staff will learn how to map the user journey, ways to understand user's different needs, identify challenges, and ways to improve. A special "service line" will also be defined at Torgið, where all training material related to good service provision will be accessible to staff.



1.3 Implement standards for City services

Standards for good service should be implemented in all City workplaces. The standards are called “Keys to Good Service” and should be accessible to all staff, along with informational material on their use in evaluating and improving service. To promote the sustainability of the implementation, efforts will be made to appoint "service ambassadors" within divisions and workplaces whose role is to support the implementation of the standards, strengthen the service culture, and promote improvements.



1.4 Service Harvest Festival

An annual event where projects and/or milestones that work towards the goals of the Service Policy are highlighted and celebrated. The goal of the event is to demonstrate the success of collaboration and emphasize that the City of Reykjavík works together to provide good services. A ceremony will then be held to honor particularly successful projects that will be evaluated based on the Keys to Good Service.



2.1 Service transformation and process redesign

Service transformation is an important part of improving services. We continue to work systematically to bring services closer to the residents by offering digital services based on accessible design and a human interface, instead of paper applications and complex regulations. The work is based on user-centered design methodologies and service processes are redesigned.



2.2 Service design courses

A course in service design will be offered for Reykjavík City staff. The course will cover the basics of user-centered design and how to apply it in your work, with the goal of having staff utilize the method in ongoing projects.



2.3 User feedback

In order to provide user-centered services, it is important that staff receive feedback from users on the services they provide and that users have easy access to ways to influence how the service is designed and provided. The ways available to users to provide feedback need to be defined. This ensures increased user participation in shaping services and at the same time gives staff clear ways to collect and use that feedback to work on improving services based on user needs.



3.1 Co-ordination of frontline services

The interface that users see at their first contact with the City should be harmonized, regardless of where or how people access the service. Whether it's snow removal, home services, services in schools, at art galleries, etc. This is done to promote a good user experience of the City's services. All communication with users should be based on the Keys to Good Service and Hanna, the City's design system. Staff are given time and assistance to harmonize appearance, interface, and tone of voice so that users' experience of the service is trustworthy, friendly, and easy to understand.



3.2 Co-ordinated service measurements

Work will be done to implement co-ordinated service measurements across the City that are guided by the goals of the Service Policy and are professional, user-centered, and efficient measurements. A sophisticated procedure will be developed that leads to analyses of the right challenges so that the results are used to improve services. Regular measurements will be made of services and service aspects, and consideration will be given to data sharing.



Reykjavík