

Kela's strategy

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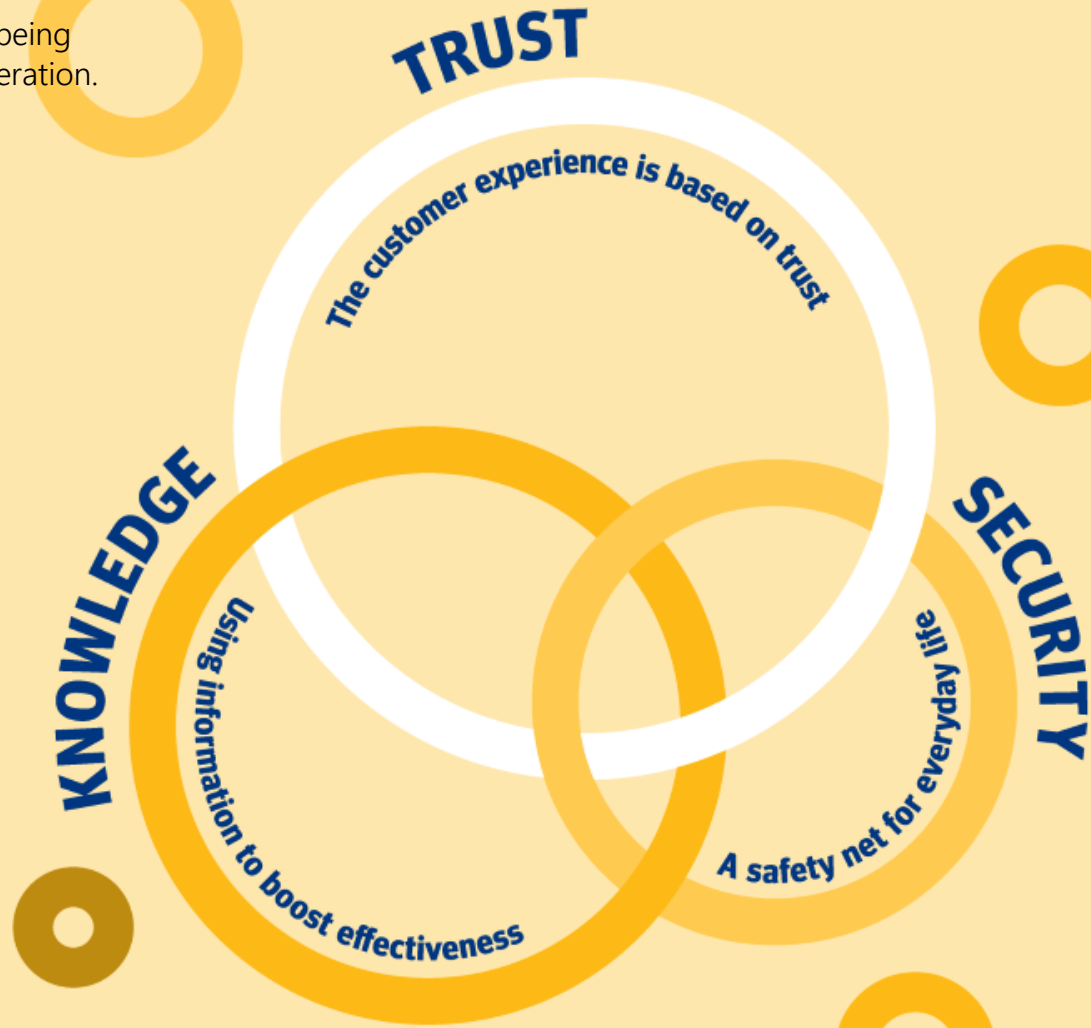
Our vision:

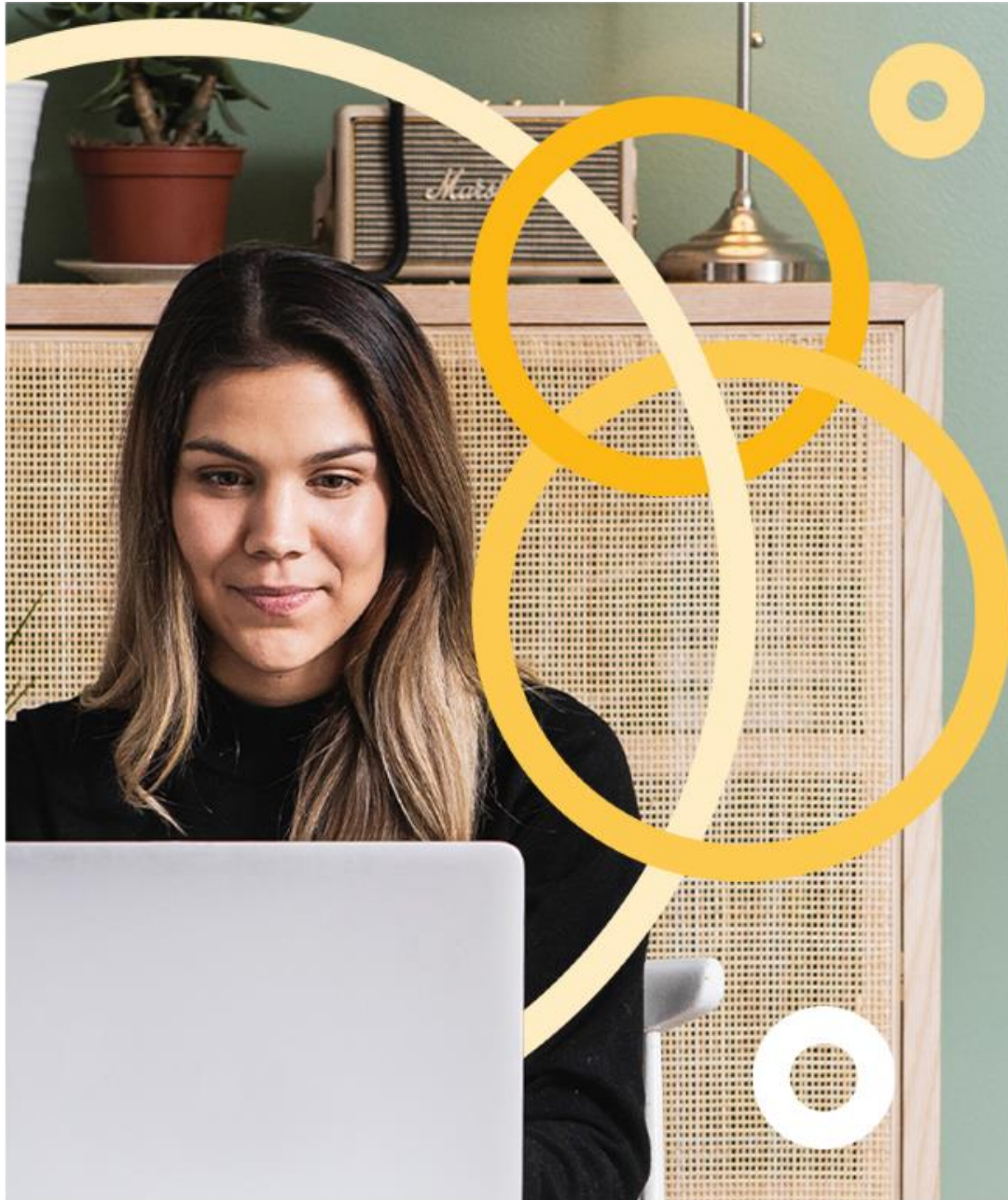
There when you need us.

Creating wellbeing
through knowledge,
support and cooperation.

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Our Strategic Objectives





The customer experience is based on trust

Our goal is to provide an excellent customer experience.

Our customers receive the appropriate benefits and services promptly, easily and reliably – through their preferred means of communication.

We trust the customer and provide support where necessary.

Using information to boost effectiveness

Our service development is grounded in an understanding of customer needs.

Our goal is extensive information mobility for the benefit of our customers. We improve the customer experience through innovative information use.

We provide reliable and up-to-date information in support of social development and decision-making.



A safety net for everyday life

We provide a safety net for everyday life and support in changing circumstances. This is the foundation for meaningful work with our staff and our partners.

Our services operate securely in all situations, every day.



The purpose of our strategy is to achieve our vision

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

We direct and review our strategy on the basis of systematic data on prognoses, operating environment, innovations and customer needs.

Critical resources

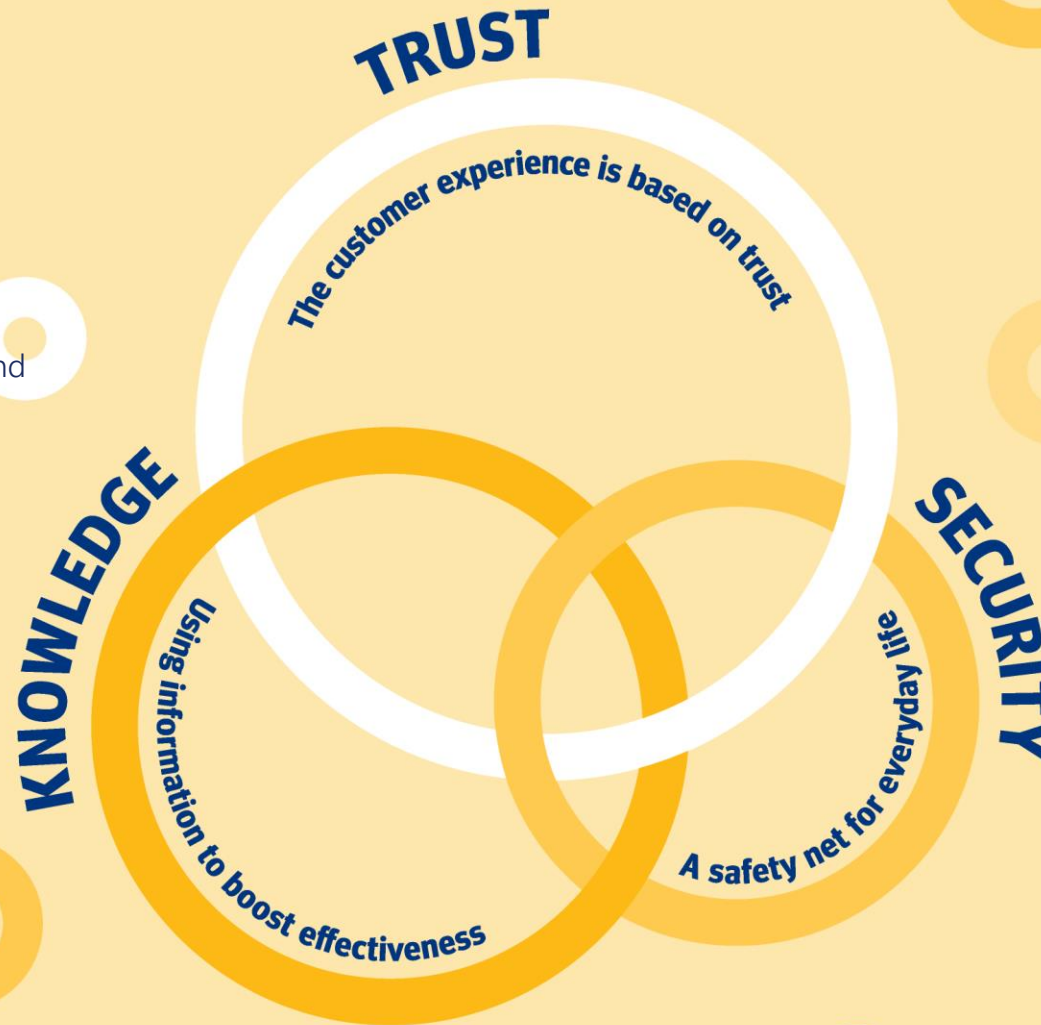
We aim for an innovative role in these areas in order to ensure the success of our strategy.

Sustainable finances

Employee experience

Communications

Corporate responsibility



We agree on common objectives and key results (OKR) that define our strategy. They allow us to define a concrete direction and demonstrate our success in implementing our strategy.

Commonly agreed goals help us ensure a common direction for Kela's services and their further development.

Continuous development helps us to create the change we want.

Strategic development programmes

- EEPOS Development Programme
- Strategic policies for customer service

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