

Kela|Fpa[®]

Kela's strategy





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



We provide support and security in everyone's life whenever we are needed. We can do this because our services are easily accessible.

We know how life situations can change, so we can tell when support is needed. That means we are able to provide the specific services that are helpful in a given situation. When we are needed only in the background, we manage things without complications so life flows smoothly.

Our customer contacts run smoothly from start to finish. When a situation requires help from others, we take care of the matter together with our partner organisations.

We provide the right support at the right time, thanks to the information we have about our customers' lives. We can also provide this information to other public organisations, thus benefiting everyone.

In doing this, we create wellbeing through knowledge, support and cooperation.

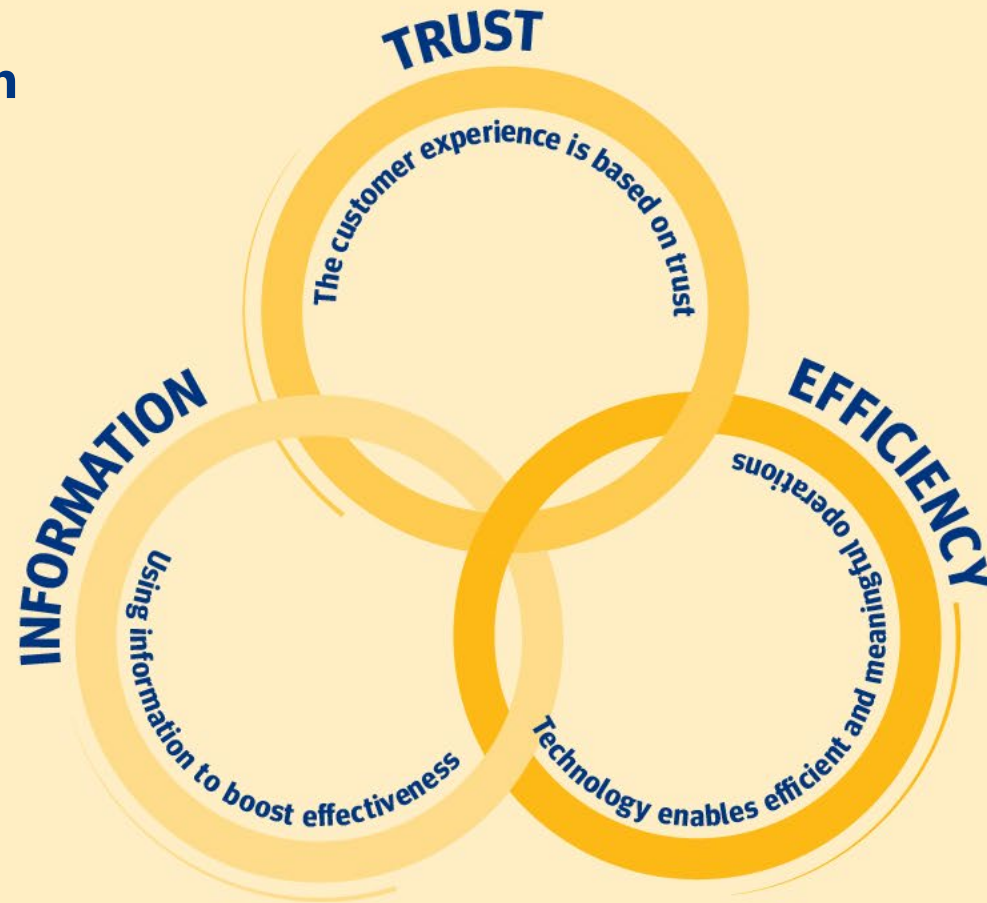


[Our vision on video \(YouTube, duration 1:46\)](#)

Our vision:

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

Our strategic objectives:



Our mission statement:

**With you throughout
life – Supporting you
through times of
change**

Corporate responsibility and **our values** are the foundation of our operations and we draw on them to help build a sustainable society:
Respect for the individual • Expertise • Renewal • Cooperation

Our critical resources for successful strategic change: Sustainable finances • Employee experience • Security • Communications



TRUST

The customer experience is based on trust

Trust in the customer is at the heart of our customer experience. We develop our operating models in this respect to ensure that customer processes run smoothly.

We are an active and reliable partner.

Our customers get their benefits promptly, easily and reliably – through a service framework adapted to their needs.

INFORMATION

Using information to boost effectiveness

Our service development is grounded in an understanding of the needs of our customers.

We build our service models in response to our customers' life situations.

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

Kela's information management and information assets form a customer-centred, smoothly functioning whole. This allows us to make use of information and the mobility of information in new ways.



EFFICIENCY

Technology enables efficient and meaningful operations

Operational changes and responsible use of technology allow us to create new service concepts and solutions that are both efficient and effective for our customers and for society, all in close collaboration with our partner organisations.

Digitalisation allows us to improve the efficiency of our work and to automate processes. At the same time, we ensure that our work is meaningful and runs smoothly.

Development opportunities, wellbeing at work and learning new things together are crucial for improved efficiency.



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