



YritysDigi: Good examples



MINISTRY
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WHAT? Information about well-implemented services

In spring 2022, the Yritysdigi project began collecting examples of good digital services that companies and organisations could use. The goal was to encourage local and central government operators to develop their digital business services by sharing their experiences and successes.

The idea was to collect examples of proven services and chart good service systems to inspire developers in the field. The work also helped generate discussion about what makes

services good and how information about good services could be shared and used more effectively.

Service developers often face similar challenges when developing digital services. Good implementations are available, but other service providers are not necessarily aware of them. Many good solutions could be applied in other contexts as such or suitably adapted.



HOW? Services collected from various sources

The service pledge survey and service platform survey indicated a demand for digital services aimed at companies and organisations, as well as a need to increase and develop them.

One of the goals was to inspire local and central government operators to develop their digital business services by collecting good examples and sharing information about successful implementations.

Examples of services were collected from various sources, including the Service pledge survey, digital incentive projects, events, websites and the Yritysdigi project group. A separate form was later developed to help collect examples.

While the business services provided by different municipalities are often very similar, for example portal solutions providing one-stop services for entrepreneurs had not been implemented. Most of the services were discrete, and many different services had to be contacted to take care of matters.

Moreover, some of the operators did not want their services to be cited as good examples, because they had been criticised by users. However, discussing challenges and areas of development was also useful for the project's purpose.

Collection of good examples and observations

- Examples of services were sought from many different sources, and service providers – public administration organisations – were later able to offer them through a separate form.
- Service portfolios were explored to find examples of well-functioning services – which were not required to be perfect.
- Typical good services were highlighted to inspire service developers and share information about good practices.



FOR WHOM? For service developers in local and central government

Examples of services were collected to benefit service developers. The goal was to present good service systems to serve as an inspiration and example for other developers in the field. The examples also gave rise to discussion and encouraged people to share related information.

The importance of collaboration was prominent in the good examples. Many of the services presented in the project had been developed collaboratively by different operators and

authorities. In some cases, the service came with a great deal of information about services provided by other parties that could also benefit the customer. The extensive use of the Suomi.fi support services was also positive.

By increasing collaboration and dialogue among service developers, good practices can be spread more quickly and effectively than currently.



BENEFITS? Peer support and solutions for service developers

Some of the common denominators of good services were the attention given to the different life-cycle stages and needs of companies and the customer-driven development of services. As previously mentioned, they also included information about external services of potential interest to users and/or incorporated existing support services.

The interest shown in service developers' work and solutions also boosted discussion and activated developers to identify and share their

good examples. Developers also appreciated the attention given to their services and the opportunity to talk about them more widely. Because of the limited time available, no official network was created, but instead, the developers shared information among themselves.

None of the services discussed was perfect, and this was in keeping with the project's intention. Highlighting challenges and areas of development helped generate discussion about the features of good services.

Benefits to service developers

- Presenting examples of well-functioning services helps spread information about good practices and generate discussion about their features.
- Collaboratively developed services often work better and are more customer-oriented.
- The use of existing support services is an easy way to improve service functionality.
- Discussion and cooperation help harmonise services.



RESULTS? The activities related to good examples disseminated information and generated discussion

Some of the most important results of the activities related to good examples included the discussions concerning local and central government services and their characteristics, as well as the acceleration and facilitation of service development. Highlighting good services, on the one hand, and areas of development, on the other, generated insight into the characteristics of good service. The goal was to inspire local and central government operators to develop their digital business services by sharing experiences and successes with their peers.

The recognition that the developers of good services received for their work was another important result of the activities. Service

development is demanding and tough work that rarely makes the headlines. The attention awarded to good examples granted recognition to the developers and provided the opportunity to share examples that could help other developers.

The supplementary form for collecting good examples was also developed with an eye on future use. The form was introduced in autumn 2022, and it can also be used in future service development projects, if required.

The results of activities related to good examples

- Pointed out good practices and well-functioning services.
- Generated discussion about the characteristics of good services.
- Gave recognition to the developers.
- A supplementary form for the collection of examples of good services.