

Brücken bauen

Innovation im
Finnish Immigration Service



Finnish Immigration Service's
co-design team

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Suse Miessner



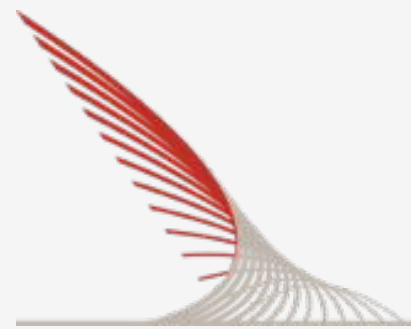
Architektin
Programmiererin
Designerin

“Lets make
things happen
together.”

Stanford



In Kurz: Finnish Immigration Service



MAAHANMUUTTOVIRASTO
MIGRATIONSVERKET
FINNISH IMMIGRATION SERVICE

1 000

Mitarbeiter

**“Von Einwanderung bis zur Staatsbürgerschaft -
ein starkes und sicheres Finnland aufbauen”**

zuständig für:

- Aufenthaltsgenehmigungen für Ausländer in Finnland
- Registrierung von EU-Bürgern
- Vergabe von Flüchtlingsstatus
- Verzeichnis von Ausländern in Finnland

ca 94 000

Entscheidungen 2018



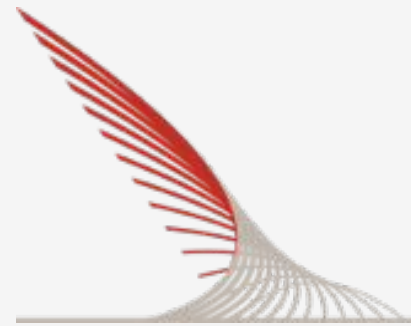
Wir leiten co-design um das Einwanderungserlebnis
mit Hilfe von Einfühlungsvermögen, Experimenten
und Technologie zu verbessern.



co-design

ist
Werkzeug + Denkweise

Die Brücke zwischen Organisation & Team



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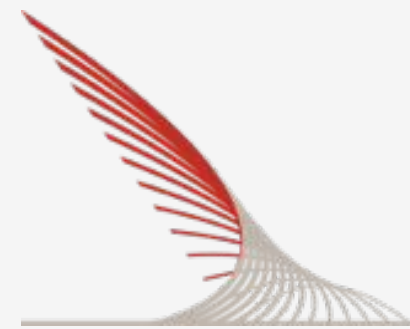
**Hauptaugenmerk
auf den Nutzer**

**Effektiveres
Arbeiten**

**Besseres
Vorbereitetsein**

**Grossartiger
Arbeitsplatz**

Die Brücke zwischen Organisation & Team



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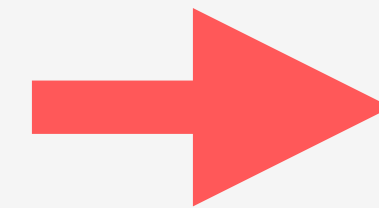


**Hauptaugenmerk
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Arbeitsplatz**





Pfeiler 1:

Nutzerzentriertes
Denken in
Projekte bringen

Pfeiler 2:

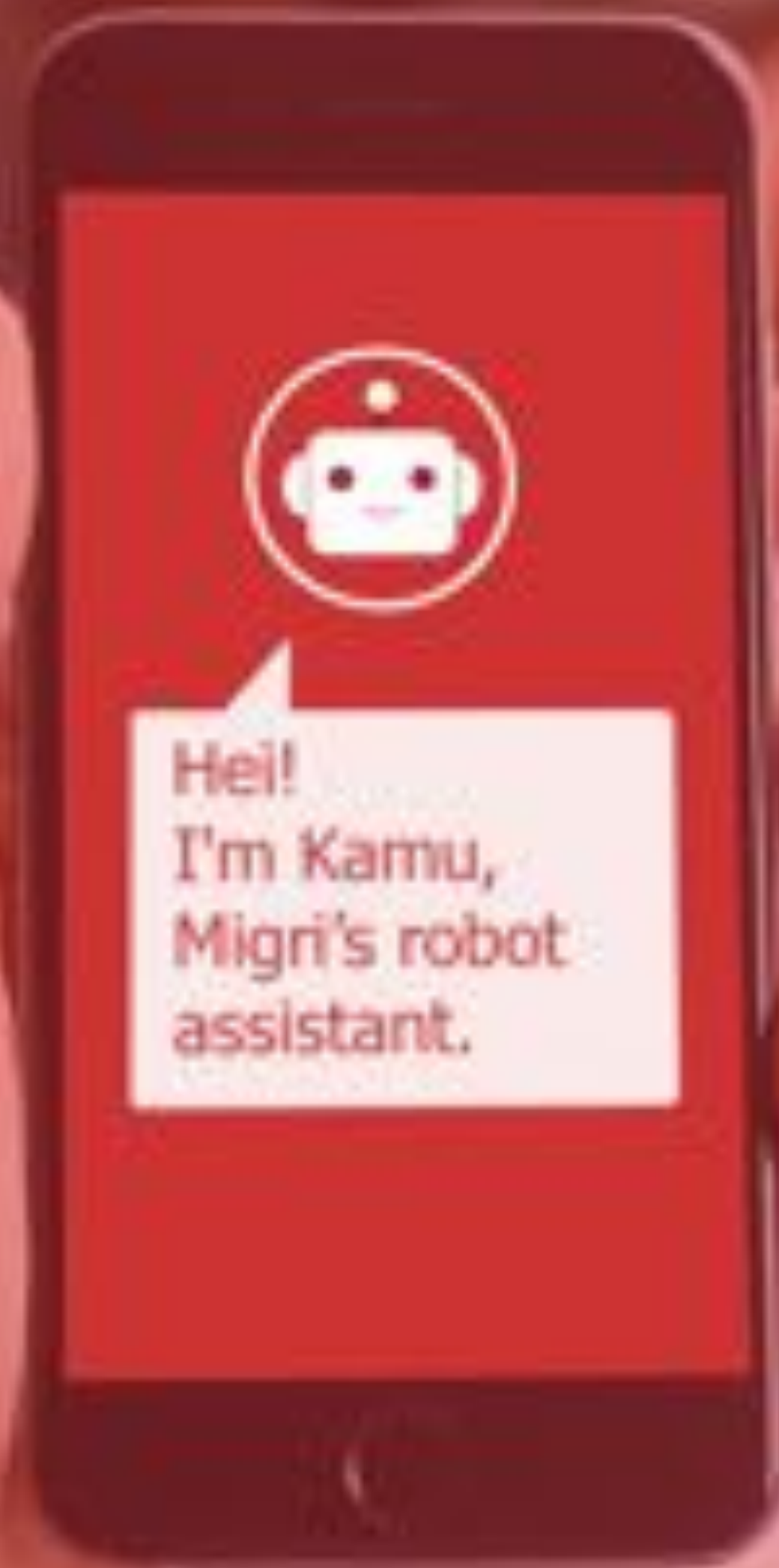
Projekte in
Zusammenarbeit mit
anderen
Organisationen
starten

Pfeiler 3:

Veränderung in der
Organisation durch
Experimentations-
kultur

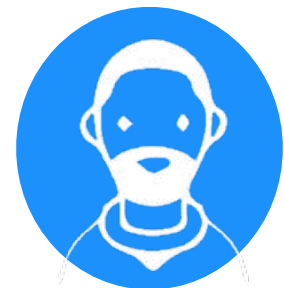
Projekt:

Chatbot als
automatisierter
Kundenservice



Probleme in 3 Bereichen

Kundenzufriedenheit



Steven (39)
from the United States

**Getting through
to Migri's phone
line is almost
impossible.**

Mitarbeiterzufriedenheit



Migri service
advisors

**We answer the
same question
many times a day.**

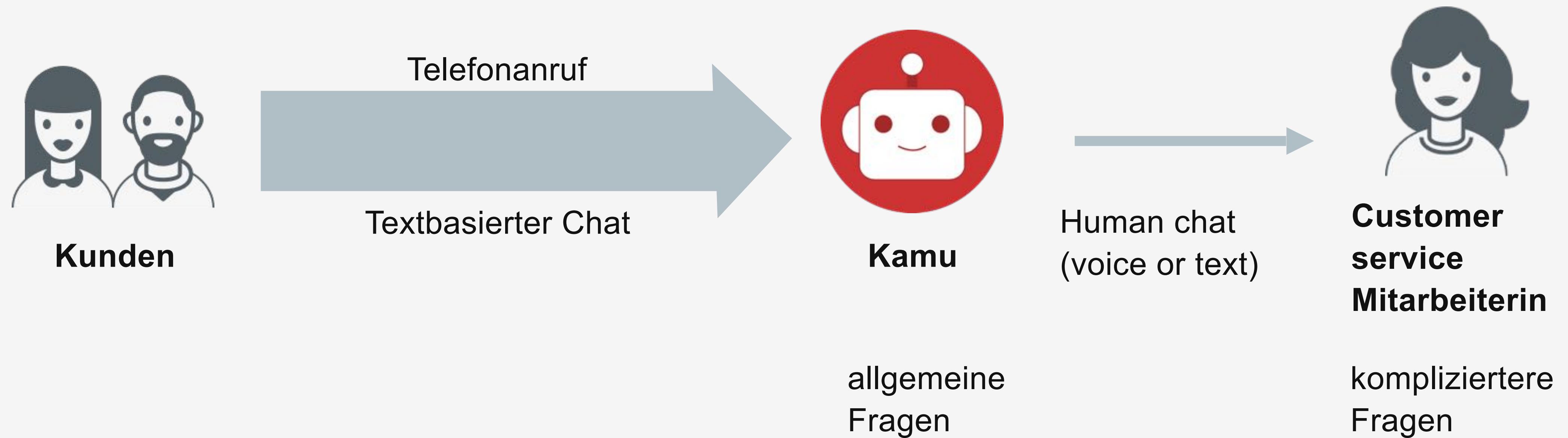
Effizienz

22%

unserer Telefonanrufe
wurden beantwortet

* Jan-Dec, 2017; general
service line

Idee: Chatbot beantwortet allgemeine Fragen





MAAHANMUUTTOVIRASTO
MIGRATIONSVERKET
FINNISH IMMIGRATION SERVICE

Keyword

Search

Search page »

[Home](#)[I want to apply](#)[After applying](#)[Permits and citizenship](#)[Services](#) **I want to apply**

First residence permit - EU registration - Extended permit - Permanent residence permit - Travel documents - Asylum - Citizenship

 **After applying**

Processing of applications - Track the p your application - Notify us of changes Citizenship - Reception centers

Kamu chatbot

How can I help you?

how to get a residence permit?



I'm happy to assist you with your residence permit application.

If you are a non-EU citizen, you need a residence permit if you come to Finland for more than 90 days or plan to work in Finland.

...

Ask me a question



grösste Sorge:
Wird der
Chatbot
angenommen?



grösste Sorge:
Wird der
Chatbot
angenommen?

4 Erfolgsfaktoren

- Vertrauen in die Antworten
- Verständlich
- Gleiche Informationen in allen Kanälen
- Einfach zu benutzen



Den Chatbot gemeinsam gestalten



Finnish Immigration Service's
co-design team

In 4 Schritten zur Chatbot Persönlichkeit

Workshop with Telefon Kundenservice



September 2017
7 Teilnehmerinnen (Behördenmitarbeiter)

Umfrage in Helsinki Servicecenter

Oktober/November 2017
15 Antworten (Einwanderer*innen)

Nutzertest von 3 Persönlichkeiten



February 2018
7 Antworten (Einwanderer*innen)

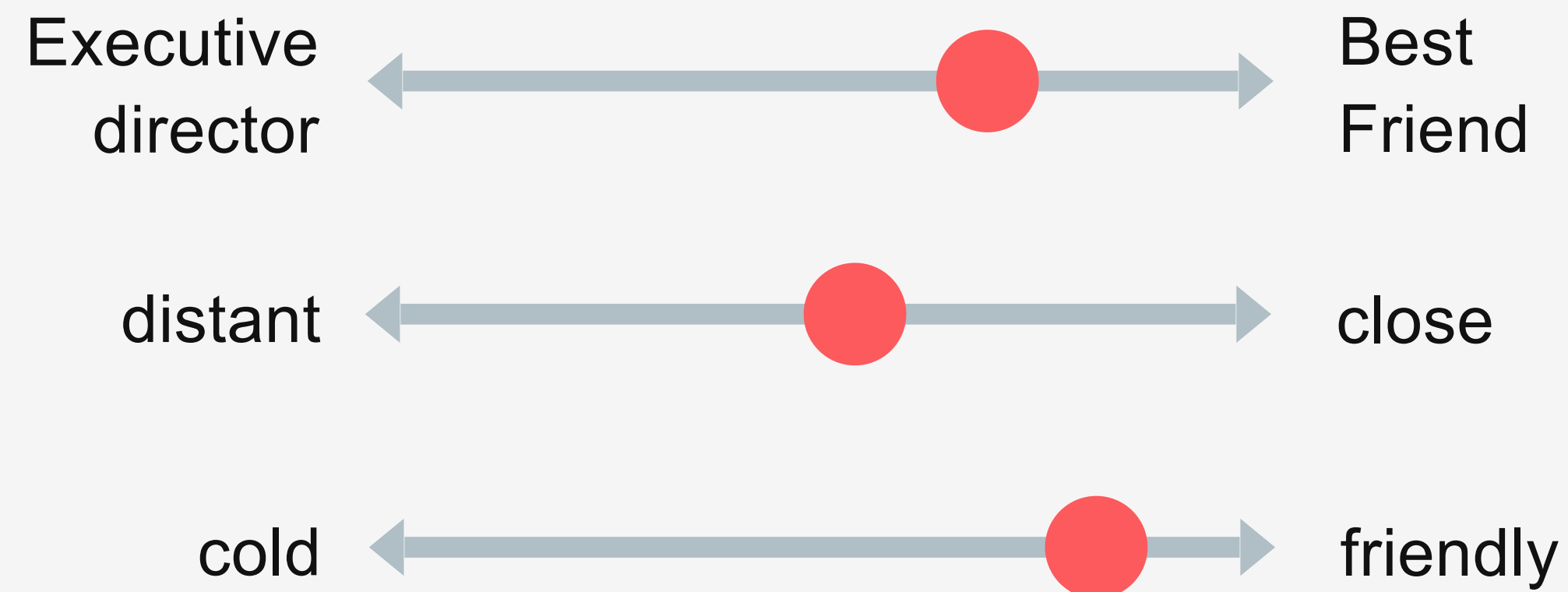
Namens- abstimmung in der Behörde

Name: **Kamu**

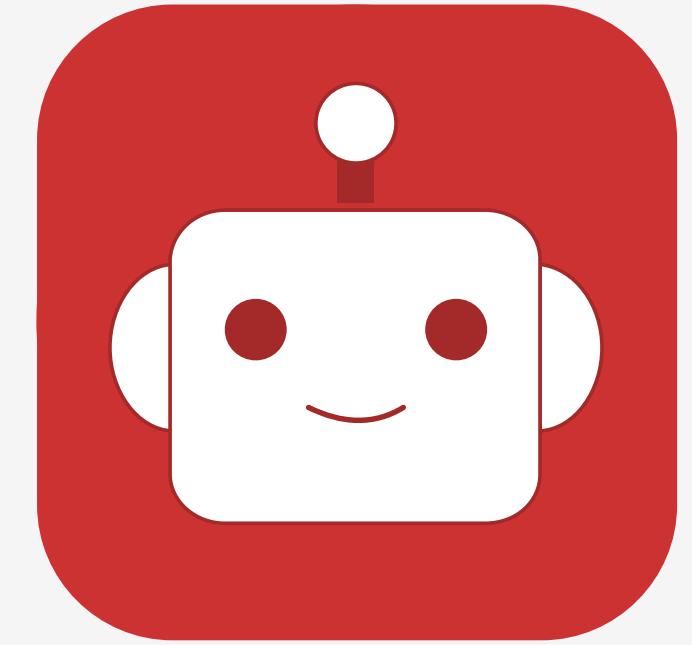
Species: Robot

Gender: genderless as it is a machine

Characteristics: Knowledgeable
Friendly but not joking
To the point
Understand quickly
Trustworthy



I know about all Migri-related questions. Trust my answers



Use of language:

- Talks customers own language
- Clear and easy language (no internal slang)
- Uses small talk responses when appropriate: only when upcoming dialog takes a few questions to determine the right answer

Use of emojis:

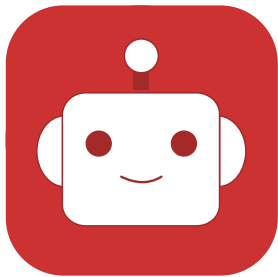
- Emojis are used selectively to make the discussion more humane
- Never uses more than 1 emoji in a row
- Uses especially positive emojis & country flags

Gemeinsame Guidelines zur Herstellung des Inhalts

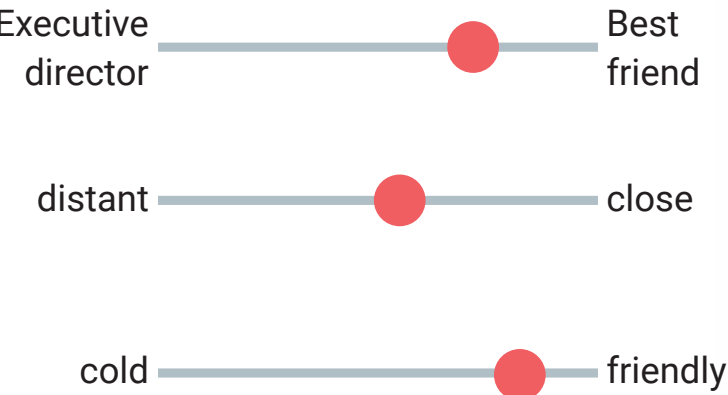
Migri customer service chatbot personality

The design of the personality is based on 4 types of user involvement: (1) Workshop with Kuhmo customer service personall, (2) Survey in Helsinki Service point, (3) User testing of 3 chatbot personalities in Helsinki, (4) all Migri workers to vote on the name of the chatbot.

- Name: Kamu
- Species: Robot
- Gender: Genderless
- Characteristics: Knowledgeable
Friendly but not joking
To the point
Understands quickly
Trustworthy

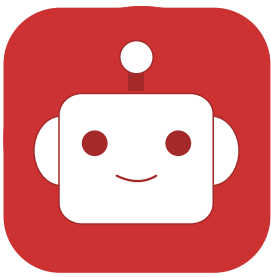


"I know all about Migri-related questions. You can trust my answers."



- Use of language: Talks customers own language
Clear and easy language (no internal slang)
Uses small talk responses when appropriate: only when upcoming dialog takes a few questions to determine the right answer

- Use of emojis: Emojis are used selectively to make the discussion more humane
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Kamu content creation guidelines

Intends

- Naming: descriptive keywords should be used in the name of the intents. citizenship application
- Names of child-intents should include the keywords of their parent-intents. The parent-intend name always comes before the child intend name. parent: citizenship application child: citizenship application form

- Translation: When creating intents, they should also be translated to the languages that are supported in the chat.
- If not, use a hyphen as a placeholder for the missing translation.

Actions

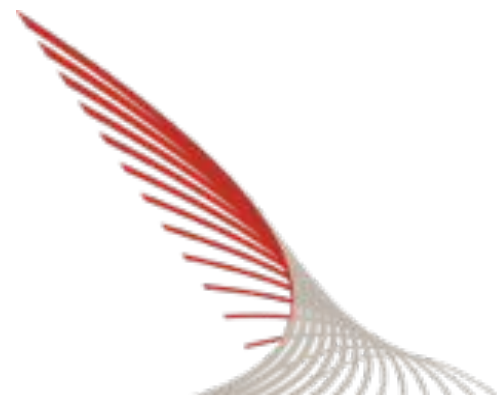
- Action replies: Max length per reply: 200 char
- Max number: 3

- Action links: Naming: as short as possible.
- Max length: 40 characters
- Max number: 6

- External links: Naming: as short as possible
- Max length: 45 characters
- Max number: 2
- first action links, then external links

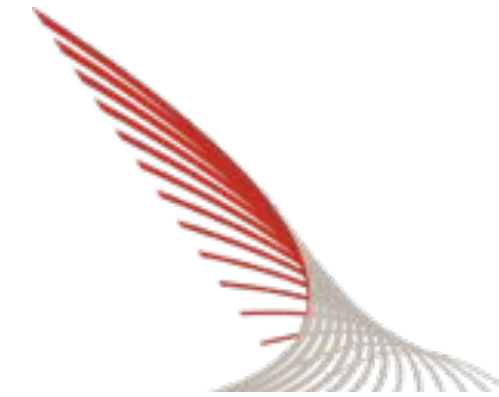
Chatbot Team

Kernteam Helsinki



1 Projektmanager
1 Service Designer
2 Content Designer
1 AI Trainer

Überprüfungsgruppe



Team von Experten aus
verschiedenen Bereichen, die
neue Inhalte überprüft

Kernteam Riga



1 Scrum Master
1 Front-end Entwickler

Boost.ai team



1-3 AI Experten



Was haben wir bisher erreicht?



Finnish Immigration Service's
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45.655

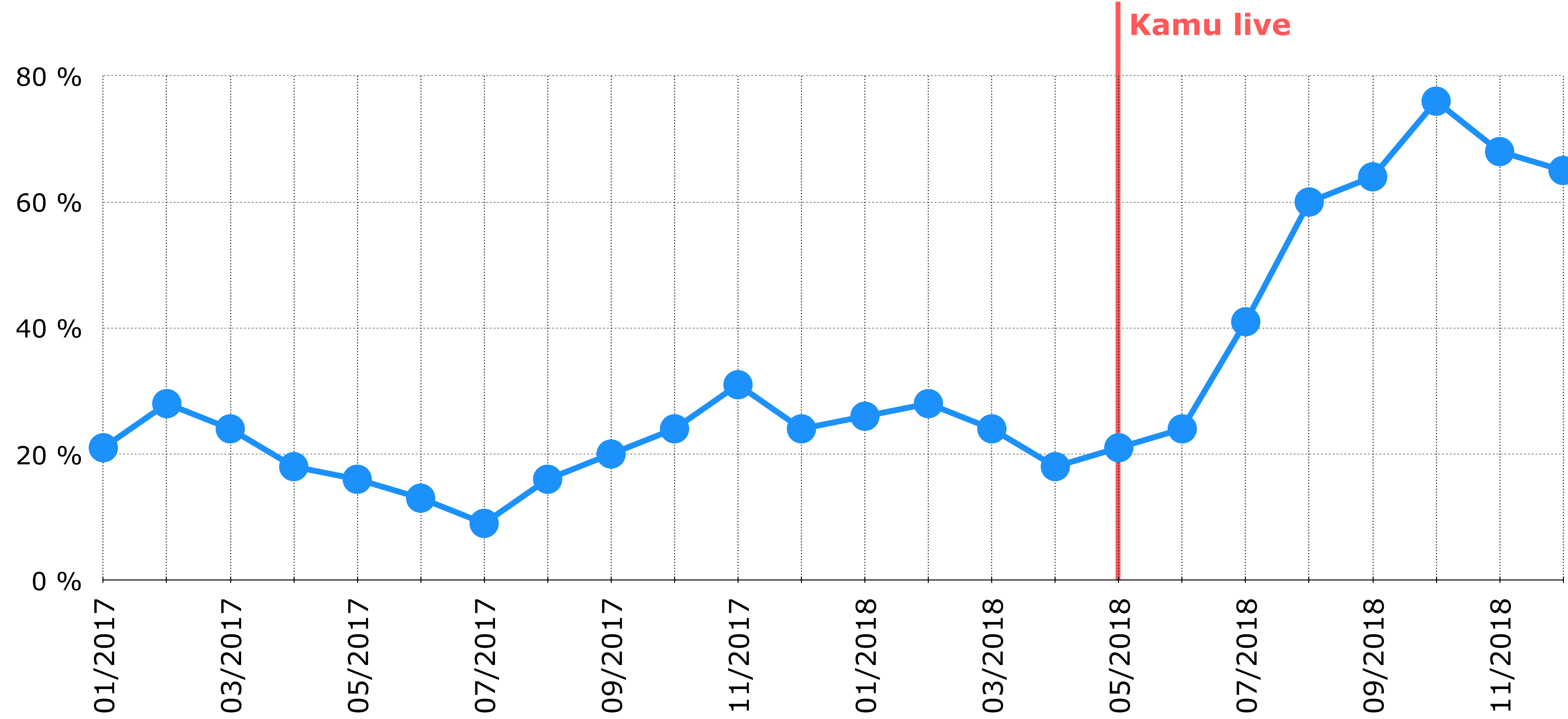
Unterhaltungen
seit Kamus Geburt

180

Unterhaltungen
pro Tag (im Mittel)

Antwortrate des generellen Telefon Kundenservices

Jan 2017 - Dez 2018

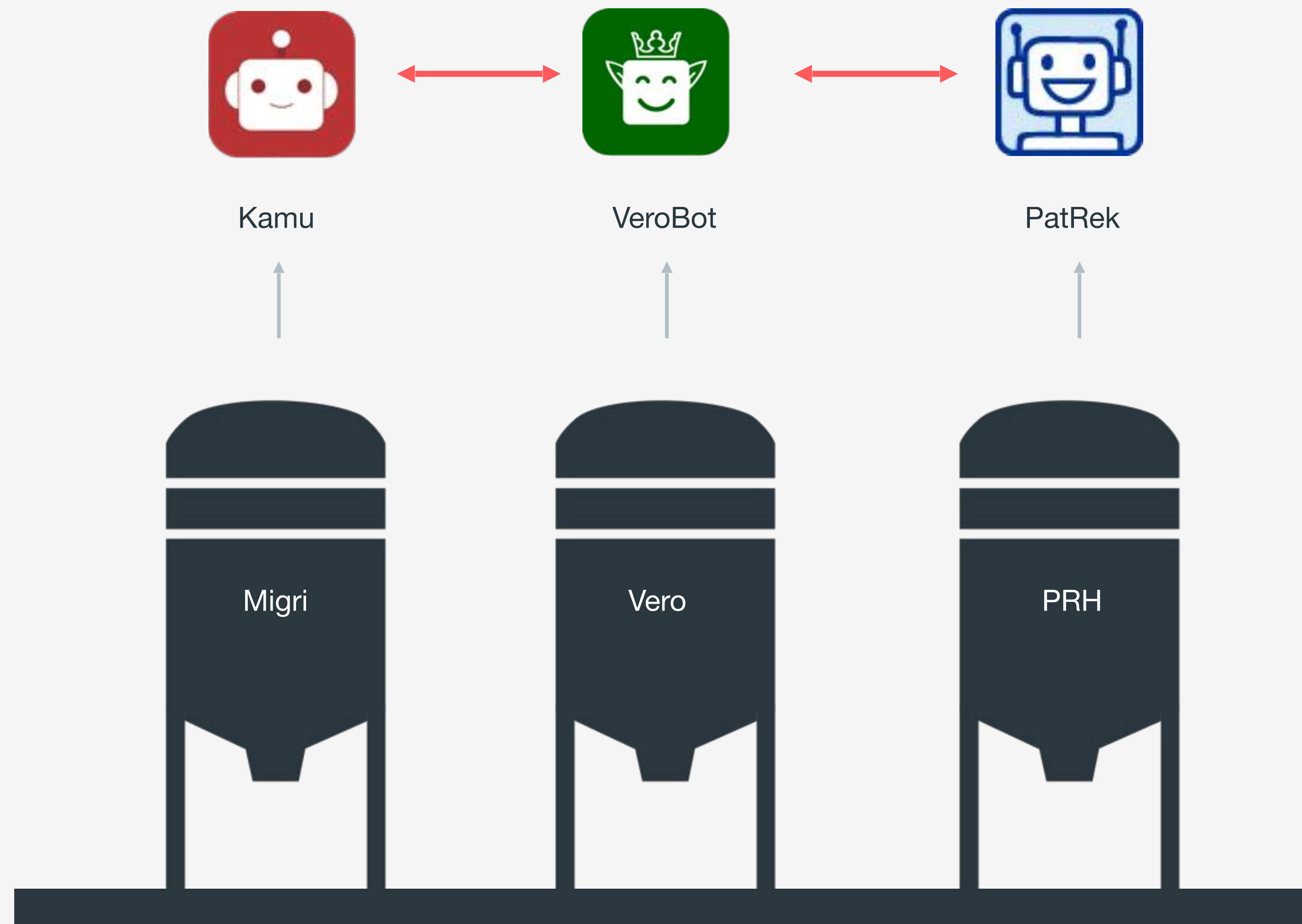


Wir wollen den live chat unbedingt weiterführen. Es macht unsere Arbeit variierter und ist effektiver wenn es darum geht einfache Fragen zu beantworten und Links an unsere Kunden zu senden.



Migri service
advisors

Chatbot Netzwerk: startingupsmoothly.fi



In short

- 3 organisations
- 1 channel
- all information to start a company as a foreigner in Finland
- switch between content of 3 organisations at any moment



Andere Projekte & Initiativen



Finnish Immigration Service's
co-design team

Auswahl weiterer Initiativen & Projekte

Roadtrip mit Ideenworkshops



Service Design Weiterbildung



Qualenteri - zu Weihnachten 2019



Workshops mit NGOs & informellen Netzwerken



Mein wichtigster Ratschlag

Holen Sie sich Designwissen ins eigene Haus



Finnish Immigration Service's
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Kiitos! Danke!

Brücken bauen - Innovation im
Finnish Immigration Service



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