



ESPOO  
ESBO

# Ison Omena Service Centre

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# Ison Omena Service Centre presentation video



Service Centre concept aims to make it easier for residents to use everyday services and to provide public services cost-effectively and with quality.

# Where did it all start?

- Foundation for the first service centre in Espoo was laid in the city strategy and service network plan and was strongly related to city planning and public transportation network planning
- It can be seen as an experiment, where strongly growing network city is searching for new cost-effective ways to offer public services
- The baseline was in creating a service concept for public services that facilitates the everyday life for residents, makes it easier to use public services in a sustainable way, increases the equality of accessing services and enables a more flexible development of services



# Services in the Service Centre

Health centre

Maternity and child health clinic

City of Espoo "Service Point"

Library

Laboratory (HUS)

Mental health and substance abuse services

Youth services

Finnish social security institution (Kela)

Medical imaging (HUS)

Employment corner

Open wifi

Free printing and copying

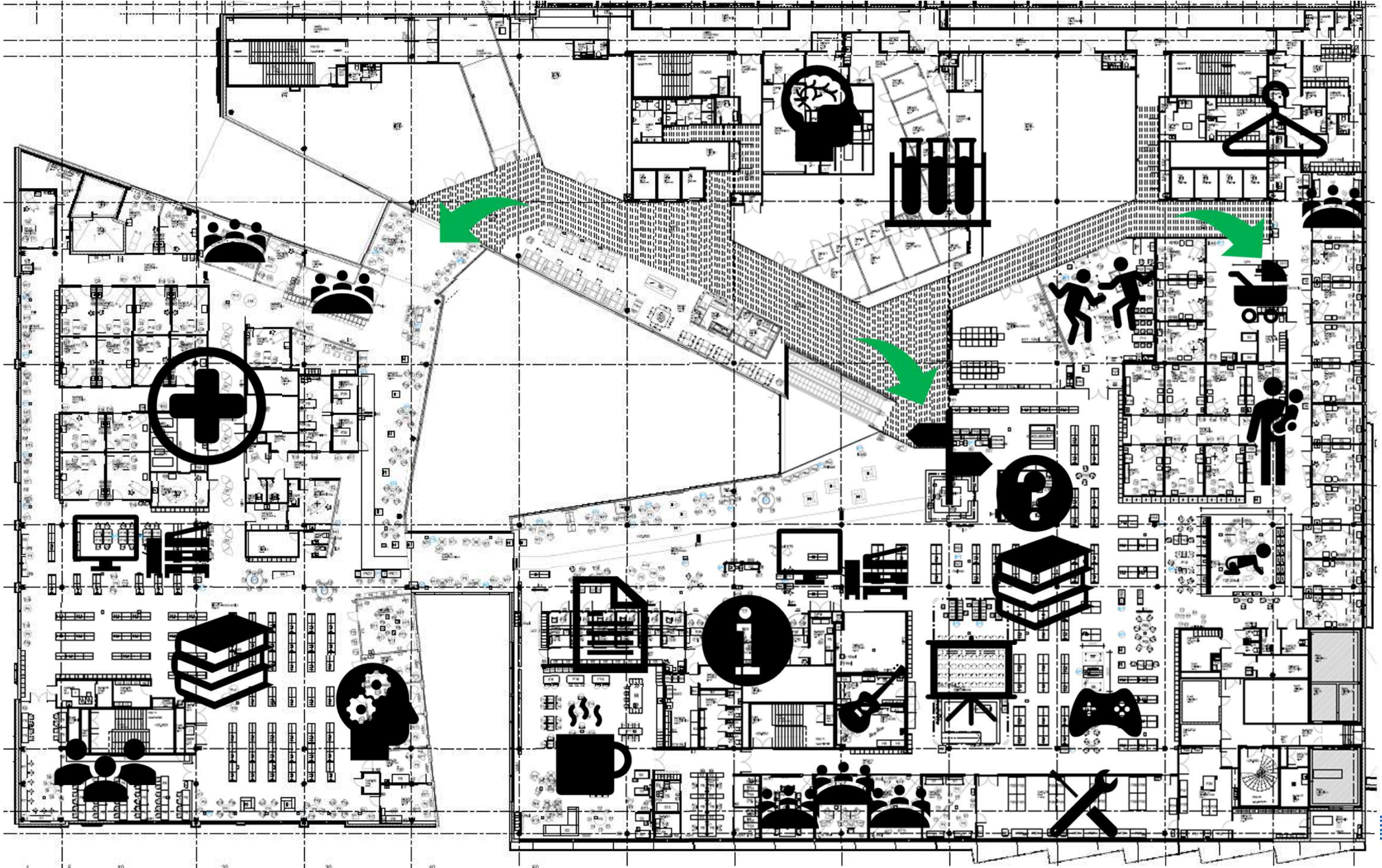
Conference rooms

Security guards

Open every day:  
Mon–Fri 7–21  
Sat 8–18  
Sun 11–18

# Premises with service design

- Space planning considered residents expectations, accessibility, flexibility for modifying the space and easy orientation and perception of area
- 3 entrances with direct access by 7 elevators and escalators
- Child, youth and family services are located in east side of Service Centre and services directed to adults in the west side. Between these 2 sections is a so-called service lobby
- 6 conference rooms, which can be reserved directly on-line
- Personnel shares the same social space, which aims to increase the sense of community and therefore motivate for cross-organizational work
- Space planning aimed to create open spaces and increase the use of natural light
  - From the security perspective open space is both a benefit and a challenge





# The concept

## Shared values

- Customer service idea
  - Shared customer
  - Pro-activeness
- Security
- Sense of community
- Customer oriented approach

## Accessibility

- Location
- Public transportation
- Every day services from the same place / near
- Appoinments and service information easily accessible online/ mobile
  - Self-service enrollment for appointments
  - Open wifi
- Accessibility for disabled

## Availability

- Languages (Fin, Swe, Eng)
- Wide opening hours
- Services also without an appointment

# Benefits gained by the concept

- **Co-developing**

Service units develop services in cooperation more easily. Service Centre acts as a facilitator and supports units in cooperation

- Developing between companies and public service sector is easier:
  - Fast trial programme
  - Make With Espoo
  - 6Aika-project
  - Development of new interior service models in the Service Centre

- **Atmosphere and working culture**

- Service Centre personnel identity lives strong and is maintained continuously
- Service Centre as an open space and a facility for working and studying has increased the possibilities for a new kind of communality
- Free quality facilities offered by public sector in the middle of a big commercial centre has an integrative effect

- **Service Centre reaches new customer groups and is able to produce services with a more preventive approach than the conventional service model**

## Key figures

**1,55 mil.**

Customer visits in 2019

**0,48€**

Cost per customer visit  
of Service Centre  
coordination work and  
maintenance in 2018

**6500 m<sup>2</sup>**

Size of the Service  
Centre area

# Service Centre as an innovation platform

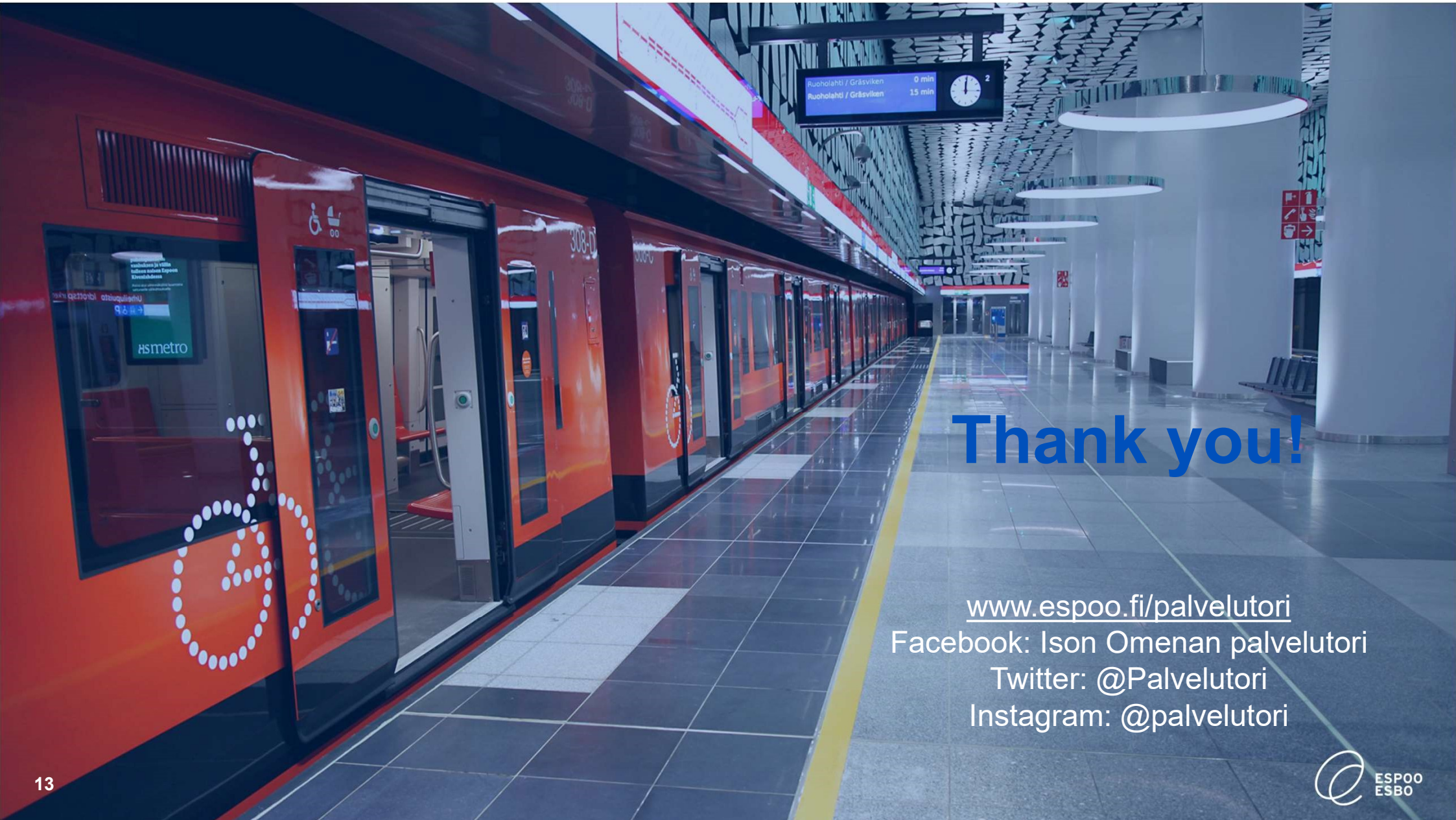


Iso Omena Service Centre is an innovation in itself but also serves as an open innovation platform for stakeholders.

The services are developed together with public sector, enterprises and residents.

## 3 key factors for co-developing:

- Environment and premises
- Atmosphere and working culture
- Unique flow of customers



**Thank you!**

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