



Kela|Fpa[®]

Kela's strategy



Our **vision** is our dream, which we hope to attain with the aid of our 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.

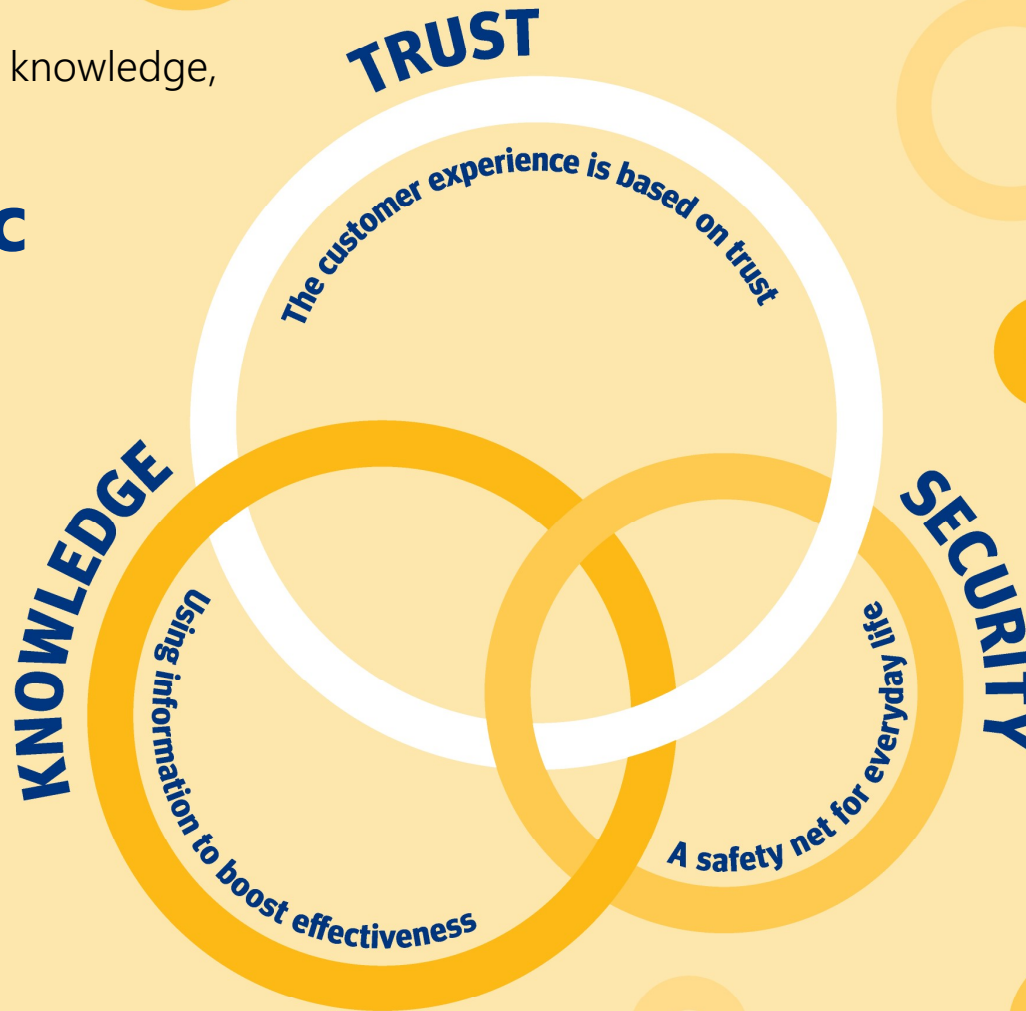
Our customer contacts run smoothly from start to finish. When a situation requires help from others, we take care of the matter together with our partner organisations.

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.

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

Our Strategic Objectives



Kela|Fpa[®]



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.



Kela|Fpa[®]

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.



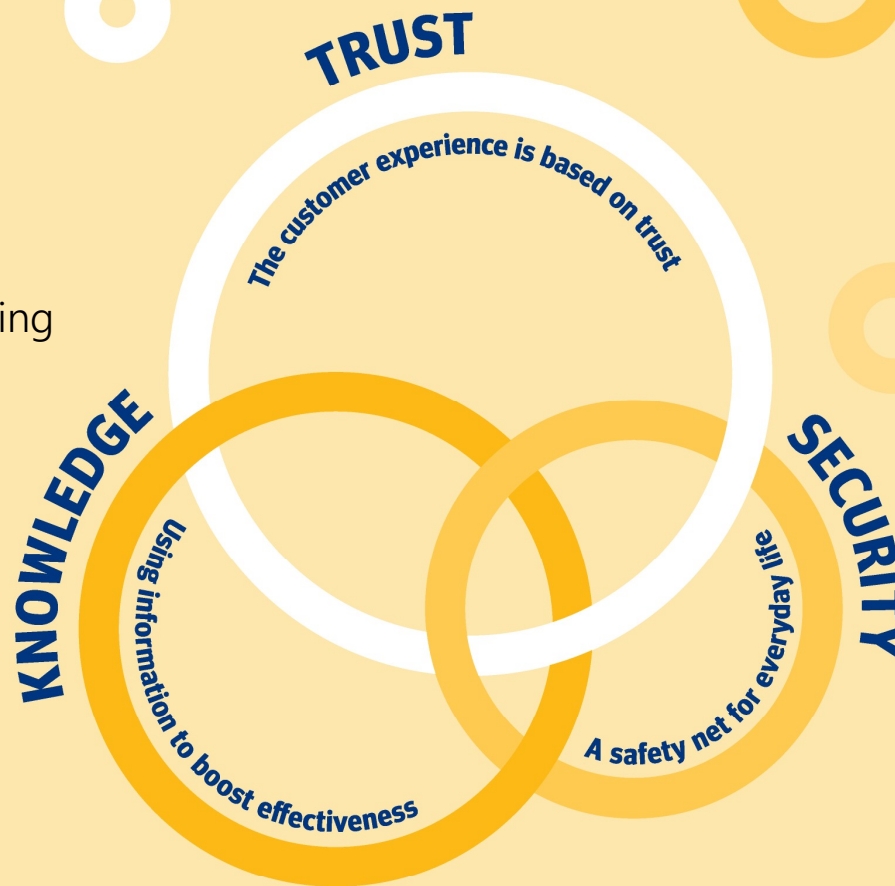
Kela|Fpa[®]

The purpose of our strategy is to achieve our vision

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

We direct our strategy on the basis of **data on prognoses, innovations and customer needs**.

We are using the strategic development programme **Eepos** to build a digital benefit processing system for the future.



Kela|Fpa^R

We agree on common **objectives and key results** 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.

Our critical resources for the success of our strategy are **employee experience, sustainable finances and communications**.

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 – cooperation – renewal

Kela|Fpa[®]