

# Parental Leave Mobile Application



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**Organisation:** Swedish Social Insurance Agency

**Country:**

**Level of government:** Central government

**Sector:** General public services, Social protection

**Type:** Communication, Digital, Public Service

**Launched in:** 2012

**Overall development time:** 1 year 6 months

**Link to the innovation's website**

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# Description

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The service 'My Pages' offers Swedish people online information on what types of benefits they are eligible for. Since the smartphone application has been launched, instead of filling out papers for temporary parental leave when staying home with their ill child, parents can apply for those benefits as well online.

Now, approximately 43% of all the log-ins to My Pages come through the App. The 1.2 million users now log-in 80% more often than before the application. In addition, 24% of all the applications for temporary parental leave are now done via the app. Finally, the self-service level for temporary parental leave has increased from 62% to 80% from the date when the application was launched.

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## Why the innovation was developed

- Customer demand.
  - Quantitative and qualitative customer research.
  - Increased use of smartphone applications.
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## Objectives

Improve access, Improve efficiency, Improve service quality, Improve user satisfaction

- Increase customer satisfaction.
  - Raise the amount of people using My Pages.
  - Increase self-service level of temporary parental leaves.
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## Main beneficiaries

Families, General population, Government bodies, Government staff

- Our 4 million smartphone user customers are the main beneficiaries, especially the parent customer segment, who all have frequent interaction with the Swedish Social Insurance Agency.
  - We have more than 1.2 million users of which 67% use the web service in their parental role.
  - Up to now, we have had more than 700 000 downloads of the My Pages App.
  - There are 740 000 parents applying for temporary parental leave each year. A majority of them have already downloaded and are a frequent user of the App.
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## Existing similar practices

### Typical mobile services for tracking status on customer support cases and/or online shopping

In the private sector, civil society or elsewhere

Telecom and retail businesses.

The key challenge about this practice is to find the way to connect customers and to communicate more efficiently.

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# Results

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## Effectiveness

- The level of self-service has increased from 62% to 80% from the date when the App was launched. (However an administrative simplification was introduced at the same time.)
  - Approximately 43% of all the log-ins to My Pages now come through the App.
  - The 1,2 million users of My Pages now log-in 80% more often than before the App was launched (1 million log-ins/month increased to 1.8 million).
  - 24% of all applications from parents for temporary parental leave are done via the App. In total, we receive 3.2 million temporary parental leave applications per year (digital and paper forms).
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## Service quality

### Accessibility:

- User-friendly digital services that are easily accessible by using smartphones.

### Responsiveness:

- The ability to respond to customer demand for the simple mobile access to our services.
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## User satisfaction

- When the My Pages App was launched the customers, and especially the parents, expressed high customer satisfaction and positive customer feedback. E.g.:
    - The App got a 4,5 star rating in AppStore and GooglePlay.
    - It had more than 200 000 downloads within the first three months from launch.
    - Up to now the App has been downloaded more than 700 000 times.
  - As mentioned before, the service was brought to life for customer demand. Now 43% of the log-ins to My Pages come through the App.
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## Other improvements

- The credibility of our organisation to meet customer demand for transparency and simplification has improved.
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## Evaluation

Evaluation in terms of customer usage and customer feedback. The results have been reported above.

# Development

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## Design

Consulting with users and qualitative and quantitative customer research.

We used service design methods to get deep customer insight and identify customer needs, that in the end verified parents need for the mobile App.

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## Testing

- Different methods of customer research.
  - Prototyping.
  - Technical testing.
  - Iterative user testing.
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## Implementation

### Tools used:

- ICTs.
- Internal IT and external subcontractors.
- Business representatives.

### Resources used:

- The cost of the implementation was approximately 14 000 man-hours, which includes all resources necessary to design, build and deploy the innovation.
- The total cost covers all phases of the implementation project, from the start until the end of the warranty period.
- It also includes the cost of required actors during the implementation period such as developers, testers, project manager, configuration manager, test system administrator, etc.

Implementation time: 15 months

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## Diffusion

- We are working on the extension of services offered in My Pages App to further meet customer demand. It requires to gather more detailed information about how customers use the application, so they could possibly apply for other benefits as well.
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## Partnerships

### Screen Interaction Ltd. and Augur

Private sector

Screen Interaction's task was to design and develop the mobile user interface, while Augur performed user testing.

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# Lessons Learned

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## Lessons Learned

- Really base your development on customer insight. Not just improve existing services on the basis of requirements for specific features.
  - Use professional expertise to design a new media. As a public organisation, you only get one chance to make a good first impression.
  - Work with agile design and development methods and reiterate user testing during the development process.
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## Conditions for success

- Do not rely only on the IT department when developing a digital service, but take full responsibility for the user experience also from the business side of the organisation.
  - The business side has to have accurate design, interaction design and digital user interface competence as well.
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## Other information

See below a video on how the digital services affect the daily life of Swedish parents:

<https://www.youtube.com/watch?v=eS60sx4GoXA>

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