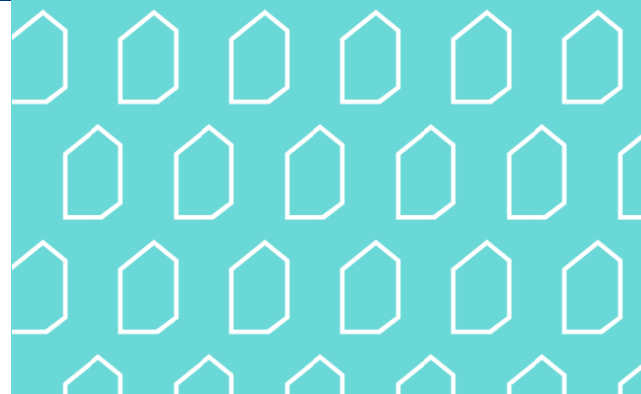


**How the happiest people of the world are kept happy  
– even when using the digital services of the public sector.**



**FINNISH  
DIGITAL  
AGENCY**







Our government:  
“All public sector  
bodies’ services  
must go digital  
by 2023.”







# The challenge

How to pinpoint what issues Finns are struggling with when using public sector's digital services?





Public sector agencies receive up-to-date data on how well their digital services actually serve

Self-evaluation and collecting feedback from end users

Daringly transparent

Accessible solution

A never-before-seen universal tool



# Our solution is Quality Tools.





# Freedom to roam – also digitally

**Comparable and compatible both on EU and national level.**

## **Obtainable tool**

- National level service
- Scalable EU-wide
- Free of charge

**User experience is finally for everyone.**





Quality Tools is a perfect fit for our need for enhancing overall user experience of our digital services. We are especially keen on deploying the benchmarking possibility.

We are sure that this kind of universal and nationwide services which are based on EU principles will be the future of digital services.



**– Maaria Toikka**  
*Director of Development, digital channels*

*The Finnish Transport and  
Communications Agency Traficom*







# The outcome

**Sense of urgency**

**More happiness**



**KIITOS, MERCI, THANK YOU.**



**FINNISH  
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