



Mælaborð þjónustuværs

Þjónustu- og nýsköpunarsvið

Arna Ýr Sævarsdóttir

skrifstofustjóri þjónustuhönnunar

Óli Páll Geirsson

skrifstofustjóri gagnþjónustunnar



Tvær skrifstofur



Þjónustuhönnun



Gagnarþjónustan



... tóku saman höndum og smíðuðu

mælaborð fyrir þjónustuverið

... sem er



... þverfagleg afurð

gagnadrifin

þjónustuhönnun



... en fyrst og fremst

SAMVINN

milli ólíkra teyma

a



Samvinna...hvernig getum við bætt þjónustu

Áskorunin

Hvað þjónustuverið að þjónusta mörgum og um hvað og í gegnum hvaða gáttir?

Hvert er raunverulegt álag í þjónustuverinu?

Hvert er hlutfall þjónustuveitingar milli sviða/málaflokka

Þróun lausnar

Sameining gagna úr fjórum mismunandi kerfum

Samþættingar keyrslur

Lausn / varan

Gagnvirkt mælaborð

Fyrir stjórnendur

Fyrir starfsfólk
(á skjá í þjónustuveri)



Ábendingar - Dagsyfirlit: þri. - 2.2.2021

Fjöldi ábendinga
11

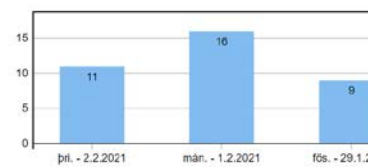
Opin mál, fram yfir svartíma
626

Heildarfjöldi ábendinga
13 913

Hlutfall á svið



Vikuyfirlit



Erindagreining - Dagsyfirlit: þri. - 2.2.2021

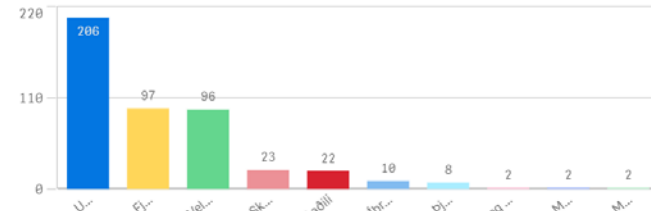
Fjöldi erinda
468

Afgreitt hjá þjónustuveri
75,2% ^{24,8%}
Sent til fagaðila

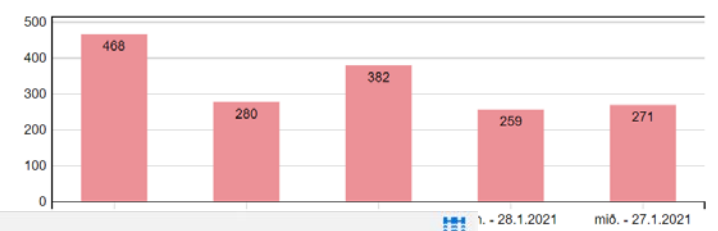
Hlutfall símtala erindagreind
95,0%

Fjöldi starfsfólks
8

Fjöldi á svið



Vikuyfirlit



Símaver - Dagsyfirlit: þri. - 2.2.2021

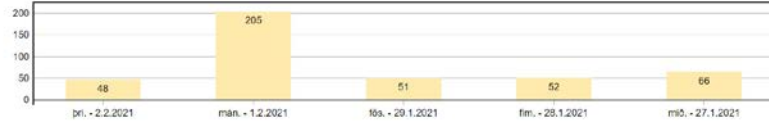
Meðalbið tímtala (min)
1,5

Meðalbið tímtala (min) - Vikuyfirlit



Fjöldi ósvaraðra símtala - Vikuyfirlit

Heildarfjöldi ósvaraðra símtala
54



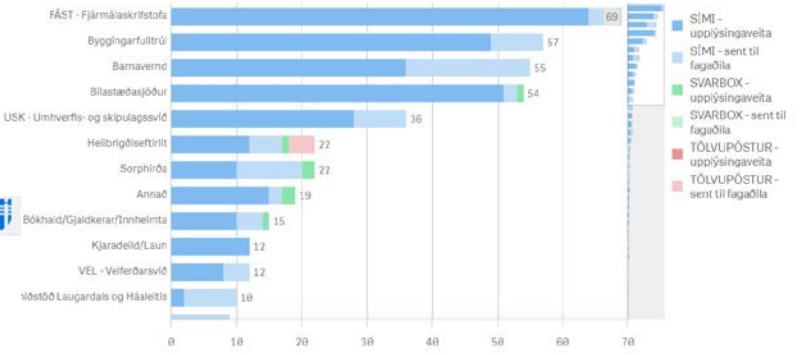
Erindagreining - Dagsyfirlit: þri. - 2.2.2021

Fjöldi erinda
468

Svið/erindi

Svið	Fjöldi erinda [2.2.2021]
Totals	468
USK - Umhverfis- og skipuagssvið	206
FÁST - Fjármála- og Abstraktgæslusvið	97

Fjöldi erinda eftir úrvinnslu



Þjónustuver - Dagsyfirlit: þri. - 2.2.2021

Fjöldi ábendinga
11

Fjöldi miða
72

Fjöldi erinda
468

Fjöldi símtala
530

Fjöldi á svið



Vikuyfirlit





... en

hverju skilar þetta?



Skilar

Framlínubjónusta

Heildaryfirsýn

Öflugri upplýsingagjöf

Nýting mannauðs

Stytting vinnuvikunar

Þjónustuumbætur

Gagnabjónustan

Styður við gagnadrifna ákvörðunartöku

Samþætting mikilvægra gagna

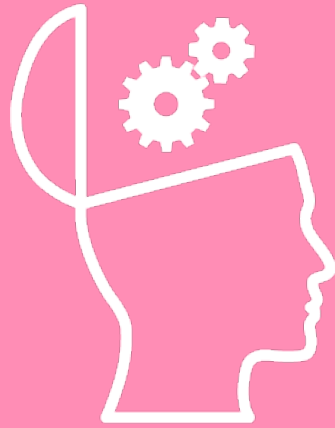
Mikilvæg gagnavara í rekstur

Borgin okkar

Bætt þjónusta

Öflug innri samskipti

Skilvirkni í rekstri



*Framtíðarmúsík
Gagnadrifnar ákvarðanir
Framvirk upplýsingagjöf
Virktari þátttaka sviða*



... hvernig eru svo

næstu skref?

... inn í græna framtíð?



Næstu skref

Þjónustuver

Miðla markvisst
upplýsingum um
þjónustu inn á svið

Nýta upplýsingar til
efla skilvirkni í flæði,
betri nýting mannauðs

Gagnþjónusta

Forspá fyrir þjónstuálag

Tölfræðilíkan í rekstur

Undirbúa tækni fyrir
uppskölun

Næstu þátttakendur

Þjónustumiðstöðvar

Aðlögun og innleiðing

Styðja við þessa vegferð
þvert á framlínu
borgarinnar

... samstarf við
háskólasamfélagið



... samstarf við háskólasamfélagið



Project description

Project title:

A case study to improve customer service with data-driven decision-making

Student:

Sigríður Erla Friðgeirsdóttir (sigridu15@ru.is)

Supervisor:

Páll Jónsson (pall@ru.is)

Co-supervisors:

Ágúst Þorbjörnsson (agust@romsarkni.is) og Óli Páll Geirsson (oli.pall.geirsson@reykjavik.is)

Course:

TS99-MEIS (30 ECTS)

Description (min 1/2 page):

The customer service center at the City of Reykjavík is often the first contact area for the residents of the city. The customer service center operates across the city and is therefore in constant collaboration with the fields, departments and city offices. The service center provides coordinated information about the activities and services of the City through various electronic portals such as email, online chat, and by sending tips through their website. More personal service is also provided by telephone and at the customer service information desk.

Part of the customer service strategy is a strong service experience, strong front-line service, and targeted dissemination of information. The service center aims to offer the residents of the city high-quality services as well as information provided, regardless of the way the errand is received [1]. Reykjavík is the capital of Iceland. In December 2020, the population of Reykjavík was 133,197 [2]. The customer service employees assist many residents every day.

The management of the service center does not have any data showing services from the various portals provided to Reykjavík residents. Therefore, it can be difficult for the managers to make important decisions in the operations. These decisions can often be based on the intuition of managers and their experiences in the past. Data-driven decision-making refers to the implementation of basing decisions on data analysis rather than just intuition. Various benefits of data-driven decision-making have been demonstrated. Research has shown that the more data-driven the company is, the more productive it is [3].

This thesis intends to find out how customer service managers at Reykjavík City can improve customer service with a help of a data visualization. The thesis will be two-fold. The first part focuses on creating a dashboard. The second part is about trying to predict the future based on the data collected. This will be developed and tested through a case study.



Goal:

The main research question this thesis seeks to answer is:

How to improve customer service in the City of Reykjavík' service center with data-driven decision-making?

To answer the research question, the objectives are as follows:

- The current situation at the service center needs to be clear, how the company currently acts and how the managers make operational decisions. To figure this out, interviews are conducted with the managers.
- With the management team and the help of literature study, key performance indicators (KPIs) are determined, goals are set for the desired position as well as the service level that the service center wants to provide.
- Historical data from different datasets are collected, cleaned, and prepared with R. R is a programming language for statistical computing and graphics [4].
- Dashboard is created in Qlik Sense (business intelligence tool) for managers and staff, with the preferences from the management team in parallel with recommendations from literature studies regarding the appearance of the dashboard
- Triple Exponential Smoothing is used to forecast the workload of the service center.

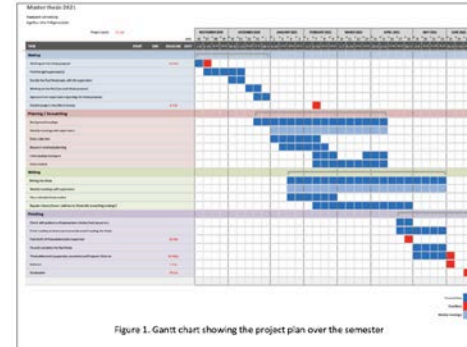
The desired result is to create a usable dashboard where the different service portals are integrated. By doing so effectively, customer service managers can gain a better insight into customer behaviors and the quality of service provided, as well as making decisions based on other than insights that can improve the service.

The results will be obtained through interviews with managers, a comparison of defined KPIs, service level, and goals before and after the dashboard. It will also be reported how well the forecasting model was able to predict the service center's load.

Schedule:

There are several milestones defined for the project. First is the acceptance of the thesis proposal. Second, a research literature document being approved by the supervisor. Third, interviews with the managers and data gathering at the city of Reykjavík. Fourth, building the dashboard and forecasting model. Fifth, submitting the final draft of the thesis to the supervisor. Sixth, deliver the thesis. Seventh is the defence. Eight, and the final milestone is graduation. Below is a more detailed plan of the project.

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Mastersnemi /
Gagnasérfræðingur hjá
gagnapjónustunni



Bibliography

- [1] Reykjavík.is. 2021. Ársskýrsla þjónustu- og nýsköpunarsviðs 2019. [online] Available at: https://reykjavik.is/sites/default/files/ymsis_skjol/skjol_svida/arskyrsla_thon_2019_1.pdf
- [2] "Íbúafjöldi eftir sveitarfélögum - desember 2020." [online] Available at: <https://www.skra.is/um-okkur/trettis/trett/2020/12/02/ibufjoldi-eftr-sveitarfelogum-desember-2020/> [Accessed 29 January 2021].
- [3] F. Provost and T. Fawcett, "Data Science and Its Relationship to Big Data and Data-Driven Decision Making," *BIG DATA*, vol. 1, no. 1, p. 25, 2013.
- [4] "R: What is R?" <https://www.r-project.org/about.html> [Accessed 31 January 2021].



Takk fyrir okkur

