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Case Study:
Untangling Red Tape
to Enter Finland

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The Finnish Immigration Services (Migri) already had a longstanding relationship with Accenture, so alongside Fjord, all three teams joined forces to review, identify and improve the overall operational efficiencies of the immigration process through a better experience for all users – for the people filing applications as well as the staff processing them. The emphasis of the project was to help simplify the overall application process for people who were planning to move to Finland to study or work. This was the challenge we set out to tackle with the Finnish Immigration Service.



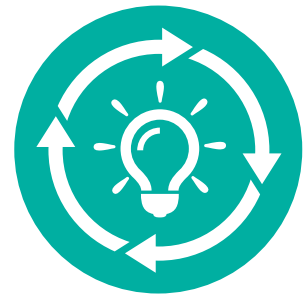
The Approach

The Accenture Fjord team ran user tests and created several personas to understand the overall experience of someone filling out the different application types as they immigrated to Finland. **Real customer feedback** was incorporated into the process and, when combined with the team's own experience of immigrating into Finland, gave a **deep understanding** of the challenge.

The team then ran a workshop with stakeholders from the Finnish Immigration Service to **frame the vision** for this service and understand the specific opportunity for improving the entire experience. The team aligned on targets for a better user experience, less paperwork and fewer incoming calls for staff, and overall **nearly 2 million euros saved**.

Throughout the design process, the team references key user personas in order to **continually improve** the ideas and concepts through the iterative design process. Considerations such as family status and familiarity with technology were layered into the ideation process, making each subsequent concept more **user friendly** than the previous one.

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Outcomes

The final digital application is now used for more than half of all immigrant applications – with digital applications taking a third less time to process than paper applications. Immigrant applicants now find out their status sooner, and the Finnish Immigration Services now have a far more efficient process.

