



Digital Self-Service

Mrs. Ishøy-Rasmussen, Head of Citizen Service Centre

Municipality of Gentofte

&

Mr. Svendsen citizen and CEO of Assemble



Best on the web 2009



Denmark and Municipality of Gentofte



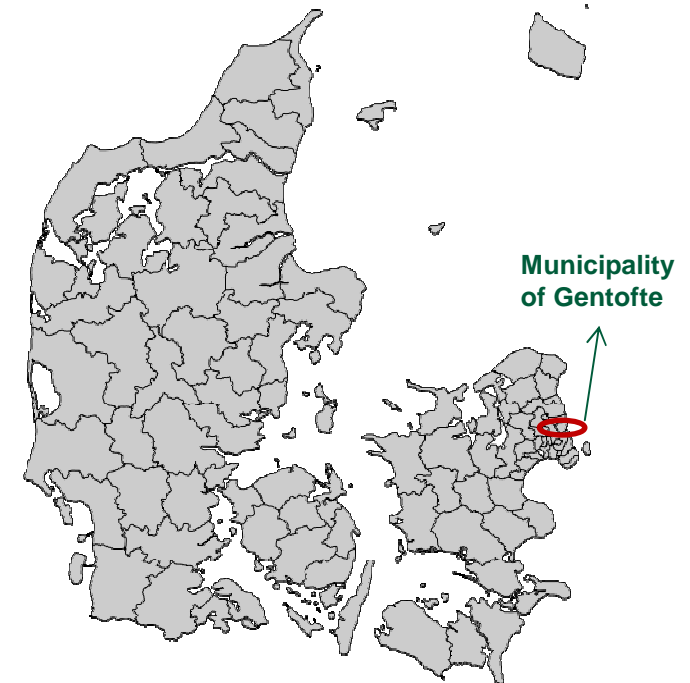
Denmark

- Number of citizens 5,6 million
- Total areal 42,959 km²

Municipality of Gentofte

- 73,360 citizens (18th largest)
- Total areal 26 km²
- 9500 employees
- 11 schools
- 5 colleges
- 75 child care centres
- 14 nursing homes

98 municipalities





Channel Strategy



5. Digitizing

Increase – to make more and more people use the digital solutions
 Apps – mobile Genvej

6. New media –

Exploited

Dialogue with our citizens



Channel strategy of citizen service

1. Letters – written communication

Decrease

More digital mail
 Remote print
 Digital and intelligent application forms
 Digital letters from 2014



2. Face to face

Decrease

Digital ambassadors - floorwalkers
 From service to self service



4. Telephone

Increase and optimize

Economies of scale
 Single point of contact

3. Chat

Increase – easy to serve more people at the same time
 Supplement to the other channels – Economies of scale





Digital Strategy

- One digital entrance – *named Genvej (Shortcut)*
- Positive business case before starting a new project
- The main target group of our website and Genvej are the citizens of Gentofte Municipality

Website

- **E-democracy:** Transparency in democratic processes – public hearings
- **E-government:** Optimizing workflows
- **E-service:** close integration to *Genvej* – call-to-action links

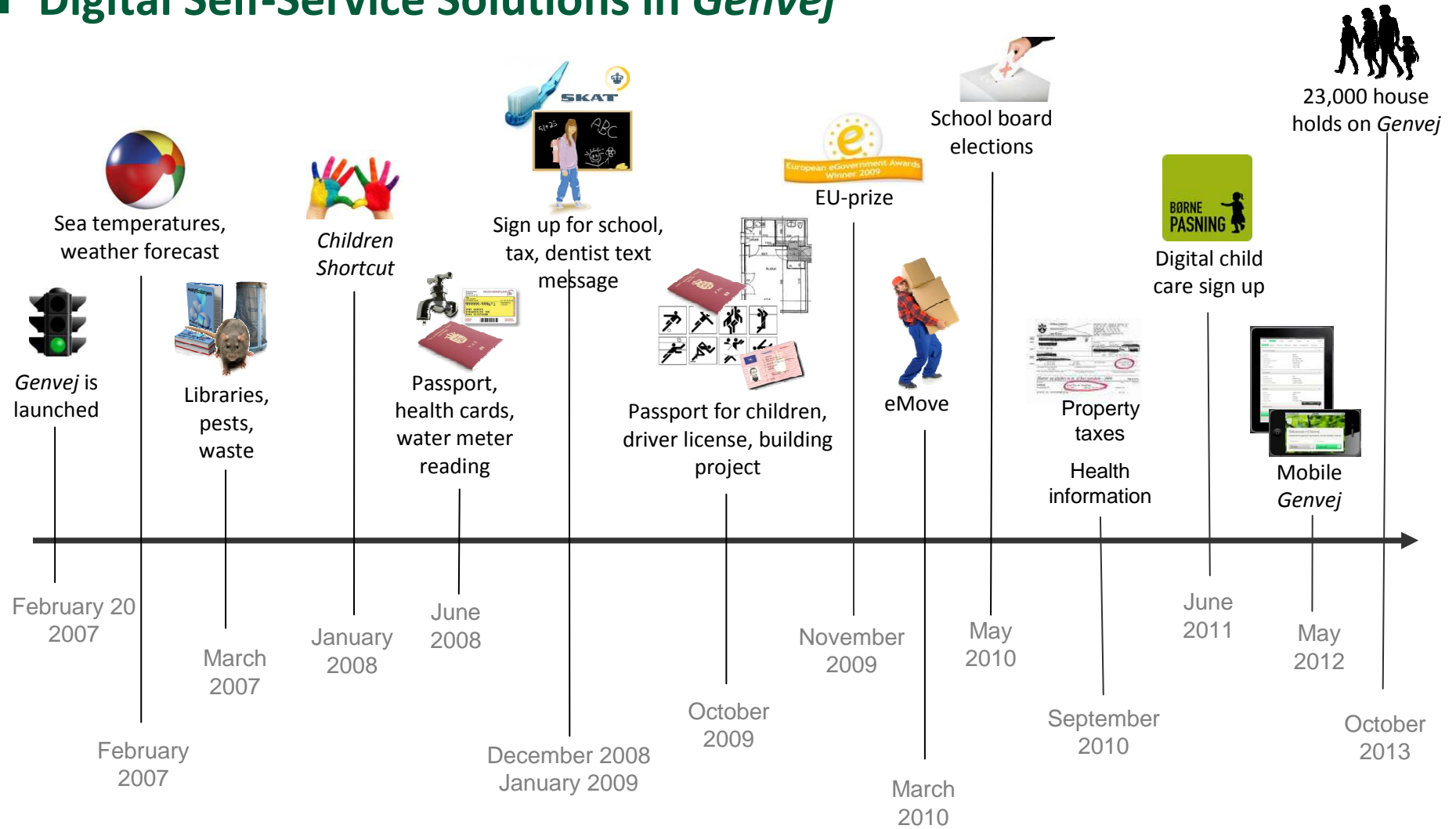
Genvej

- **Personalized** point of entry
- **Digital signature and Single sign-on**
- Involvement at **eye level** of **frontline staff** and **citizens**





Digital Self-Service Solutions in *Genvej*





Some facts - Digitalization

70 % of the households in Gentofte are on "Genvej"

4500 have downloaded the Genvej-app since may 2012

85% of the citizens over 16 years of age have a Digital signature in Gentofte

60 % sign up for the spring trips digitally

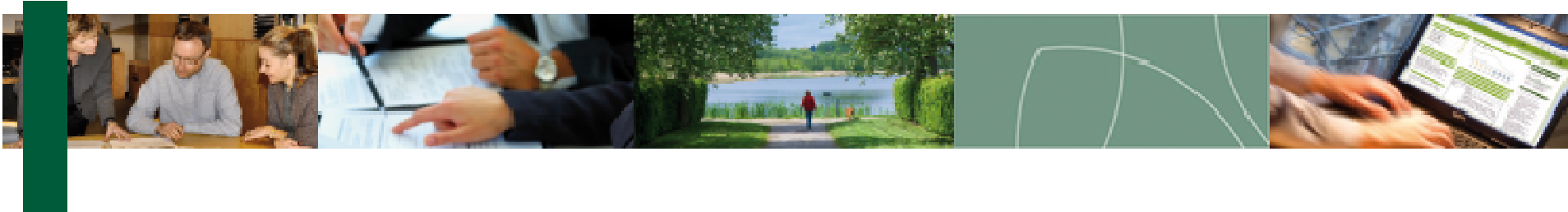
72 % apply for their pension digitally

80 % move their address digitally by using "Genvej"

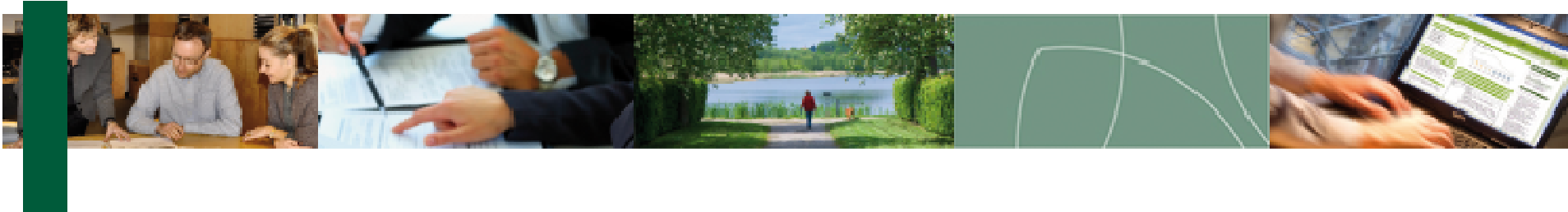
98 % enrol their children to school digitally

Close to 100% enrol their children to day care

Face to face inquiries have decreased by 24% over the last 4 years

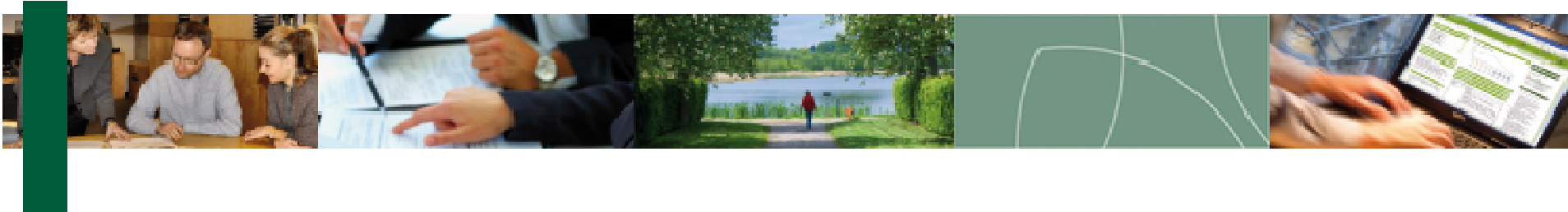


Demonstration of Genvej

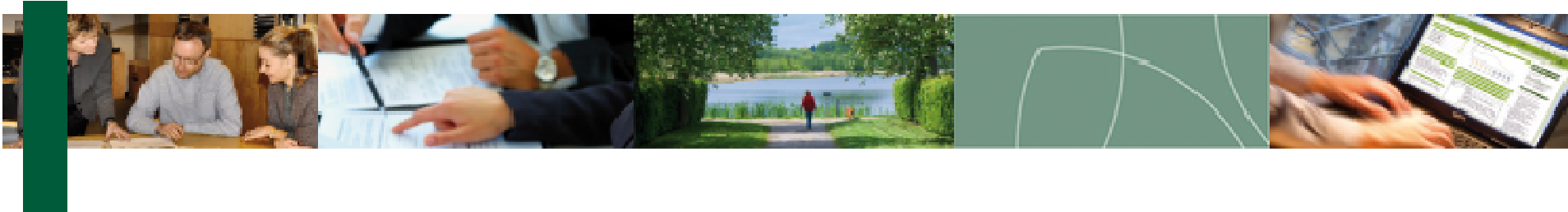


Morten Svendsen

Citizen of Gentofte
and CEO of Assemble



**I will invite you on a journey to my
personal life in Gentofte**



‘Genvej’ is Danish for shortcut

Genvej is a shortcut to organizing the daily family life

www.gentofte.dk