

Analyzing Customer Needs and Satisfaction

Case: Virka-info services

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<p>In recent years the service sector has become more and more important for the economy, and the growth of the service sector in Finland has been almost constant since the 1990s. Thus, as a service provider, it is important to pay attention to service quality and to utilize service design in order to improve service and enhance customer satisfaction.</p> <p>The main purpose of this study is to ascertain the true opinion of immigrant customers who utilize the services of Virka-info, i.e. to find out what they think about its services and how satisfied they are with them. The study will give valuable information to Virka-info in terms of customer satisfaction, as well as insight into any improvements that might be needed in the service area.</p> <p>The study was conducted by using a quantitative research method in the form of a questionnaire. Between February and March 2012 all immigrant customers utilizing Virka-info services at the time were asked to fill out this questionnaire.</p> <p>The theoretical part introduces the theories of service, service design and customer satisfaction with which Virka-info has been associated. In the results section this questionnaire has been analyzed question by question.</p> <p>The study showed that there is a huge demand for a service like Virka-info among immigrant customers. This service gives them information about life in Finland and helps them to integrate better into Finnish society. It can be stated that the need for such information is naturally higher when first moving to Finland than after being here for some years. Information about visas, permits, social security and working in Finland is more in demand when one first moves to Finland. Information and advice about social security, for example, is also still needed when a person has already lived in Finland for some time.</p>	
<p>Keywords service, service concept, service design, customer satisfaction</p>	

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1 Introduction

Nowadays the service sector is more and more important for the economy. Since 1990's the service sector in Finland has grown constantly, except the recession in the beginning of the 1990's and the downturn in the late 2000's (Toimialoittainen kehitys, 2012). However, clients – the engine of the service industry – are not always satisfied and happy about the service they receive. Understanding service concept and service design helps the organizations in the service sector offer better solutions for their clients and customers in order to obtain full satisfied customers in the end of the customer service experience.

Products and services are different. Products are produced but services are performed, products can be touched but services are intangible, products are consumed after production but services are consumed simultaneously while produced, products are not usually in interaction with clients but services are all the time. Services are complex and have unique features that all have an impact on the customer experience and thus organizations providing services should nowadays pay more attention to research, innovation and “thinking outside the box” –mentality so that they could know their customers and the customers' needs better and thus offer them the best customer experience possible.

1.1 Thesis objectives

The purpose of this study is to find out the true opinion of immigrant customers utilizing the advising services of Virka-info. There are around 2500 customers in a year seeking an answer to their questions and concerns through the advising services of Virka-info and the number of customers is constantly growing. Thus it is important to offer advising services that provide the customers with as valuable information as possible and also make the services available to even broader target group. With regard to that, the main objective of the study was to find an answer to the following question: how satisfied the immigrant customers are to the advising services?

In order to be able to offer services that better meet the customers' expectations it is vital to know the overall performance of the advising services. To discover how the

customers would evaluate the overall performance of Virka-info' services, following research question was formed: how well did the Virka-info's advising services meet the expectations of the immigrant customers?

The third research question focused on finding out how the customers perceived the informative side of Virka-info and whether they found solutions to their questions through Virka-info's services, i.e. the purpose of this question was to find out how well the information was provided to the immigrant customers. Regarding that, the third research question was: did the customers find a solution to their question/concern?

1.2 Thesis scope and structure

The scope of this study was to evaluate the performance of Virka-info's advising services from the immigrant customers' point of view and find out improving suggestions through applicable theory concepts, such as customer service, service concept and design and finally customer satisfaction. The customer participation is an essential part of this empirical research and thus it was important to receive feedback from as many customers as possible through a questionnaire.

In Virka-info customers are advised in 11 different languages but the questionnaire for this study was available only in Finnish, English, Russian and Arabic, because they are the most used languages in the Virka-info advising services. Thus the study focuses only on those customers who know Finnish, English, Russian or Arabic.

This study consists of four major parts: introduction of the commissioning party, theory, empirical part and discussion. The first part of this study introduces the commissioning party Virka-info, its functions and funding and how it relates to the similar kind of advising services targeted to immigrant customers. The theory part describes all the applicable theories that are related to service, service concept and design and customer satisfaction. The empirical part explains the choice of the research method, describes the data collection process and finally analyses and evaluates the results. The discussion part states the results, the improving suggestions and proposes questions and issues for further research.

2 The Commissioning party

This paragraph introduces the commissioning party of this research (Virka-info) and how it relates to other projects and services promoting mobility and integration of the immigrants in Finland.

2.1 NEO-seutu

All around Finland there are tens of projects and schemes that promote work-based immigration and immigrants' integration to Finland. One of these projects is NEO-SEUTU (later Neo-Seutu) which began in May 2009 and continued until the end of 2011. Funding of the project was mainly provided by the European Social Fund (ESF) and the main aim of the project was improve the information that is offered to people intending to work in Finland. Neo-seutu is divided into four sub-projects, which are NEO-Espoo, NEO-Vantaa, NEO-Otaniemi and NEO-Helsinki. Different organizations and associations do co-operation through Neo-seutu, such as Citizen's offices of Espoo and Vantaa, In Espoo –information service, Virka-info and Otaniemi International Network OIT. The Neo-seutu project is based on co-operation with authorities, companies and organizations and the main function of it was to organize workshops and training for advisors as well as try to find out different models for counseling and giving information for foreign employees. (Neo-seutu website.)

2.2 Virka-info

As mentioned earlier, Virka-info does close co-operation with other projects that are aiming to improve the information and advising services targeted to the foreign work force. Many of these projects and information services are funded by either European Social Fund or the cities and municipalities or both. None of these projects are competitors; they promote the same interest (to offer information services and support to the immigrant employees) but with different objectives.

Virka-info is a public information service point provided by the city of Helsinki. It operates in the Helsinki City Hall and offers information about the city and its services to all residents of Helsinki. It also functions as a shared information office of the

Finnish Immigration Service, the Helsinki Register Office and the Police offering information on immigration issues for foreigners. People moving from abroad will find information about resident permits, citizenships and the Finnish social security system and they will be served in Finnish or Swedish or additionally in English, French, Russian, Bulgarian, Arabic, Somali, Kurdish and Turkish. In addition to the advising services Virka-info also provides the customers with printed brochures, maps and guides about Helsinki as well as computers and free wireless internet connection. (Virka-info website.)

2.2.1 Customers of Virka-info

In year 2011 the total number of customers was 3212 of which 50,5% were women and 49,5% were men. Many of the customers were in Virka-info for the first time, since 75% were new customers, i.e. they visited Virka-info for the first time. The average duration of a customer visit was approximately 20 minutes. In year 2011 the most popular way of getting advice from Virka-info was by telephone, as 47,0% of the customers received advising services on the phone, 46,3% of the customers visited the Virka-info premises and 6,6% had contacted Virka-info via e-mail. (Lampelto, 2012.)

Virka-info advising services are available at least in 11 different languages, which in addition to Finnish and Swedish are English, French, Russian, Chinese, Bulgarian, Arabic, Somali, Kurdish and Turkish. In year 2011 Russian was used the most in advising services as up to 41,9% of the total 3135 customers had received advising service in Russian. Arabic was on the second place with 15,6%, after which followed Finnish with 13,4% and English with 12,4%. Other languages that were used in Virka-info advising services in 2011 were Kurdish (4,2%), Somali (3,7%), Turkish (3,1%), French (2,2%) and Chinese (0,9%). Languages not mentioned above made up to 2,6% of the total number of customers in year 2011. (Lampelto, 2012.)

2.2.2 Customer experience at Virka-info

The customer experience in Virka-info can be divided into 4 steps or phases, which are getting to know Virka-info, visiting Virka-info or receiving advice through other channels, customer satisfaction, sharing the experience with others or using the Virka-info

services again (Figure 1).



Figure 1. Four steps of customer experience in Virka-info

First the customer finds out about Virka-info by seeing an advertisement, receiving a brochure about Virka-info or hearing about Virka-info from friends and relatives. After the first contact has been made the customer either visits Virka-info personally and receives personal advising services or calls Virka-info and tries to find out an answer to his/her concern by phone or in some cases the customer might send an e-mail to Virka-info in which he/she is inquiring advice.

The level of customer satisfaction can be measured after receiving the service. Many things affect to the fact how satisfied the customer feels after the service. For example, the waiting area, the waiting time, the actual meeting with the service adviser and how well an answer to the question/concern was found, have an impact on the customer satisfaction.

Whether the customer experience was good or bad and whether the customer is satisfied with the service or not, she/he will still share her/his experience in Virka-info with others, i.e. with friends and relatives. If the experience was good and pleasant the customer will definitely use the service again but also recommend the service for other people as well. In that case the customer experience cycle goes to the starting point as

now a new potential customer finds out about Virka-info, receives advising services, is satisfied with the service and recommends the service even further.

3 Service

Intangibility, inseparability, variability and perishability commonly characterize services. Intangibility is the major character of a service as it is often times something that cannot be seen, tasted, felt, heard or smelt before consumption, unlike tangible goods. Sometimes even during or after receiving the service it is difficult for the customer to actually know what service he/she received. (Mudie & Pirrie 2006, 3.) A good example of this would be all the brochures about Virka-info available at the Helsinki City Hall lobby. Customer, e.g. a tourist or a resident of Helsinki, stepping in Helsinki City Hall lobby looking for information about Helsinki finds the maps and brochures about Helsinki as well as Virka-info brochures but may not know who actually offered the service (the city of Helsinki and Virka-info). And even after leaving the City Hall she/he might not be aware of the service just received, i.e. she/he might not consider receiving a brochure as service.

Also Christian Grönröös refers to the intangibility of the service by using a term “hidden services”. At least in the administration there are many activities that actually are services to the customers, such as billing activities and handling claims, but since they are produced in a passive way, often times not in the direct contact with the customer, they are not seen as services but more likely as inconveniences. (Grönröös, 2007, 52.)

On the other hand, according to Mudie and Pirrie, services are also characterized as being produced and consumed simultaneously, i.e. being inseparable. This refers to the nature of service: first sold and then simultaneously produced and consumed, such as services like museums, hotels, travel. (Mudie & Pirrie 2006, 4.) The services of Virka-info are free of charge and are available to all people looking for information about the city of Helsinki and its services or about immigration services and moving to Finland. Even though people do not have to pay anything in order to receive the services of Virka-info, the simultaneously produced and consumed –concept applies to Virka-info’s services as well. When people come in for personal advising session, their concern is being talked about and the Virka-info employee is simultaneously trying to offer an answer to the concern of the customer and possibly guide the customer to officials

in charge of that particular concern, such as to Finnish Immigration Service or the Register Office.

Variability follows the “first sold and then simultaneously produced and consumed” – process and is always a consequence of inseparability that cannot be avoided. Services and their quality and performance vary depending on who is the service provider. Additionally the place and time of the service provided creates variability to the service. (Mudie & Pirrie 2006, 3-4.) For example, Virka-info offers basic information on immigration, such as visas, permits and so on, but has no authority to issue any permits. That is a duty of the Finnish Immigration Service. However, often times the Finnish Immigration Service has a lot of customers and waiting times there might be long. If the immigrant only needs some basic information about the permits and is not yet applying for any permit, it might be advisable for him to visit Virka-info first in order to receive information fast and after receiving advising services in Virka-info he will know precisely where to go with what papers and documents.

As services are produced while consumed they cannot be stored for later date, i.e. services are perishable (Mudie & Pirrie 2006, 5). Supply of a service is always determined in advance, eg. there are working predefined number of employees in Virka-info each day. Some days are busier than others and the demand, ie. more customers coming in one day than expected, exceeds the supply, ie. too little employees for customer service. Usually there are no more employees available than determined in advance and thus no extra customer advisers can be used.

3.1 Service concept

In literature service concept has been defined in many various ways but, in my opinion, the definition that best describes the service concept is the one by Goldstein et al. (2000) in the Journal of Operations Management’s publication “The Service Concept: the missing link in the service design research?” when they state the service concept is “a service in the mind”. i.e. a process both the customer and also the employee will see when thinking about that particular service. Actually, service concept is the elements that are provided in the service and that offer value to the customer, a prototype of the

service which describes what and how is to be done in order to achieve satisfied customer in the end. However, it is extremely important that the service concept has been understood by the organization and that it has been communicated to both the customers and to the employees in order to ensure as smooth as possible service delivery. (Goldstein et al. 2000, 123-124.)

3.2 Service design

Service design is a relatively new term, at least in Finland, and it literally means designing the service. By understanding how the customer experiences and perceives the service and what is included in the customer experience, i.e. how the service starts, how the customer is attended and what kind the customer experience is and finally how the service ends, can be created services that are more useful or desirable for the client. And that is when service design steps in the picture. (Moritz, S. 2005, 7.) The whole purpose of service design is through analyzing and visualizing the service process, that often times is left vague, to create new processes or make the old processes better and more functioning. Thus it is important to pay attention to even the smallest things, such as the premises where the service event takes place, lighting, interior design and decor, even signs guiding to the elevators and restrooms or air conditioning, that have an impact on the customer experience and how the customer perceives the service itself. (Sinclair, J. 2012, 6.) Through service design all these aspects can be seen differently and made more functioning.

However, even though the physical environment is in an extremely important role when it is about the customer experience, the physical aspects are not the only ones that create the whole truth about the customer experience. Even calling to the customer service number already creates a customer experience and whether it is good or not, depends on many factors, such as how long the customer service number is and how many numbers the customer must dial, how long must the customer wait in line in order to reach the customer server and what kind of music is being played while waiting. Also Internet, the home pages and social media and how the organization functions in those media can create either positive or negative customer experience. (Sinclair, J. 2012, 6.)

In the customer satisfaction survey for immigrant customers of Virka-info some respondents had mentioned that finding Virka-info's contact information on the website was fairly difficult and they wished the contact information could be found more easily. In addition to this, some other respondents wished there would be more information available about the Finnish laws and regulations in Virka-info website. Planning the Virka-info website so that the contact information would be as easy as possible to find and that there would be a link to Finlex-database, for example, where the translations of Finnish laws and regulations are available, are small changes for Virka-info itself but already they would create more positive feelings among the customers and enhance the customer experience.

All in all, it is suggested that the services would be developed in co-operation with customers so that also emotions and experiences, as well as the functionality and usability of the service, are taken into consideration. This can be done, for example, by recording stories of customers or visualizing the customer service experience by drawing small cartoon-type pictures that create a full image of the whole customer service process. That is a good way to gather emotionally charged information and totally new aspects of the customer experience, because often times the highly educated researchers in their offices cannot simply think all the aspects that are related to the customer service process and how the customers perceive the service. First-hand information and experience from the customers is what helps organizations the most to develop their services. (Sinclair, J. 2012, 7.)

As mentioned already, services are not tangible, they cannot be stored and they are being produced and consumed simultaneously and that is why many things must be taken into consideration when designing the service, such as knowing and understanding what the customers want and need and what are their motivations. Also four D's: Discover, Define, Develop & Deliver help to understand the client, the organization and the market, develop new ideas, translate the ideas into solutions and finally implement them. Actually it could be said that service design is a mediator between the client and the organization, a component that helps building bridges between those two and understands them both: the desire of the client and the desire of the organization. (Moritz, S. 2005, 34-40.)

Why should companies then design their services and do companies really benefit from service design? According to Stefan Moritz there are 10 different benefits from the company point-of-view why companies should involve in service design, such as true understanding of the market needs, connecting organizations and clients, higher quality service experiences as basis of success and differentiation against competition, just to mention few of them (Moritz, S. 2005, 56). All in all, companies do benefit from the service design, because it helps them to understand what the client really wants and needs, as it truly represents the client's point-of-view. Another advantage is it is easier to make changes to services than to manufactured goods. It is easier to be innovative and try out new things when various different implementation models can be tested and carried out in an inexpensive way. (Moritz, S. 2005, 47.)

3.3 Customer service

Elaine K. Harris describes customer service as follows: "Customer service is anything we do for the customer that enhances the customer experience" (Harris, E. K. 2000, 2). She also points out that each customer has their own thoughts and expectations about customer service. A good customer service provider will get to know the specific needs and wishes of a customer and also has to understand what the customer perceives as good customer service in order to attain satisfactory customer at the end of the customer service process. (Harris, E. K. 2000, 2.)

J. Nevan Wright on the other hand summarizes customer service as "the mission – the reason for existence – of service organizations" (Wright, J. N. 1999, 3). True all that. How otherwise would service organizations continue growing and being profitable if their service concept was lacking the skills needed, enthusiastic staff, information technology, etc and if they did not see the customer service as their main objective?

Virka-info offers quite big variety of different services for customers in which the customer is attended personally or the customer from his/her own initiative uses the services, such as computers and magazines, in the Helsinki City Hall lobby. Virka-info's mission is to offer information to all citizens of Helsinki as well as to immigrants mov-

ing to Helsinki or to immigrants already living in Helsinki. The vision of Virka-info is to provide an up-to-date service for foreign people moving to Finland and to ensure that an extensive service network is provided for them.

3.4 Customer satisfaction

Good customer service automatically leads to a customer satisfaction. Harris points out that one step in becoming better customer server is to understand the importance of satisfaction, ie. to understand the overall feeling of satisfaction after having gone through customer service interaction. Sometimes satisfaction may accumulate over a longer period of time; sometimes it might be almost instants. Sometimes it even might be just an afterthought: in the long run the customer realizes how pleasant or unpleasant experience that particular customer interaction actually was when thinking back on it. What is important in customer service is to provide customers with accurate and up-to-date information and be as helpful as possible while creating a pleasant customer service experience. (Harris, E. K. 2000, 2.)

Customers and their needs change all the time. Thus it is important for the companies to change and develop their strategies in order to meet the current customers' expectations and needs. Thus also the employees must share the values of the organization and must be committed to those. Also the attitude plays a big role in the customer service. Customer service is not only about having great attitude. However, right attitude is required at all times! That also applies to the use of technology and information as it makes the customer service easier. (Harris, E. K. 2000, 2.) Nowadays it is easy to connect with customers on the Internet through social media, for example. However, as Harris points out, providing too much information or information, that is difficult to understand or access, might sometimes be a challenge too. That is, organizations should think what is it that they are trying to accomplish and then act accordingly to their importance. (Harris, E. K. 2000, 2-3.)

4 Conducting the research

In November 2011 we had a kick-off meeting with the project manager Riitta Lampelto and project coordinator Hua Lei. In that kick-off meeting they told me what were their goals and objectives for this project and based on that we started planning the research question and objectives. They introduced Virka-info to me more in depth so that I was able to create a bigger picture of Virka-info's services and how it relates to other corresponding projects.

The survey was planned in December 2011 and January 2011 and implemented in February-March 2012. The original plan was to collect the responses only in February but since by the end of February there were 56 responses we decided to let the survey run until end of March so that as many responses as possible could be gathered. That was worth it; at the end of March there were 93 response forms filled in.

The purpose of this questionnaire was to measure overall customer satisfaction as well as several customer requirements; such as how the customers felt they were treated in Virka-info and whether they found an answer to their concern/question.

4.1 Survey method

Self-completion quantitative survey method was chosen for this study because of its benefits of not having an interviewer. According to Brace, the respondents might answer more freely and honestly about even sensitive subjects when the interviewer is not around. Also all kind prejudice or bias in the answers will be eliminated in the self-completion surveys. (Brace 2008, 29.)

The structured questionnaire consisted of 13 multiple questions and 1 open question where the respondents could freely express their thoughts and give some suggestions for improving the services (Attachment 1). I originally had written the questionnaire in English and had translated it in Finnish but since Russian and Arabic are the most used languages in the Virka-info advising services, the questionnaires were translated into Russian and Arabic by a translation agency (Attachments 2,3 and 4).

Accordingly Hirsjärvi (et al) multiple choice questions seem to be easier for the respondents to fill in due to the offered answering options and thus the emphasis of the questionnaire was on the multiple choice questions. Multiple choice questions also create less variety in the answers, when all the options are already offered and the respondent cannot answer totally freely. Open-end questions were offered with the multiple choice questions if any of the mentioned answering choices did not correspond with the respondent's opinion. (Hirsjärvi et al. 2009, 198-201.) It was recommended that the customers would stay at the Virka-info premises to fill in the questionnaire to make sure that the response rate would stay as high as possible, ie. all the customers who used the Virka-info services would also fill in the questionnaire. When the customers wanted, they could also take the questionnaire home and fill it in there. In such a case those customers were provided with envelope with return address and pre-paid stamp so that they could return the questionnaire to Virka-info as easily and conveniently as possible.

In this survey it was good that a choice "other, please specify" was offered, when applicable, because in quite many cases the respondents could not choose anything from the listed options but they had another answer to that particular question. That way other very valuable information, that had not been even thought about while compiling the answering options, was successfully gathered.

4.2 Survey structure

According to Ian Brace, when there are more positive alternatives than negative alternatives available, the total number of positive responses is more likely to be higher than it otherwise would be, because the positive options are more likely to be chosen more often. (Brace 2009, 67-69.) Thus, when appropriate, balanced scales were used so that equal number of positive and negative options would be available in order to avoid offering too many alternatives on the positive side and too little alternatives on the negative side. Balanced scale also supports the use of five-point scale where there are two positive alternatives, one neutral and two negative response options. Brace adds that the respondents tend easily to understand the five-point scale. By offering one neutral response option the five-point scale also allows a response option for those

people who neither agree nor disagree, ie. they “have no strong view either way”.
(Brace 2009, 70-71.)

Also Likert scale (known as an ‘agree-disagree’ scale) was used for one of the questions (questions 7) to find out how strongly the respondents agree or disagree with the statements provided about how they were treated in Virka-info. Likert scale seemed to work pretty well for that kind of question as the question was about how the customers were treated and how their concern was taken into account. For the customers it seemed to be fairly easy to choose an option from “agree – disagree” scale according to their feelings. However, some respondents had not answered to all the sub-questions, ie. they had checked only one box in the entire table. In those cases it is impossible to know why they chose not to check all the check-boxes for all the sub-questions. Do they not have an opinion about the other statements? Or do they mean that this one checked box is applicable for all the other statements as well?

4.3 Target group and sample size

Target group of this survey was all the immigrant customers of Virka-info who personally came to Virka-info premises in the Helsinki City Hall and either used the services provided in the Helsinki City Hall lobby or received personal advising services from the Virka-info personnel and whose mother tongue was other than Finnish or Swedish. It would have been impossible to survey the whole population, i.e. all the immigrant customers of Virka-info, because the survey was only in a paper format and thus in order to receive the questionnaire and fill it in, the customer needed first visit Virka-info and use the services there, i.e. customers calling to Virka-info could not have been able to participate in the survey. Thus non-probability sampling method where judgments are used to define the population, judgment sampling, was appropriate for this research, since we could not ensure that each person in the population had an equal chance of being selected as a respondent (Balnaves et al 2001, 95).

Between 1 February and 31 March 2012 in Virka-info there were all together approximately 712 contacts with customers of which 307 were customer visits to Virka-info, 349 contacts by phone, 57 contacts via e-mail and 2 other customer contacts. All in all

the response rate was 30,3%, for out of the 307 personal visits to Virka-info 93 people filled in and returned the survey.

4.4 Data collection

I chose to use a self-completion survey method in my research by conducting a questionnaire that was handed out to the immigrant customers of Virka Info in January - March 2012. The questionnaire was handed out by the Virka-info employees after the customer had used some services in Virka-info to make sure that the sampling would truly consist of immigrant customers of Virka-info, not just some random people who decided to step in the Helsinki City Hall lobby looking for some other information.

5 The results

The number of responses in this survey was quite extensive; 93 response forms were filled in and returned to the Virka-info's mail box in the Helsinki City Hall lobby between 1 February and 31 March 2012. Russian, Arabic, Finnish and English being the most used languages in the Virka-info advising services, the questionnaire was offered in those languages. The majority of the respondents had filled in the form in Russian, Arabic had been used the second most, English the third most and Finnish was on the fourth place.

5.1 Background information of the respondents

In order to find out from what kind of people the population consisted of, at the beginning of the survey were asked some basic information about the respondents. The background variables asked were gender, age (not the exact age but age in 5 different age groups, which were divided in gaps of 9 years), livelihood (eg. whether the respondent is a student, employed, entrepreneur, unemployed, pensioner or other) and mother tongue in order to find out from which region the person might be from. The actual home country was not asked, because especially people, who have lived in Finland many years and have even the Finnish citizenship, might consider Finland as their home country even though they are originally from somewhere else. In this study we wanted to know especially where the people are originally from.

Gender distribution of the respondents was quite equal, as 47 of the respondents were women and 46 men. The age group of 18-24 years old was the smallest with 10 respondents (11%). Age groups 25-34 and 35-44 were the two biggest and similar-sized age groups, as both of them amounted to 27 respondents (29%). To this survey answered 17 people who were in the age group of 45-54 (18%) and 12 respondents (13%) were 55 or over.

Sixteen of the respondents were students (17%), 27 respondents (29%) were employed, 6 respondents (6%) were entrepreneurs. The biggest group in the livelihood category formed the unemployed with 34 respondents (37%). Three of the respondents were pensioners (3%) and 3 had chosen "other, please specify" option as none of the men-

tioned groups applied to them. Among those 3 respondents there were 2 on maternity leave and one doing his work practice. Four of the respondents (4%) did not answer to this question.

Most of the respondents, i.e. 41 people (44%), had marked Russian as their mother tongue. The second biggest nationality was formed by the people who marked Arabic as their mother tongue, as there were 10 respondents (11%) whose mother tongue was Arabic.

5.2 Services of Virka-info

Virka-info services are approximately used once or more in a year, as the most respondents (26 respondents i.e. 28%) said they use the services of Virka-info once or more in a year. By looking at the figure 2 one might think that category other is the far biggest but that contains all the responses where the response option “other, please specify” was chosen and naturally there can be various different answers. All together 39 respondents felt that none of the mentioned answering options were applicable to them so they had written their own response. In “other, please specify” category there were responses, such as “for the first time”, which was mentioned by 23 respondents, 14 respondents said they use the services whenever a need occurs.

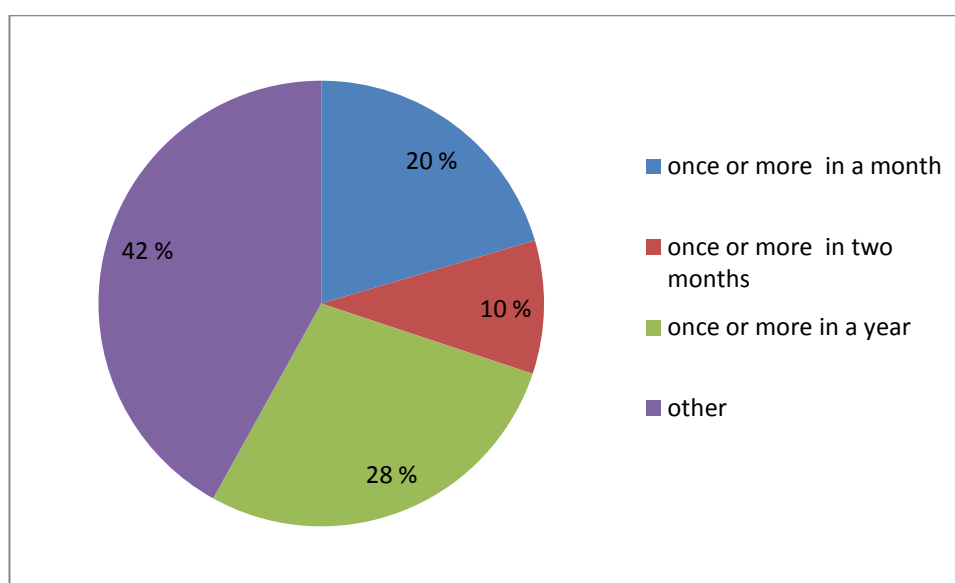


Figure 2. Frequency of using Virka-info services (n=93)

Of all Virka-info's services personal advising services had been used by far the most. Seventyfour respondents (79,6%) had received personal advising services in Virka-info and 72 respondents had used those services at the time when the survey was conducted. Virka-info brochures have been used the next most, as 29 respondents (31,2%) had received a brochure about Virka-info. Personal visits had also been made to the Helsinki City Hall, for 20 respondents (21,5%) had visited the Helsinki City Hall lobby and received information there about the services and events of Helsinki. The customers are also aware of the possibility to read magazines and newspapers in Virka-info premises in the Helsinki City Hall lobby as 18 respondents (19,4%) have read magazines and newspapers there. Also computers are used by some of the customers, but they are the least used of all Virka-info services. Ten respondents (10,8%) marked they have used the computers (Figure 3).

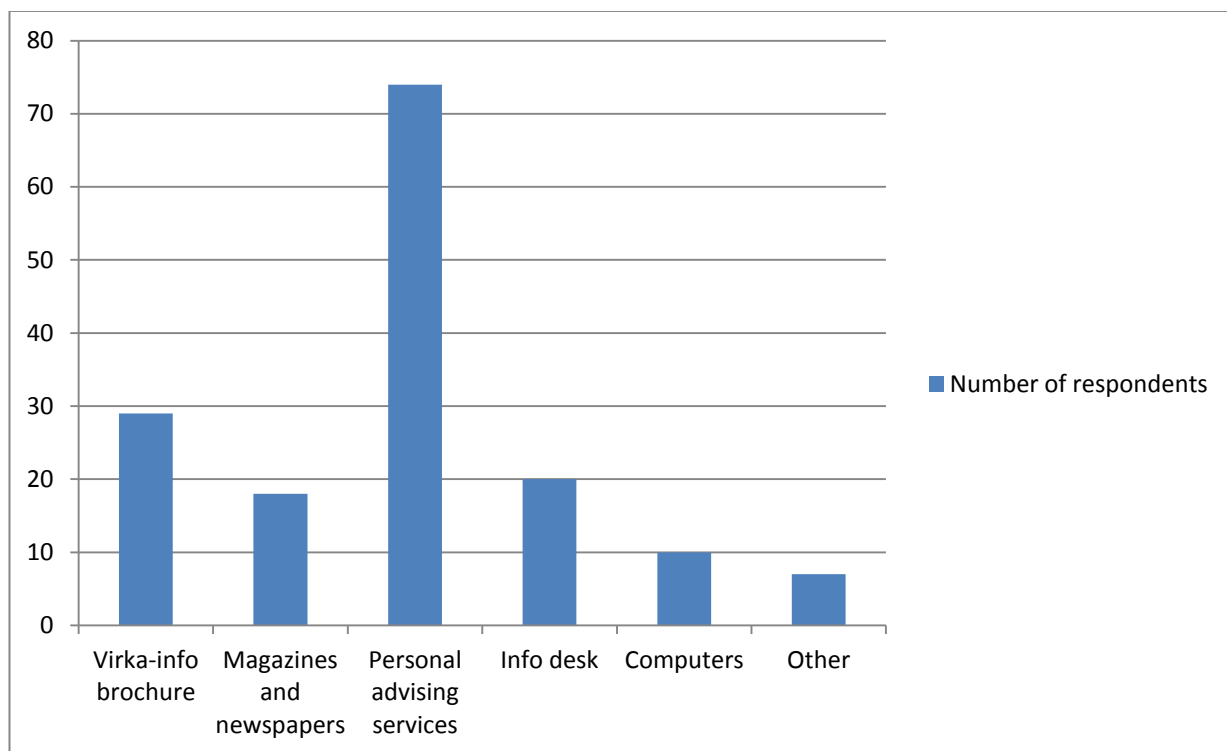


Figure 3. Services used in Virka-info (n=93)

The services of Virka-info are very well carried out and according to the customers they are very informative as well. Majority of the respondents, ie. 86 of them (92,3%) felt they found an answer to their concern/question when visiting Virka-info. Only 4 respondents (4,3%) said they found an answer partly and 3 respondents (3,2%) could not say whether they found an answer or not.

Before customers receive a service they have some expectations based on other people's experiences, for example. However, Virka-info has succeeded in filling up the prior expectations, as 74 respondents (79,6%) said the Virka-info's advising services met their expectations very well. Sixteen respondents (17,2%) felt the advising services met their expectations well and only 3 respondents (3,2%) thought the advising services met their expectations only moderately.

5.3 Overall picture of Virka-info's services

On average the customers are very satisfied with both the services and the staff of Virka-info. Some of the respondents had obviously misunderstood the replying method in questions 6 and 7, where were asked their attitudes towards the services and the staff in the Likert scale. Some respondents had answered only to one of the sub-questions and left the other totally blank and some, on the other hand, had chosen two different opinions, agree and partly agree, to the same sub-question. The validity of these two questions is quite low and thus I will not state any exact numbers regarding these two questions but the overall picture shows that customers would give grade "excellent" to Virka-info's services.

At the moment, customers may receive services personally by visiting Virka-info, by phone and by e-mail. However, in the question 8 were surveyed through which channels customers would like to receive advising services in Virka-info. Personal advising services are the most popular, as majority, i.e. 84 respondents would still like to receive services personally by visiting Virka-info premises and meeting the service advisers. Receiving advising services by phone is the next popular option as 32 respondents would call Virka-info when they have questions and concerns. Twentyseven respondents would like to send and receive e-mail and only 4 respondents would like to have an opportunity to chat with the service advisers in Virka-info (Figure 4).

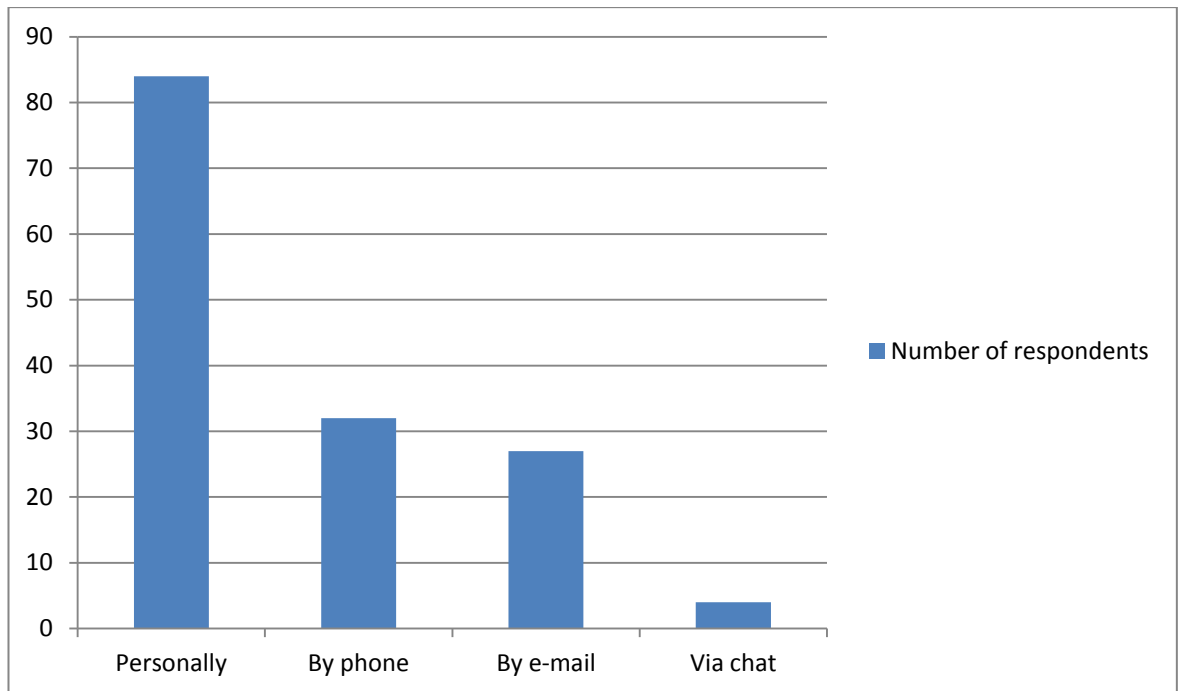


Figure 4. Channels through which customers would like to receive personal advising services (n=93)

5.4 Finding out about Virka-info's services

At the beginning of year 2011 Virka-info carried out a massive advertising and information campaign in which billboards around the city of Helsinki had messages in many different languages which invited customers to visit the Helsinki City Hall. Virka-info took also part in the Helsinki Region Welcome week's program in the fall 2011. (Virka-info vuosikertomus, 2011). Other than that Virka-info does not advertise a whole lot more and thus one of the objectives of the study was to find out how people find the Virka-info services and how they would like to get information about different services of Virka-info.

Word of mouth is the most important way how Virka-info's services could find more potential customers, as 46 respondents said they found out about Virka-info from friends or relatives. Especially respondents whose mother tongue was Russian had answered that they had heard about Virka-info from friends. Internet is nowadays common source of information and actually 31 respondents had come across Virka-info while browsing the Internet. 10 respondents had read or seen an advertisement about Virka-info in a newspaper or magazine, 9 respondents had received a brochure about Virka-info, 5 had seen an advertisement about Virka-info and 5 had heard about

Virka-info when visiting officials, such as the Police, the Finnish Immigration Service or the Local Register Office (later officials). 8 respondents had chosen the alternative “other, please specify”. In that category there were answers, such as school or teacher, adult education institute and the former Virka-info service point in Itäkeskus (Figure 5).

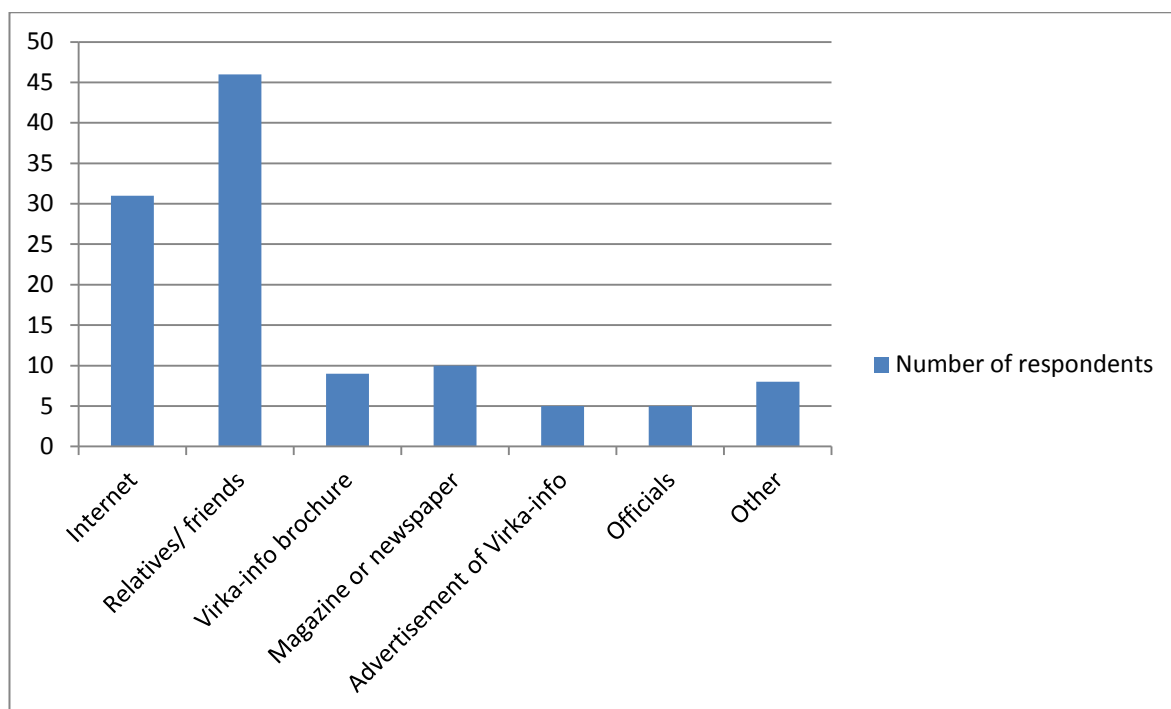


Figure 5. Customers’ ways of finding out about Virka-info's services (n=93)

Even though Virka-info does not advertise a lot, it seems that Virka-info reaches its customers quite well. 54 respondents (58%) feel there is enough information available about Virka-info’s services, 31 respondents (33%) could not say whether there is enough information available or not and 8 respondents thought there is too little information available.

The survey shows Virka-info should do even more co-operation with officials, at least in the terms of communicating, since 39 respondents wished to receive information about Virka-info’s services from the officials. Based on the answers from the survey, Virka-info should also communicate better its services and events in the printed media, such as magazines and newspapers, as 38 respondents would like to get information about Virka-info through printed media. Interesting was, that especially the older respondents would like to receive information about Virka-info from the newspapers

and magazines. Educational institutes are also in an important role when it comes to communicating the different services of Virka-info, as 33 respondents were in the opinion that information about Virka-info services should be available in the educational institutes. Social media is nowadays extremely “in” especially because it is very good way to get and share information. That trend can also be seen in the responses of the survey, as even 30 respondents would like to be able to read about Virka-info’s services in social media, such as Facebook. As pointed out earlier: the older people prefer printed media as their source of information, and regarding that the same trend can be seen with social media but among the younger respondents. It is evident that younger generation is more comfortable with the electronic devices and Internet and thus they prefer Internet and electronic devices as their major source of information. Libraries are seen as good sources of information, because 26 respondents think it would be good to have information about Virka-info available in libraries as well. 24 respondents wish there would be information about Virka-info also in other facilities of the city of Helsinki and 17 respondents would like to see advertisements about Virka-info in billboards around Helsinki. Also some other channels through which customers would like to receive information were post and e-mail (Figure 6).

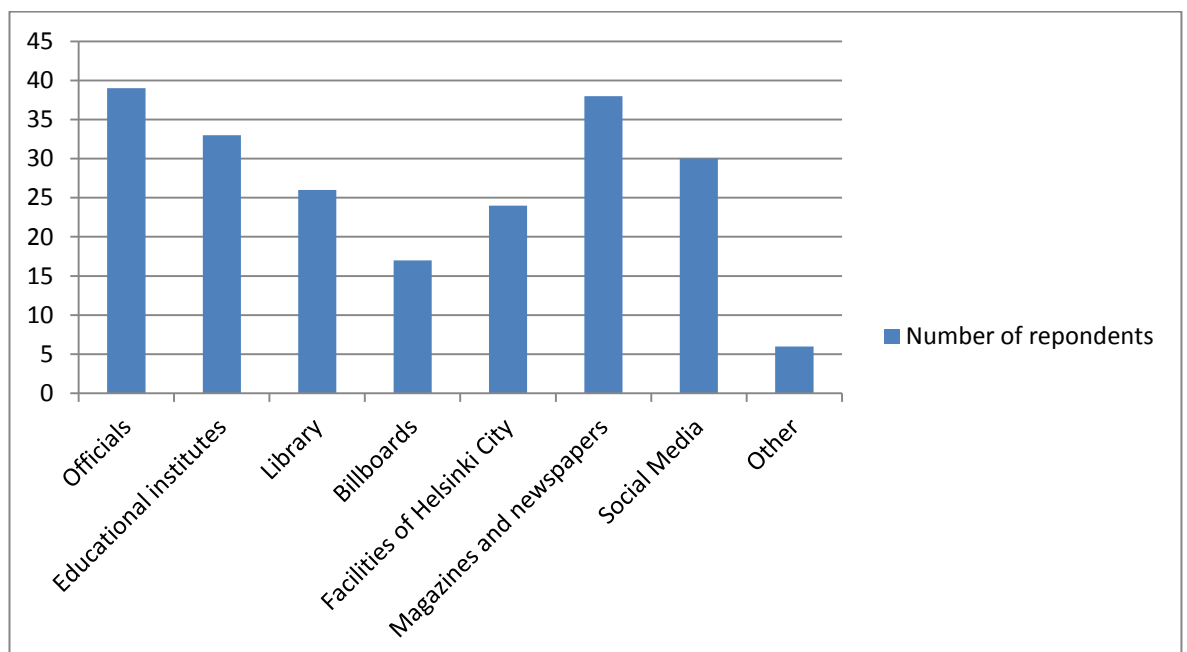


Figure 6. Channels through which customers would like to receive information about all Virka-info's services (n=93)

According to the majority of the respondents the Virka-info services are either very easy or relatively easy to find. 42 respondents (45%) were in the opinion that the services were very easy to find and 40 respondents (43%) thought it was relatively easy to find the services of Virka-info. For 8 respondents (9%) finding the services was moderately easy, 2 respondents (2%) said it was relatively difficult and 1 respondent (1%) stated it was very difficult to find Virka-info services.

5.5 Need of information

From the survey it can clearly be seen that the need of information in all fields is obviously bigger when moving to Finland than when having lived in Finland more than 5 years. When moving to Finland permanently, questions about visas, permits, etc. are naturally risen and regarding this, 60 respondents (64,5%) feel that they would need information about visas, resident permits and other permits when they are moving to Finland. Other questions relate to working and social security, for 52 respondents (55,9%) would need information about working and 51 respondents (54,8%) would like to hear about the social security system in Finland. Studying in Finland also raises some questions when the immigrant has just moved to Finland. 45 respondents (48,4%) feel they would need information about different education possibilities in Finland. The decisions of officials are sometimes quite difficult to interpret due to the language barrier or especially in the case when the immigrant is not familiar with the Finnish laws and rules. That is the reason why 43 respondents (46,2%) thought help and information about interpreting the decisions of officials would be very useful when one has just moved to Finland. Twentyone respondents (22,6%) feel they would need more information about marriage. Other issues the new-comers would need help with and information about are finding an apartment, rights of the immigrant, legal matters, education for children, entrepreneurship and taxation in Finland (Figure 7).

When information about permits, visas, etc. and working is needed when moving to Finland, the need of information about working and social security are in major role when the person has lived in Finland more than 5 years. After having lived in Finland for some years, 42 respondents (45,2%) would like to get information about working and 38 respondents (40,9%) about social security. Information about permits, visas,

etc. and interpreting the decisions of officials is needed by 30 respondents (32,3%), 29 respondents (31,2%) would need information about studying and 10 respondents (10,8%) would like to get advice about marriage. Other questions that might occur when the person has lived in Finland more than 5 years concern the health care system, legal matters, taxation, integration to Finland, advice on bringing the family together and education for children (Figure 7).

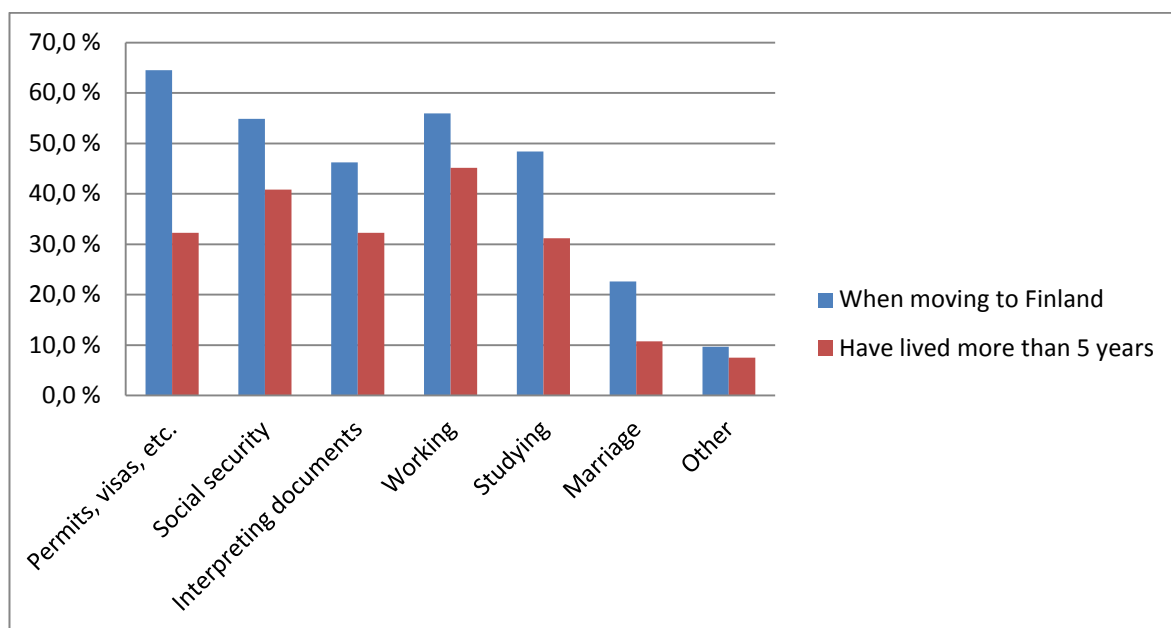


Figure 7. Need of information when moving to Finland and having lived in Finland more than 5 years (n=93)

5.6 Other feedback from the survey

The customers who were asked to fill in this customer satisfaction survey had given instant feedback to the service advisers at Virka-info after completing the survey. According to the project manager in Virka-info many customers had said the survey was quite extensive. The last question in the questionnaire was an open question where the customers could write their comments and suggestions for improvement and many of them had written down some very good points and little thank-you notes for Virka-info and the staff. Many had emphasized how satisfied they are with the service and how grateful they are a service like this exists. Some of the respondents had even mentioned the service adviser by name and thanked them and expressed how good service they received from them. Someone had commented that English translations of important laws must be available and that bureaucracy should end between different offi-

cials. Another respondent, in turn, had written that it would be good if there were more clarifications about amendments and acts in Virka-info website. According to some respondents, the Virka-info contact information, especially the phone number, was quite difficult to find on the website and some respondent wish there would be more information about Virka-info available on the Internet. Few respondents were asking whether there is service in Chinese in the feedback section.

Virka-info used to be locate in Itäkeskus and due to that some customers were commenting they had gone to the old service point and found out there that Virka-info has moved to Helsinki City Hall. Other respondents said they came to Virka-info all the way from Itäkeskus, and according to them, coming to the Helsinki City Hall is not convenient for them because the venue is difficult to reach by public transport. The old location in Itäkeskus was more suitable as it was able to be reached by public transport, i.e. bus and metro. This can be interpreted that there would still be need for Virka-info service point also in Itäkeskus.

The most meaningful messages are quoted below in order to be able to transmit the whole message:

“Really nice to have Virka. Specially for the immigrants to get some advice and help. I am so happy to find Virka, with this help I am not feeling so alone in this country. This is real action and help. Iso Kiitos!”

“I have visited twice and have been treated very well and got all the information I needed. I am very satisfied with the service.”

“The service is good and it helps to understand the situation in Finland.”

“I have received good service with good understanding. Keep it, thanks!”

“Very good exploration of my needs to find a solution.”

“The service is very useful for foreigners. Found good information from Virka. Thanks Virka.”

“Very good service. Many thanks.”

“I hope this service would be permanent because it helps immigrants in Finland and clarifies the integration in the Finnish society. We always need information about many issues. Thank you the city of Helsinki for offering this kind of service.”

“I wish all the officials would co-operate with Virka-info.”

6 Realibility and validity of the research

Despite the fact that survey is quite effective way of conducting a quantitative research it has it's own cons and weaknesses as well. The researcher can not know whether the respondents have been honest when filling in the questionnaire and if they have taken the questionnairre seriously or not. Also the answering options might have been confusing or they might have been misinterpreted by the respondents and thus the material might not show the real and accurate opinion of the respondents. On the other hand, very low response rate will also affect the validity and realibility of the survey negatively. (Hirsjärvi, Remes & Sajavaara 2009, 195.)

Something I noticed was that self-completion paper survey does not work well when the answers should be accurate and there should not be any responses where the researcher would have to interpret the answers of the respondents. In this research there were many survey forms where the respondents had answered only partly to questions that consisted of many sub-questions, for example questions 6 and 7. In question 6 the repondents were askes to evaluate the services of Virka-info and give grades for five different services Virka-info offers (advising services, information available, necessity of the information, functionality of the Helsinki City Hall lobby and the computers). In many cases the respondent had only chosen one grade and usually marked it for the advising services. In those cases it was somewhat difficult to interpret whether the respondent wanted to give only one overall grade to all the services or if she/he really meant to give only one grade to that particular service. Thus question 6 cannot truly be taken into account in the evaluation of the results. However, it still gives some guidelines of what the customers really think about the services, because it gives a picture that most of the customers would give grade "excellent" to all the services, and thus can be anticipated that they are satisfied with all the services of Virka-info.

7 Conclusion

The study clearly shows that services like Virka-info are needed and very well appreciated among immigrant population in Finland. The services help immigrants better to integrate in the every-day life in Finland and they also offer help and support for understanding better the Finnish society. From the survey it can clearly be seen that the need of information in all fields is obviously bigger when moving to Finland than when having lived in Finland more than 5 years. However, information about the same categories is needed in both cases; information about visas, permits, working in Finland and social security is needed when moving to Finland and working related information as well as advice about social security is needed when the person has lived in Finland for some time.

One indicator that the personal advising services are in great demand is the fact that the personal advising services are used the most by immigrant customers and majority of the customers would like to receive Virka-info services personally in the future as well.

In general, the customers are very satisfied with the personal advising services and they think the Virka-info service advisers are professional and helpful. Also, majority of the customers of Virka-info felt they had received an answer to their question or concern after receiving the personal advising services. Customers feel it is important to be able to receive information and advice either in their mother tongue or in a language they master well.

Virka-info does not advertise too much in the ordinary media (TV, newspapers, radio) and thus the most important way how people find out about Virka-info is word of mouth, i.e. they hear about the services from their friends or relatives. That is important to keep in mind when planning and designing the Virka-info service concept and advertising strategy. Interesting finding in terms of communicating Virka-info services was that customers feel it would be important to hear and get information about Virka-info services also from the officials, such as the Police, the Immigration Office

and the Register Office. Also magazines and newspapers as well as educational institutes would be good channels for spreading the word about Virka-info's services.

Many customers already feel there is enough information available about Virka-info's services. However, the study pointed out that Virka-info website could be improved in terms of providing other information than directly related information about Virka-info services. According to the respondents it would be good if translations of important laws and amendments would be available in the Virka-info website or there would at least be a link to a website where that information is available.

Earlier the Virka-info service point used to locate in Itäkeskus. The study shows that there would still be demand also for a Virka-info service point in Itäkeskus, as customers living in the eastern parts of Helsinki felt it was more convenient for them to come to Itäkeskus and not all the way to the Helsinki city center.

8 Discussion

I would like to thank the personnel of Virka-info and especially the project manager Riitta Lampelto, who promised to act as my project advisor from Virka-info. Without their enthusiastic support I would not have been able to succeed in my research the way I succeeded. They helped me to develop the questionnaire the way that it would best support the objectives and purpose of this study. They also ensured the relatively good response rate by asking the customers to fill in the questionnaire after using Virka-info services. Without their input the number of responses would definitely have been much lower.

All in all, customers are satisfied with Virka-info services and they were very thankful that such a service exists. According to them there is not huge demand for improvement, because Virka-info staff is already professional and information provided accurate. However, in my opinion, there are some things Virka-info could take into consideration in order to up-date their services.

Nowadays social media is more and more important and terms of communication and networking – both in organizations as well as in private life. When writing this bachelor's thesis Virka-info had a Facebook profile but that was quite simple and only consisted of the basic contact information. Virka-info should definitely update their Facebook account and profile because via Facebook it would be extremely easy and affordable to market and get more visibility to their services. Facebook could also be used for advising purposes, for people could post their questions and comments on Virka-info's wall and Virka-info staff could easily respond to the questions there. For sure there are lots of immigrants who share the same questions and concerns and in Facebook people could see whether their question or concern has already been answered to. In Facebook Virka-info could also inform immigrants about new laws and amendments, for example, and comment on them and advice people what actions must be taken regarding them. Facebook would also be a good place to post announcements on what is happening in Virka-info and for other information purposes. Also immigrants could get in contact with Virka-info staff, other immigrants or residents of Helsinki in the

Virka-info Facebook profile and start a lively conversation about life in Finland and how you can succeed in Finland as an immigrant.

Even though social media is nowadays extremely important channel for marketing and communication it should not be the only channel. According to the customer satisfaction survey many customers would like to receive information about Virka-info services in newspapers and magazines. I suggest that Virka-info would publish either an advertisement about their services or just their contact information in some of the newspapers and magazines that are targeted to immigrants, published in English and that are free of charge, such as Six Degrees. I believe that especially older customers could be better reached by printed media.

Virka-info and educational institutions, especially the ones that are offering more adult education, such as Edupoli, could do more co-operation in terms of communication. I see it would be a benefit both for Virka-info and the immigrants that there would be Virka-info brochures and other material about Virka-info's services available in those educational institutes. That way for sure people needing Virka-info services would find them more easily.

Autumn 2011 Virka-info took part in the Helsinki Region Welcome week's program but I highly recommend that Virka-info would take more part in events that are targeted to the immigrants, i.e. events where small and medium sized enterprises are connected with the international talents, such as TalentFactory and other such events. I believe it would be useful both for the companies taking part in these events to hear what must be taken into consideration when hiring an immigrant and for immigrants to hear what kind of permits they need when working in Finland, etc.

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Virka-info vuosikertomus 2011.



Attachments

Attachment 1: Customer Satisfaction Survey about Virka-info's services

Dear customer,

Your opinion about Virka-info's services is very important to us. It will help us to improve our services because we want to offer services that meet your expectations better and the expectations of our other customers. The questionnaire is easy to fill in and it takes only a couple of minutes of your time. By filling in this questionnaire, you can help us to improve our services. Responses will be treated anonymously and with extreme confidentiality.

The questionnaire is part of HAAGA-HELIA student Anniina Mandelin's thesis. For more information concerning the questionnaire, please contact student Anniina Mandelin anniina.mandelin@myy.haaga-helia.fi. After concluding the survey, we will be happy to provide you with the results of the questionnaire on request to (virkainfo@hel.fi).

Thank you in advance for your response!

Virka-info

Basic information

Are you: female male Your mother tongue: _____

Your age: 18-24
 25-34
 35-44
 45-54
 55-

Are you: student
 employed
 entrepreneur
 unemployed
 pensioner
 other, please specify _____

Services of Virka-info

1. How often do you use the services of Virka-info? (Please select one)

- once or more in a month
 once or more in two months
 once or more in a year
 other, please specify _____



2. Which services of Virka-info have you used? (You may select more than one option)

- I have received a brochure about the services
- I have read magazines and newspapers at Virka-info premises
- I have used personal advising services
- I have received information on the services and events of the city of Helsinki at the information desk in the lobby of Helsinki City Hall
- I have used the computers
- Other, please specify _____

3. Which of these services did you use last?

- Brochures
- Magazines and newspapers
- Personal advising services
- Information desk in the lobby of Helsinki City Hall
- Computers
- Other, please specify _____

4. Did you find an answer to your question/concern?

- yes
- no
- partly
- cannot say

5. How did Virka-info's advising services meet your expectations?

- very well
- well
- moderately
- poorly
- very poorly

Overall picture of Virka-info's services

6. Which grade would you give to the services of Virka-info?

	poor	tolerable	satisfying	good	excellent
Advising services	4	5	6 7	8	9 10
Information available	4	5	6 7	8	9 10
Necessity of the information	4	5	6 7	8	9 10
Functionality of the lobby	4	5	6 7	8	9 10
Computers	4	5	6 7	8	9 10



7. How were you treated?

	Agree	Partly agree	Neither agree nor disagree	Partly disagree	Disagree
Friendly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Professionally	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Discreetly	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Helpfully	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Going deep into your concern	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. How would you like to receive advising services at Virka-info? You may choose more than one option.

- Personally
- By phone
- By e-mail
- Via chat
- Other, please specify _____

Finding out about Virka-info's services

9. Where did you find out about Virka-info's services?

- Internet
- Relatives/ friends
- Brochure of Virka-info
- Magazine or newspaper
- Advertisement of Virka-info
- Officials (Police, Finnish Immigration Service, Logal Register Office)
- Other, please specify _____

10. Is there enough information available about Virka-info's services?

- yes
- no
- cannot say



11. Through which channels would you like to receive information about Virka-info's services? You may choose several options.

- Officials, (Police, Finnish Immigration Service, Logal Register Office)
- Educational institutions
- Library
- Billboards
- Facilities of Helsinki City
- Magazines and newspapers
- Social media (eg. Facebook)
- Other, please specify _____

12. Was it easy to find the services of Virka-info?

- Very easy
- Relatively easy
- Moderate
- Relatively difficult
- Very difficult

Need of information

13. What kind of information would you need, when...

a. You are moving to Finland?

- Permits, visas etc.
- Social security
- Interpreting the decisions of the officials
- Working
- Studying
- Marriage
- Other, please specify _____

b. You have lived in Finland more than five years?

- Permits, visas, etc.
- Social security
- Interpreting the decisions of the officials
- Working
- Studying
- Marriage
- Other, please secify _____



14. Your comments and suggestions:

Thank you for Your response!



Attachment 2: Asiakastyytyväisyystutkimus Virka-infon palveluista

Hyvä asiakas,

Mielipiteenne Virka-infon palveluista on meille tärkeä. Se auttaa meitä kehittämään palvelujamme, koska haluamme tarjota palveluja, jotka vastaavat entistä paremmin Teidän ja muiden asiakkaidemme tarpeita. Kyselylomakkeeseemme on helppo vastata. Vastaamiseen kuluu aikaa muutama minuutti. Vastaamalla vaikutatte palvelujemme kehittämiseen. Kaikki vastaukset käsitellään nimettöminä ja ehdottoman luottamuksellisesti. Vastattuanne kyselyyn voitte jättää lomakkeen kirjekuoressa aulassa sijaitsevaan lukolliseen laatikkoon.

Kysely on osa Anniina Mandelinin, HAAGA-HELIA Ammattikorkeakoulun opiskelijan lopputyötä. Lisätietoja kyselyyn liittyen saatte opiskelija Anniina Mandeliniltä annina.mandelin@myy.haaga-helia.fi. Työn valmistuttua kerromme mielellämme kyselyn tuloksista sähköpostitse (virkainfo@hel.fi).

Kiitos vastauksistanne jo etukäteen!
Virka-info

Taustatiedot

Oletteko: nainen mies
ne: _____

Äidinkielen-

Ikänne: 18-24
 25-34
 35-44
 45-54
 55-

Oletteko: opiskelija
 työssäkäyvä
 yrittäjä
 työtön
 eläkeläinen
 muu, mikä? _____

Virka-infossa asiointi

1. Kuinka usein käytätte Virka-infon palveluita? (Valitkaa yksi)

- kerran kuussa tai useammin
 kerran kahdessa kuussa tai useammin
 kerran vuodessa tai useammin
 muu, mikä? _____

2. Mitä Virka-infon palveluita olette käyttäneet? (Voitte valita useamman)

- Olen saanut esitteet erilaisista palveluista
 Olen lukenut sanoma- ja aikakauslehtiä Virka-infon tiloissa
 Olen saanut henkilökohtaista neuvontapalvelua
 Olen saanut tietoa kaupungin palveluista ja tapahtumista aulan info-
pisteestä
 Olen käyttänyt tietokonetta
 Muu, mikä? _____



3. Mitä näistä palveluista käytitte viimeksi?

- Esitteet
- Sanoma- ja aikakauslehdet
- Henkilökohtainen neuvontapalvelu
- Info-piste kaupungin talon aulassa
- Tietokone
- Muu, mikä? _____

4. Saitteko vastauksen kysymykseenne?

- kyllä
- ei
- osittain
- en osaa sanoa

5. Kuinka Virka-infon neuvontapalvelut kohtasivat odotuksenne?

- erittäin hyvin
- hyvin
- kohtalaisesti
- huonosti
- erittäin huonosti

Yleiskuva Virka-infon palveluista

6. Millaisen arvosanan antaisitte Virka-infon palveluista?

	heikko	välttävä	tydyttävä	hyvä	kiitettävä
Neuvontapalvelut	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="8"/>	<input type="text" value="9"/> <input type="text" value="10"/>
Tarjottu tieto	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="8"/>	<input type="text" value="9"/> <input type="text" value="10"/>
Tiedon tarpeellisuus	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="8"/>	<input type="text" value="9"/> <input type="text" value="10"/>
Palvelutilan toimivuus	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="8"/>	<input type="text" value="9"/> <input type="text" value="10"/>
Tietokoneet	<input type="text" value="4"/>	<input type="text" value="5"/>	<input type="text" value="6"/> <input type="text" value="7"/>	<input type="text" value="8"/>	<input type="text" value="9"/> <input type="text" value="10"/>

7* Kuinka teitä kohdeltiin?

	Samaa mieltä	Osittain samaa mieltä	Ei samaa eikä eri mieltä	Osittain eri mieltä	Täysin eri mieltä
Ystävällisesti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ammattitaitoisesti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Hienotunteisesti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Avuliaasti	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Asiaanne paneutuen	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Miten haluaisitte Teitä neuvottavan Virka-infossa? Voitte valita useamman vaihtoehdon.

- Henkilökohtaisesti
- Puhelimella
- Sähköpostilla
- Chat
- Muu, mikä? _____

Virka-infon palveluista tiedottaminen

9. Mistä saitte tiedon Virka-infosta?

- Internet
- Sukulaiset/ ystävät
- Virka-infon esite
- Sanoma- tai aikakauslehti
- Mainos Virka-infosta
- Viranomaiset (poliisi, maahanmuuttovirasto, maistraatti)
- Muu, mikä? _____

10. Onko Virka-infon palveluista tarpeeksi tietoa saatavilla?

- kyllä
- ei
- en osaa sanoa

11. Mitä kautta haluaisitte saada tietoa Virka-infon palveluista? Voitte valita useita vaihtoehtoja.

- Maahanmuuttovirasto, maistraatti, poliisi
- Oppilaitokset
- Kirjasto
- Ulkomainokset
- Helsingin kaupungin tilat
- Sanoma- ja aikakauslehdet
- Sosiaalinen media (esim. Facebook)
- Muu, mikä? _____



12. Oliko Virka-infon palvelut helppo löytää?

- Erittäin helppo
- Melko helppo
- Kohtalainen
- Melko vaikea
- Erittäin vaikea

Tiedon tarve

13. Millaista tietoa tarvitsisitte, kun...

a. olette muuttamassa Suomeen?

- Lupa-asiat
- Sosiaalikysymykset/ -etuudet
- Viranomaisten päätösten tulkitseminen
- Työnteko
- Opiskelu
- Avioliitto
- Muu, mikä? _____

b. olette asuneet Suomessa yli viisi vuotta?

- Lupa-asiat
- Sosiaalikysymykset/ -etuudet
- Viranomaisten päätösten tulkitseminen
- Työnteko
- Opiskelu
- Avioliitto
- Muu, mikä? _____

14. Kommenttinne ja parannusehdotuksenne?

Kiitos vastauksistanne!



**Attachment 3: Опрос удовлетворенности клиентов услугами
информационной службы Virka-info в январе- марте 2012 года**

Уважаемый клиент!

Нам важно Ваше мнение об услугах информационной службы Virka-info. Оно поможет нам совершенствовать наш сервис, поскольку мы хотим предлагать услуги, еще лучше отвечающие Вашим потребностям и потребностям других клиентов. Ответить на вопросы анкеты просто. Это займет всего несколько минут. Участвуя в опросе, Вы влияете на развитие наших услуг. Опрос анонимен и конфиденциален.

Опрос является частью дипломной работы студентки Университета прикладных наук HAAGA-HELIA Анниины Манделин. Дополнительную информацию об опросе можно получить у Анниины Манделин по адресу anniina.mandelin@my.haaga-helia.fi. После завершения работы мы будем рады рассказать о результатах опроса по электронной почте (virkainfo@hel.fi).

Заранее благодарим за Ваши ответы!

Информационная служба Virka-info

Сведения о респонденте

Ваш пол: женский мужской
Родной язык: _____

Возраст: 18-24
 25-34
 35-44
 45-54
 55-

Родной

Вы: учитесь
 работаете
 предприниматель
 безработный
 на пенсии
 другое (что именно?) _____

Пользование услугами Virka-info

1. Как часто Вы пользуетесь услугами Virka-info? (Выберите один вариант)

- раз в месяц или чаще
 раз в два месяца или чаще
 раз в год или чаще
 другое (что именно?) _____



2. Какими услугами Virka-info Вы пользовались? (Можно выбрать несколько вариантов)

- Я получил(а) информационные материалы об услугах
 - Я читал(а) газеты и журналы в помещениях Virka-info
 - Я воспользовался/воспользовалась услугами консультанта
 - Я получил(а) информацию о городских услугах и мероприятиях в холле Virka-info
 - Я пользовался/пользовалась компьютером
- Другое (что именно?) _____

3. Какими из перечисленных услуг Вы последний раз пользовались?

- Информационные материалы, проспекты
 - Газеты и журналы
 - Услуги консультанта
 - Инфо-пункт в холле здания мэрии
 - Компьютер
- Другое (что именно?) _____

4. Вы получили ответ на Ваш вопрос?

- да
- нет
- частично
- затрудняюсь ответить

5. Насколько консультационные услуги Virka-info соответствовали Вашим ожиданиям?

- очень хорошо
- хорошо
- удовлетворительно
- плохо
- очень плохо

Общее мнение об услугах Virka-info

6. Дайте свою оценку услугам Virka-info?

	слабо	посредственно	удовлетв.	хорошо	отлично
Консультационные услуги	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9 <input type="checkbox"/> 10
Предложенная информация	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9 <input type="checkbox"/> 10
Нужность информации	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9 <input type="checkbox"/> 10
Функциональность помещения	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9 <input type="checkbox"/> 10
Компьютеры	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6 <input type="checkbox"/> 7	<input type="checkbox"/> 8	<input type="checkbox"/> 9 <input type="checkbox"/> 10



7. Как Вас обслужили?

	Полностью согласен	Частично согласен	Затрудняюсь ответить	Частично не согласен	Полностью не согласен
Доброжелательно	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Профессионально	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Тактично	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
С готовностью помочь	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Вникая в Ваш вопрос	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

8. Как Вы хотите, чтобы Вас обслуживали в Virka-info? (Можно выбрать несколько вариантов)

- Лично
- По телефону
- По электронной почте
- Чат
- Другое (что именно?) _____

Информирование об услугах Virka-info

9. Откуда Вы узнали Virka-info?

- Интернет
- Родственники/ друзья
- Проспект Virka-info
- Газета или журнал
- Реклама Virka-info
- Власти (полиция, Миграционная служба, магистрат)
- Другое (что именно?) _____

10. Имеется ли достаточно информации об услугах Virka-info?

- да
- нет
- затрудняюсь ответить



11. По каким каналам Вы хотели бы получать информацию об услугах Virka-info?
Можно выбрать несколько вариантов.

- Миграционная служба, магистрат, полиция
- Учебные заведения
- Библиотека
- Наружная реклама
- Помещения мэрии города Хельсинки
- Газеты и журналы
- Социальные медиа (напр., Facebook)
- Другое (что именно?)_____

12. Было ли легко найти услуги Virka-info?

- Очень легко
- Довольно легко
- Средне
- Довольно трудно
- Очень трудно

Потребность в информации

13. Какая информация Вам потребовалась бы...

а. при переезде в Финляндию?

- Получение разрешений
- Социальное обеспечение/льготы
- Толкование решений властей
- Работа
- Учеба
- Брак
- Другое (что именно?)_____

б. после того, как Вы проживете в Финляндии более пяти лет?

- Получение разрешений
- Социальное обеспечение/льготы
- Толкование решений властей
- Работа
- Учеба
- Брак
- Другое (что именно?)_____



14. Ваши комментарии и предложения по улучшению работы Virka-info?

Спасибо за Ваши ответы!

Attachement 4: Questionnaire in Arabic

بَحْث بخصوص رضا الزبائن عن خدمات المركز الإستشاري (فِرْكه إنفو) في يناير – مارس 2012

عزيزنا الزبون:

رأيتك بخصوص خدمات المركز الإستشاري (فِرْكه إنفو) هو مهم بالنسبة لنا. وهو يساعدنا في تطوير خدماتنا، لأننا نريد أن نقدم خدمات تلبي بصورة أفضل من السابق حاجاتكم وحاجات الزبائن الآخرين. من السهل الإجابة على إستمارة الأسئلة. الإجابة تستغرق عدة دقائق فقط. بالإجابة تستطيع التأثير في تطوير خدماتنا. نقوم بالتعامل مع الإجابات بدون إسماء (أي كمجهول) والتعامل سري وثقة للغاية.

الأسئلة هي جزء من الأطروحة الطلابية لآنيينا ماندلين (Anniina Mandelin) لمؤسسة التعليم العالي هاغا هيليا (HAAGA-HELIA). بإمكانكم الحصول على معلومات إضافية فيما يتعلق بالأسئلة من الطالبة آنيينا ماندلين (Anniina Mandelin) anniina.mandelin@myy.haaga-helia.fi. عندما تكون الأطروحة جاهزة فإنه بإمكاننا الإبلاغ عن نتيجة الأسئلة بواسطة البريد الإلكتروني: virkainfo@hel.fi.

شكراً مسبقاً على إجاباتكم!

المركز الإستشاري (فِرْكه إنفو)

المعلومات المتعلقة بالخلفية:

هل أنت: امرأة رجل. لغتك الأم: _____

عمرك: 18 – 24 25 – 34 35 – 44 45 – 54 55 -
هل أنت: طالب تعمل ممارس للعمل الحر.
 عاطل عن العمل. متقاعد. شيء آخر، ماذا؟ _____

التعامل مع خدمات المركز الإستشاري (فِرْكه إنفو):

1. كم عدد المرات التي تستخدمون فيها خدمات المركز الإستشاري (فِرْكه إنفو)؟ (إختار خيار واحد مما يلي):

- مرة واحدة في الشهر أو أكثر من ذلك.
 مرة كل شهرين أو أكثر من ذلك.
 مرة في السنة أو أكثر من ذلك.
 شيء آخر، ماذا؟ _____

2. ما هي خدمات المركز الإستشاري (فركه إنفو) التي استخدمتموها؟ (بإمكانكم إختيار أكثر من خيار واحد مما يلي):

- لقد حصلت على منشورات عن مختلف الخدمات.
- لقد قرأت صحف ومجلات دورية في أماكن خدمات المركز الإستشاري (فركه إنفو).
- لقد حصلت على خدمات إستشارية شخصياً.
- لقد حصلت على معلومات عن خدمات البلدية والأحداث من نقطة الإستعلامات في الصالة.
- لقد إستعملت الحاسوب (جهاز الكمبيوتر).
- شيء آخر، ماذا؟ _____

3. ما هي الخدمات التي إستخدمتها في آخر مرة من الخدمات التالية؟

- المنشورات.
- الصحف والمجلات الدورية.
- الخدمات الإستشارية الشخصية.
- نقطة الإستعلامات في صالة مبنى البلدية.
- جهاز الحاسوب (الكمبيوتر).
- شيء آخر، ماذا؟ _____

4. هل حصلتم على جواب لأسئلتكم؟

- نعم.
- لا.
- جزئياً.
- لا يمكنني القول.

5. ما مدى تلبية خدمات المركز الإستشاري (فركه إنفو) على لتطلعاتكم؟

- جيد جداً.
- جيد.
- معقول.
- سيء.
- سيء جداً.

صورة عامة عن خدمات المركز الإستشاري (فركه إنفو):

6. ما هو التقدير الذي تمنحونه لخدمات المركز الإستشاري (فركه إنفو)؟

ممتاز	جيد	مرضي	مقبول	ضعيف
10	8	7	5	4
9	8	6	5	4
10	8	7	5	4
9	8	6	5	4
10	8	7	5	4
9	8	6	5	4

خدمات الإستشارات:
المعلومات المقدمة:
الحاجة إلى المعلومات:
مدى فعالية مكان الخدمات:
أجهزة الحاسوب (الكمبيوتر):

7. كيف كان التعامل معكم؟

أشارتكم في الرأي	أشارتكم جزئياً في الرأي	ليس نفس الرأي ولا رأي مختلف	جزئياً أخالفكم	أخالفكم كلياً
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

بوذية
بمهنية
بإحساس
بطريقة مساعدة
بالتركيز على موضوعكم

8. كيف ترغبون بأن يتم تقديم المشورة لكم في خدمات المركز الاستشاري (فركه إنفو)؟ (بإمكانكم إختيار أكثر من خيار):

- شخصياً.
 بالهاتف.
 بالبريد الإلكتروني.
 بالردشة (التشات).
 شيء آخر، ماذا؟

الدعاية والإعلام عن خدمات المركز الاستشاري (فركه إنفو):

9. من أين حصلتم على معلومات عن المركز الاستشاري (فركه إنفو)؟

- الشبكة العنكبوتية (الإنترنت).
 الأقران/الأصدقاء.
 منشور معلومات الجهات الرسمية.
 الصحيفة أو الجريدة الدورية.
 دعاية عن معلومات الجهات الرسمية.
 السلطات (الشرطة، دائرة شئون الهجرة، مكتب تسجيل الأنفس).
 شيء آخر، ماذا؟

10. هل توجد هناك معلومات كافية متاحة عن خدمات المركز الاستشاري (فركه إنفو)؟

- نعم.
 لا.
 لا يمكنني القول.

11. ما هي الوسيلة التي ترغبون من خلالها الحصول على معلومات عن خدمات المركز الاستشاري (فركه إنفو)؟ (بإمكانكم إختيار أكثر من خيار).

- دائرة شئون الهجرة، مكتب تسجيل الأنفس، الشرطة.
 المؤسسات التعليمية.
 المكتبة العامة.
 الدعايات الخارجية.
 أماكن بلدية هلسنكي.
 الصحف والجرائد الدورية.
 وسائل الإعلام الاجتماعية (مثل الفيسبوك).
 شيء آخر، ماذا؟

12. هل كان من السهل العثور على خدمات المركز الإستشاري (فركه إنفو)؟

- سهل جداً.
 سهل تقريباً.
 معقولاً.
 صعب تقريباً.
 صعب جداً.

الحاجة إلى المعلومات:

13. ما هي المعلومات التي من الممكن أن تحتاجوا إليها، عندما...

(أ) تنتقلون إلى فنلندا؟

- الأمور المتعلقة بالتراخيص.
 المسائل الإجتماعية/ -الميزات.
 ترجمة أو تفسير القرارات التي تصدرها السلطات.
 العمل.
 الدراسة.
 عقد الزواج.
 شيء آخر، ماذا؟

(ب) تكونون قد سكنتم في فنلندا لمدة تزيد عن خمس سنوات؟

- الأمور المتعلقة بالتراخيص.
 المسائل الإجتماعية/ -الميزات.
 ترجمة أو تفسير القرارات التي تصدرها السلطات.
 العمل.
 الدراسة.
 عقد الزواج.
 شيء آخر، ماذا؟

14. تعليقاتكم واقتراحاتكم للتحسين؟

شكراً على إجاباتكم!