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Towards better quality of services - service points organized by the Krakow City Office in selected shopping malls

**Krakow City Office
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Outline

- 1. Background and context of the organisation**
- 2. Background of the case**
- 3. Process/dynamics**
- 4. Results/outcome**
- 5. Lessons learned & key recommendations**

1. Background & Context of the organisation

City of Krakow

- second biggest city in Poland – 750 000 residents
- historical site with the biggest market square in Europe and Wawel Castle
- European Capital of Culture 2000
- strong academic and scientific centre
- 1.37 bilion euro city budget

1. Background & Context of the organisation

Krakow City Office

- The City of Krakow Mayor's supporting body
- 2 600 employees
- 17 own buildings and 25 other locations
- Mission of the office:
„To serve the residents is the basic aim of the
Krakow City Office employees”

2. Background of the case

Quality policy of the Krakow City Office: *constant improvement of services to meet the expectations and requirements of clients*

Number of quality management tools:

- CAF, benchmarking, customer satisfaction research
- identifying areas to improve and strong points
- project management – improving
- ISO 9001 and 27001 – checking and confirming compability with the policy

2. Background of the case

Most common reasons for customers' dissatisfaction:

- number of parking spaces,
- accessibility for people with disabilities,
- waiting time.

Strong point:

- different locations of delivering basic services

2. Background of the case



to locate service points of the City Office in shopping malls

2. Background of the case

- shopping malls are always well-equipped with parking spaces
- infrastructure is available for people with disabilities
- queue management systems in all service points
- service points in shopping malls are open on Saturday
- possibility of dealing with the official matters when shopping or going to the cinema/restaurant

3. Process/dynamics

2011 customer satisfaction research
+
2011 CAF self-assessment

every third customer would like to settle official matters at a service point located in a shopping center

lack of administrative center in Krowdrza (part of the city covering 4 districts)

buildings of the City Office located in a different parts of the city =
easier access for the clients

3. Process/dynamics

data regarding the number of people visiting different shopping malls
+
interest of a shopping mall in collaborating with the Office
+
distance to the nearest
City Office building

established localization of the first service point in
Gallery Bronowice (Krowodrza area)

3. Process/dynamics

Timetable:

- 11.2013 r. – opening of the first city office service point in Gallery Bronowice
- 10.2015 – second service point in Bonarka City Center
- 2017 – two more service points were opened

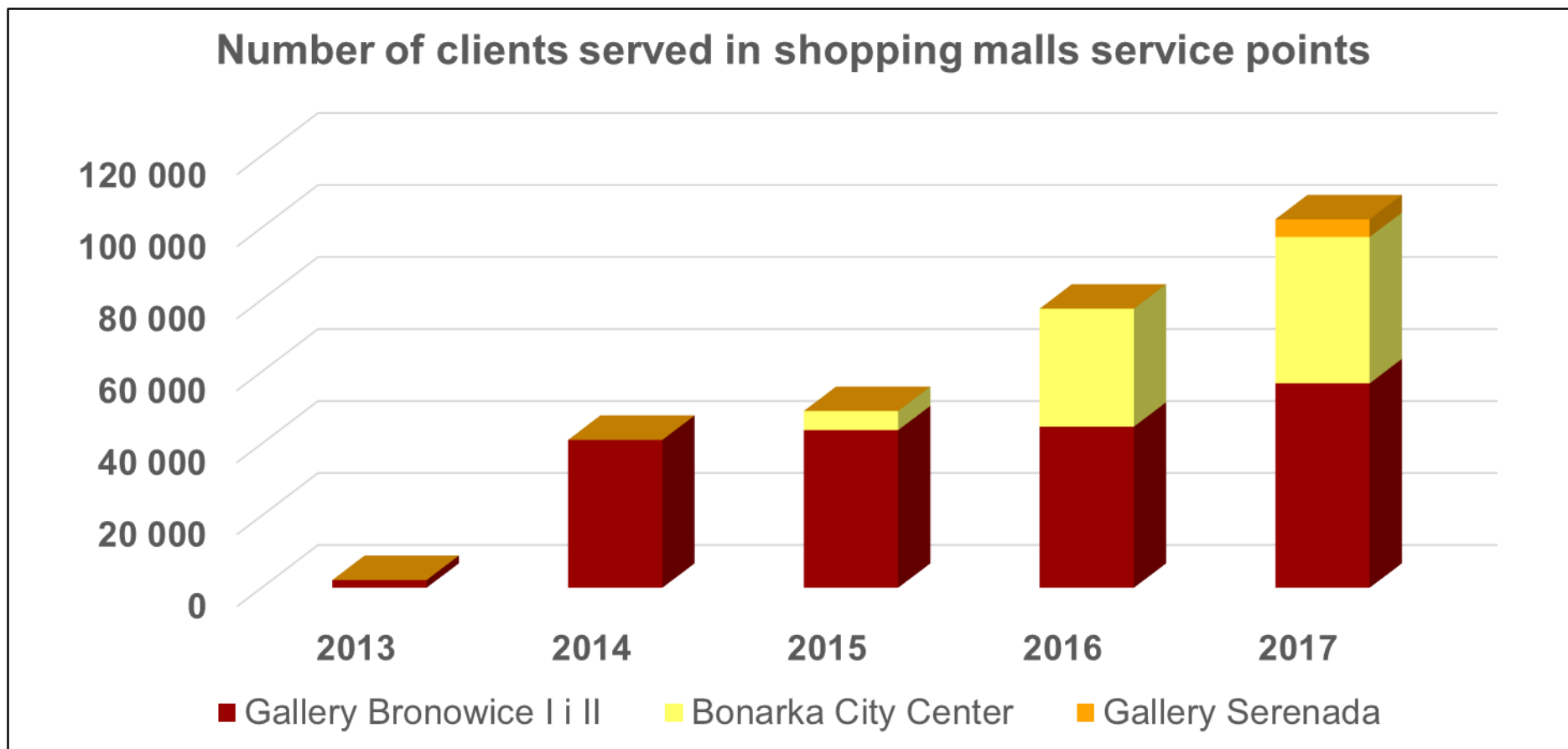
Main challenge - proper security of the access to government systems of information by computers at service point

3. Process/dynamics

The scope of matters handled at City Office service points:

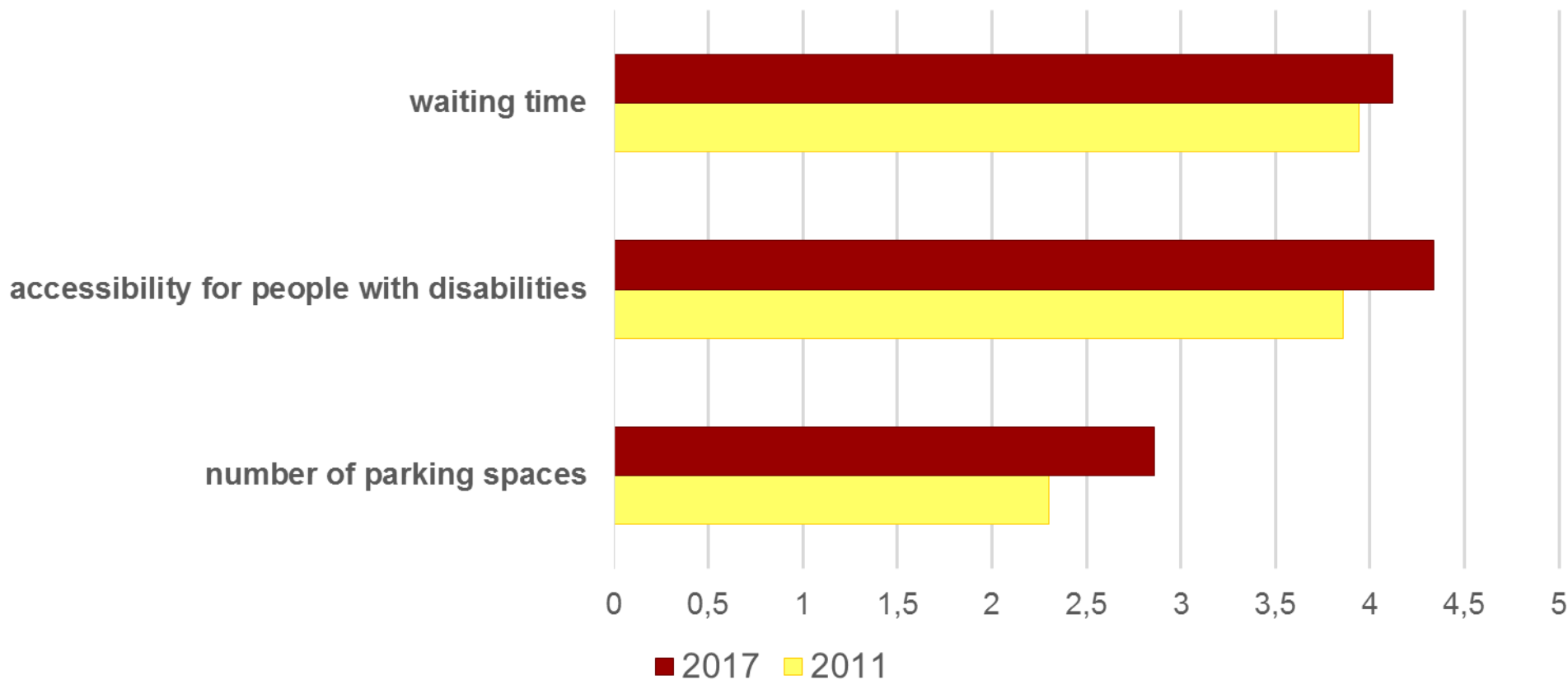
- submission of all types of applications and correspondence to the Office,
- check-in and check-out,
- issuing identity cards,
- registration of business,
- registration of vehicles.

3. Process/dynamics



4. Results/outcome

Results of annual customer satisfaction research



4. Results/outcome



5. Lessons learned & key recommendations

- easily transferable solution for big cities – necessity of at least one large shopping mall
- „negative” result – raise of clients from other communes
- friendly surrounding promotes the positive attitude of customers
- queue management system – crucial element of a service point

Questions



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