

# **Better communication with the CAF based on the experience of the Kraków City Hall**

17<sup>th</sup> of February 2021



## Benefits of the CAF

**Common language:** It allows staff and managers to discuss organisational issues together in a constructive way.

**People involvement:** The self-assessment process is the basis for the systematic involvement of people in the improvement of the organisation.

*Common Assessment Framework. The European Model [...], p. 6*

***A short film with representatives of the management of the Kraków City Hall***



# **Improvement projects in communication with the residents**



# Simple official language

- **Diagnosis:** downward trend in communication from systematically-conducted customer satisfaction
- **Improvement area:** the language of documents prepared in the course of administrative proceedings
- **Improvement action:**
  - ✓ guidelines for writing documents in the course of administrative proceedings prepared in co-operation with experts from the University of Wrocław;
  - ✓ one-day training workshops for officials (*the principles of good writing, ways of simplifying texts work on the selection of lexis, clarity, and friendliness of the message*).



# Kraków taxpayer website

- **Diagnosis:** ineffective information for clients in the field of local taxes based mainly on telephone information and direct visits to the office; tax decisions delivered only in the traditional manner
- **Improvement area:** providing residents with access to up-to-date information on local taxes and their tax liabilities; possibility to make on-line payments



# Kraków taxpayer website

- **Improvement action:** developing and launching the internet platform - *Kraków taxpayer website*
  - ✓ a communication tool between the residents of the city of Kraków and other persons with the tax authority in the scope of payment local taxes and fees to the budget of the city of Kraków;
  - ✓ an information platform concerning the amounts due for payment of liabilities, which also offers the possibility to pay them directly on the website;
  - ✓ a collection of basic information on local taxes and charges, including tax rates.



# Kraków taxpayer website



The screenshot displays the Kraków taxpayer website interface. At the top left is the Kraków logo and the text "KRAKOWSKI PORTAL PODATNIKA". To the right are buttons for "ZAŁOŻ KONTO" (blue) and "ZALOGUJ" (yellow with a star icon). Below these is a navigation bar with "DO POZYTANIA" and "KONTAKT" links. A search bar with a "Szukaj" button is positioned to the right. Below the search bar is a link for "BILETYN INFORMACJI PUBLICZNEJ MIASTA KRAKOWA". The main content area features a large banner for the "KRAKOWSKI PORTAL PODATNIKA" with the tagline "Szybko • Prosto • Pewnie" and the URL "Sprawdź kpp.um.krakow.pl". The banner includes an illustration of a woman sitting on a sofa with a dog, looking at a tablet. To the right of the banner is a yellow "ANKIETA" (Survey) box with the question "Czy budowa Krakowskiego Portalu Podatnika to dobry kierunek rozwoju komunikacji?" and two radio button options: "a. Tak" and "b. Nie". A yellow "GŁOSUJ" (Vote) button is located at the bottom of the survey box.



# **Improvement projects in communication within the City Hall of Kraków**





# Staff satisfaction survey

- **Diagnosis:** the low participation of employees in the research, the results are not representative for the entire organisation
  
- **Improvement area:**
  - ✓ the quality of feedback on employee satisfaction;
  - ✓ a uniform methodology for employee satisfaction surveys at the Kraków City Hall;
  - ✓ the frequency of employee satisfaction surveys,
  - ✓ to find and analyse the reason for the low participation of employees in the research.
  
- **Improvement action:** not everything works out ...



# Modernisation of the internal information service of the Kraków City Hall

- modern layout and structure of presentation;
- ergonomic and user-friendly;
- adapted to the needs of a modern recipient (including the recipient with disabilities);
- displayed on all devices (mobile phones, tablets, laptops or desktop computers);
- developed in technologies.



## Conclusion

**Better communication = increase the quality of services for the residents, latest technological solutions, involvement of employees in the development of the organisation**



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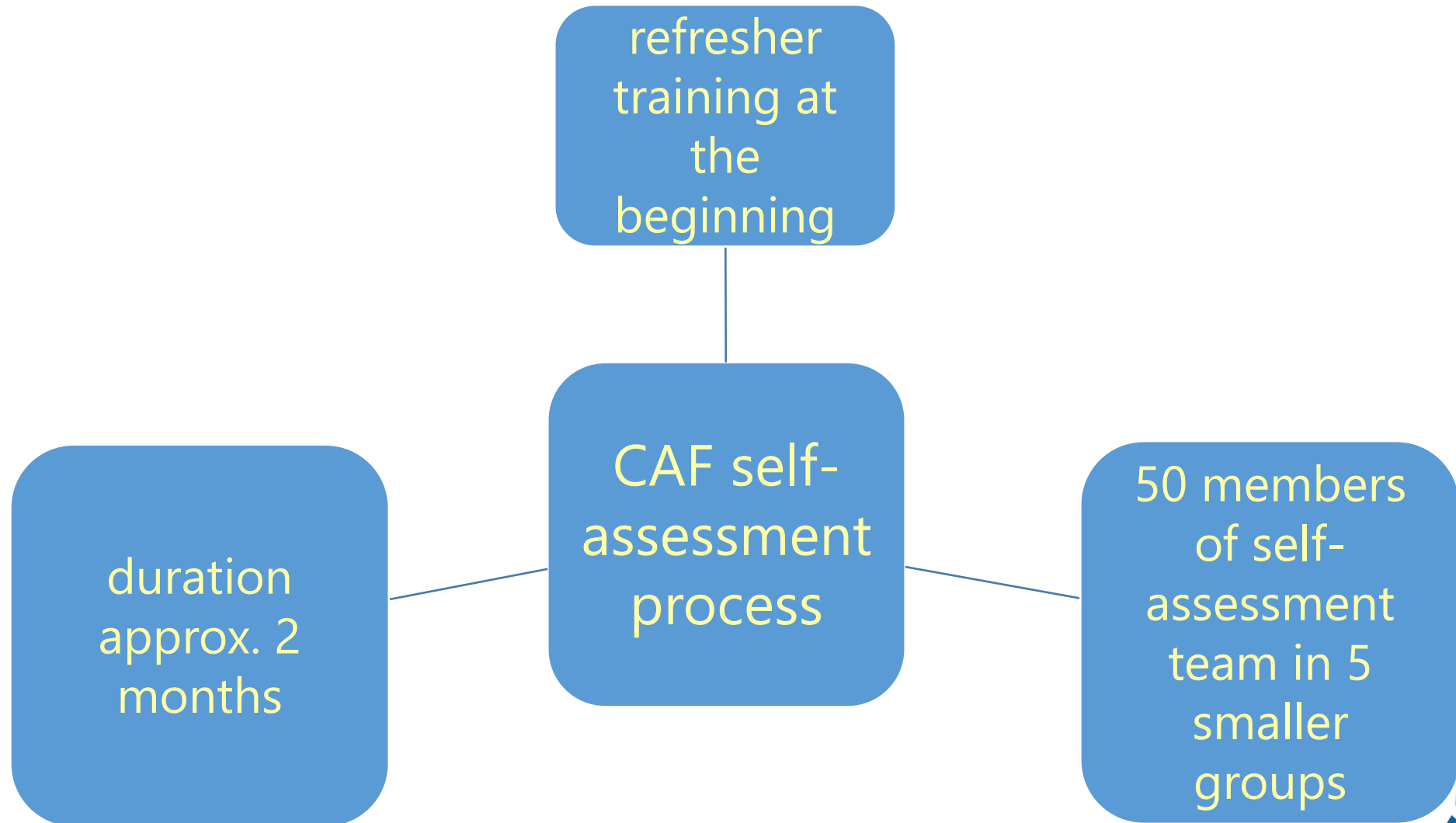


# CAF self-assessment – discussion on the process

17<sup>th</sup> of February 2021



# CAF SELF-ASSESSMENT PROCESS IN KRAKOW



## POST-WORKSHOP SURVEY - QUESTIONS

- Is the CAF self-assessment model clear and understandable?
- What, in your opinion, would help the team members to better understand the model content?
- What do you think is the optimal time for the self-assessment (from the refresher training to the debriefing workshop)?
- How did the work in your group go?
- Were the other Krakow City Office employees (apart from team members) helpful?
- What information did you most lack to fill in the model form?



## POST-WORKSHOP SURVEY - ANSWERS

- Clarity of the examples – 23 (yes)/24 (no)
- What would help to better understand them – longer refresher training (32 answers)
- Duration of the process – 2 months (21 answers)
- No negative comments on the organization of work in my group – 40 answers
- Helpfulness of other City Office employees – 23 (yes)/21 (some yes and some not)
- Problems – lack of access to specific applications and data, lack of time to complete both basic duties of the employee and CAF self-assessment



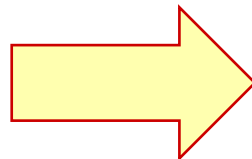


## POST-WORKSHOP SURVEY - CONCLUSIONS

- Strong engagement in CAF actualization process
- Longer refresher training before next self-assessment
- Duration of the process: 2-2,5 months
- Information campaign inside Krakow City Office to encourage other employees to better engage in self-assessment process (including management staff)
- Granting access to most helpful applications and data for team members



**BIG  
QUESTION**



**How to work with CAF  
model in times of  
pandemia?**



***Thank you***

