

ASSA Recognition Award

CATEGORY	:	Customer Service
ORGANISATION	:	Social Security Office
CONTACT PERSON	:	Mr.Tanit Loipimai, Foreign Relations Officer Policy and Planning Division
NAME OF PROJECT	:	SSO Multi-platform electronic self-services
OBJECTIVE AND NATURE OF PROJECT	:	The SSO aims to reform e-services in response to different needs of clients with easier, faster, and cheaper service by using digital technology that shifts their habits from being served by staff to self service.
WHY IT SHOULD BE RECOGNISED	:	1. The SSO make use of innovative technologies to facilitate faster, easier and cheaper services for clients having different needs. 2. Stakeholders participated at the initial stage of redesigning and creating new digital platforms e.g., the SSO cooperated with banks to make electronic payment accessible by most employers. Also agreements with several dental care providers throughout the countries were signed to apply e-reimbursement system so that they can reimburse in place of the clients. 3. The project can significantly reduce burdens of stakeholders (employers, insured persons and partner service providers) in terms of cost and time saving. It also reduces operation process of the SSO.
SUMMARY OF THE PROJECT	:	SSO has reformed digital service in 2016, in response to different needs of clients under the concept “easier, faster, cheaper access of services anytime and anywhere. The key projects include electronic contribution payment for employer, mobile application for insured persons, and electronic reimbursement for dental service providers. To achieve the goal, the SSO engages all stakeholders through nationwide survey and public hearing to get feedback and develop service delivery platform that serve client needs. There are positive outcomes of the project e.g., increase in number of enterprises using e-Payment system, increase of insured persons using mobile application and dental care providers under SSO contract.

	The SSO also creates awareness and provide public relation progressively as well as provides incentive measures to facilitate people to use digital services. The digital service reform is ongoing and living up to its promises. Alternative online channels are now available increasing the number of people accessing SSO service due to the “easier, faster, cheaper” concept.
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