

CATEGORIES OF RECOGNITION

No	Categories of Recognition	Description of the categories
1	INNOVATION RECOGNITION AWARD	Creation of an innovative technology, product or service which has led to improvements in services or products.
2	TRANSFORMATION RECOGNITION AWARD	A practice that has resulted in improvement in the overall effectiveness, efficiency, and success of the organization.
3	CUSTOMER SERVICE RECOGNITION AWARD	Organizations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4	STRATEGIC COMMUNICATION RECOGNITION AWARD	Organizations that have pushed the boundaries when it comes to their communications strategy in order to ensure they truly engage with their members using various communication channels.
5	INFORMATION TECHNOLOGY RECOGNITION AWARD	Organizations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organizational outcomes and performance.
6	INSURANCE COVERAGE RECOGNITION AWARD	Insurance and social security schemes that have developed their proposition with a clear focus on retirement, health and meeting members' needs.
7	FINANCIAL LITERACY RECOGNITION AWARD	Organizations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.

WRITE UP TEMPLATE

CATEGORY	:	CUSTOMER SERVICE RECOGNITION AWARD
ORGANIZATION	:	SOCIAL SECURITY ORGANISATION (SOCSO), MALAYSIA
CONTACT PERSON	:	Name : Ismail bin Abi Hashim Contact Number :+6026125494 Name : Nor Adila binti Harun Contact Number :+60126062489
NAME OF PROJECT	:	“PERKESO PRIHATIN” Squad
OBJECTIVE AND NATURE OF PROJECT	:	The “PERKESO Prihatin” Squad was established in all SOCSO offices throughout the country to intensify efforts to help insured persons with employment injury or death. “Prihatin” means caring. The squad takes immediate action by looking into the eligibility for claims for accident cases involving death and other serious injuries or sickness. Squad members monitor and obtain information of accidents from the print, electronic and social media including other reliable sources such as from other government agencies and community leaders. Information would be channelled to branch offices located nearest to the incident or accident for investigation and immediate action to be taken on the same day. If it is necessary, rehabilitation equipment would be supplied within one day to the insured persons who fulfil all the requirements of eligibility based on information acquired. For death cases, funeral benefit are paid first as soon as possible followed later by pension payments to dependants.
WHY IT SHOULD BE RECOGNISED	:	This project should receive recognition due to the pro-active initiative by SOCSO in helping injured insured persons or their dependants without any application for benefits made. “PERKESO Prihatin” Squad takes swift action to provide benefits to eligible contributors or their dependants. The “PERKESO Prihatin” Squad consists of a team of SOCSO employees in every office throughout the country. They are always on the alert and will take immediate action as soon as information is received regarding any accident or death, and check the eligibility of the victim in order to deliver benefits from schemes administered by SOCSO. Squad members are allowed to take immediate action when necessary to help insured persons involved in accidents beyond office hours and even on weekends or holidays. Extensive use of whatsapp application on mobile phones, where employees at the headquarters, state offices and branch offices are connected via the group whatsapp, has helped to speed up communication among the coordinators at the headquarters, Customer Relations Centre and Squad members throughout the country.

SUMMARY OF THE PROJECT	: “PERKESO Prihatin” Squad was created in line with the rebranding of SOCSO as a Caring Organisation in helping Insured Persons and their dependants. The Squad was launched by The Honorable Dato’Sri Richard Riot Anak Jaem, The Minister of Human Resources in conjunction with the launch of the Rebranding of SOCSO. Squad Members consist of SOCSO employees from every branch offices throughout the country. They are ever ready to help victims from accident cases traced from the press, social media or from community leaders, as soon as the information is received. The Customer Relations Centre collects all information on accident cases for distribution to all branch offices. Squad Members would take immediate action as soon as they receive information of any accident. They would proceed to make cross references for eligibility, complete the necessary documents, ensure early payment of benefits and expedite the supply of rehabilitation equipment, if necessary. SOCSO demonstrates its commitment to help the disadvantaged people by taking prompt action to assist them getting the social security benefits. In the year 2016, the squad managed to process 1781 cases in which payment was made to 1293 cases within 1-7 days from the time the information was announced in the media or received by the squad. The “PERKESO Prihatin” Squad also establishes close rapport with community leaders such as Members of Parliament, Village Chieftains, Union Leaders, the media, and several related government agencies such as the Malaysian Royal Police, Fire and Rescue Department, Welfare Department and so on. As such, more people and organisations are coming forward to help the Squad to ensure social security benefits are given to insured persons under SOCSO. This is in line with the Malaysian Government’s Blue Ocean Strategy. Oftentimes, SOCSO representatives would personally deliver benefit payment or medical equipment together with community leaders or employers. These activities would provide publicity for SOCSO through the mass and social media. This in turn, will create awareness among contributors, dependants and the public on SOCSO schemes and benefits. Prompt action by “Prihatin” squad also helps prevent abuse by third party middlemen who solicit money from contributors for applying for SOCSO benefits when in fact these services are available free of charge. <i>SOCSO Cares Beyond Expectations.</i>
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