

ASSA Recognition Award

- 1.1 The ASSA Recognition was first introduced by the Employees Provident Fund (EPF) of Malaysia in 2015. The purpose of the Award is to recognize ASSA member-institutions' achievements.
- 1.2 Following the approval of EPF's proposal on the ASSA Sustainability Pledge at the 41st ASSA Board Meeting in Manila, Philippines in November 2024, and the signing of the Pledge by member-institutions in Palawan, Philippines in March 2025, **the Government Service Insurance System (GSIS) of the Philippines, introduces a new award category on Sustainability - recognizing programs and initiatives that address climate risks, environmental stewardship, sustainable development, and long-term resilience.**
- 1.3 The new criteria and categories for the ASSA Recognition Award are as follows.

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 organisation.
3.	Customer Service Recognition Award	Organisations that have implemented successful customer service strategies which are able to meet customers' expectations in terms of delivery and quality of service.
4.	Continuous Improvement Recognition Award	Organisations that are in a never-ending effort to expose and eliminate root causes of problems. It usually involves many incremental steps towards improvements rather than one overwhelming innovation.
5.	Strategic Communication Recognition Award	Organisations 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.
6.	Information Technology Recognition Award	Organisations that run their business using effective and reliable technologies that are essential to drive efficiency and productivity, and improve organisational outcomes and performance.
7.	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.
8.	Financial Literacy Recognition Award	Organisations that have introduced and provide advisory services on financial literacy and retirement planning to address issues on adequacy of members' savings for retirement.
9.	Investment Governance Recognition Award	Organisations that have reflected specific issues relating to the management of funds of social security institutions' objectives, ranging from the investment of benefits provided and also addressing issues on the adequacy of the fund.
10.	Sustainability Recognition Award	Initiatives that promote environmental protection and stewardship, sustainable development, climate resilience, green transformation in social security operations, programs, value-chains, and resource allocation and deployment.

1.4 The write-up should include the following:

WRITE UP TEMPLATE

CATEGORY	:	Innovation Recognition Award
ORGANISATION	:	National Social Security Fund (NSSF) of MLVT, Cambodia
CONTACT PERSON	:	Name: Mr. KAINING Seyha Acting Head of International Cooperation Division Email: nssf.ic@gmail.com Name: Ms. PHANN Bunchann Deputy Head of International Cooperation Division Email: phannbunchann5@gmail.com
NAME OF PROJECT	:	Online Benefit Claim through NSSF Member App
OBJECTIVE AND NATURE OF PROJECT	:	The project aims to ease and modernize the benefit claim process for NSSF members by eliminating the need for in-person visits to NSSF offices. This initiative reduces crowding, saves time, and improves accessibility, aligning with Cambodia's Pentagonal Strategy-Phase I, the Cambodia Digital Economy and Society Policy Framework 2021–2035, and the vision of digital social security services delivery.
WHY IT SHOULD BE RECOGNISED	:	This project clearly demonstrates: - Innovation in Service Delivery – Leveraging mobile technology to provide convenient, efficient, and member-friendly services; - Alignment with National and Regional Goals – Supporting government strategies for digital transformation, social protection expansion, and sustainable development; - Improved Member Experience – Offering a user-friendly, transparent, and secure process for claim submission, reducing administrative burdens for both members and NSSF; - Operational Efficiency – Streamlining internal processes, ensuring faster claim processing, and minimizing manual paperwork. Process of Submitting a Claim 1. Create an account in the NSSF Member App  2. Log in to the NSSF Member App and select the Claim function 3. Verify the NSSF member's information 4. Agree to the Terms and Conditions by ticking the checkbox 5. Complete the Benefit Claim Information: ▪ Claim type ▪ Phone number ▪ Health facility details (entry/discharge dates, location, facility name) ▪ NSSF branch ▪ Date of childbirth (for maternity claims)

		6. Attach the required documents, such as: ▪ Hospital admission and discharge letter ▪ Permission letter from the enterprise (in case of sick leave) ▪ Child's Birth certificate (in case of maternity) ▪ Bank account, ID card, and NSSF membership card ▪ Health care benefit claim form
SUMMARY OF THE PROJECT	:	The project has enabled members to file benefit claims online without visiting NSSF offices, thereby increasing efficiency, accessibility, and transparency of claim processing. It has reduced administrative bottlenecks while enhancing service quality, and positioned NSSF as a regional leader in social security digitalization, demonstrating its commitment to innovation, inclusiveness, and sustainability in service delivery.
PHOTOS/ IMAGES OF THE PROJECT, WHEN POSSIBLE	:	 The image is a promotional graphic for the NSSF Member App. It features a woman in a blue shirt holding a smartphone displaying the app's home screen. To her right are three more smartphones showing different app features: login, profile, and a list of services. The background is light blue with Khmer text and NSSF logos. A QR code is visible at the bottom left.