



Enhancing Citizen Experience: Social Security Office Services under the Government Easy Contact Center (GECC)

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Outlines

- **Background of GECC**
- **Criteria & key service factors: “3Ps+ T”**
- **Experiences of Lopburi Provincial SSO**

Government Contact Center (GECC) : Background

2015

The GECC was established under the government's policy

PUBLIC TRUST

- modern, citizen-centric service that are transparent & efficient
- one-stop service with convenient, fast, easily accessible services

Regulatory Bodies

Office of the Prime Minister (OPM)

Setting up criteria, standards, evaluation guidelines

The SSO (Headquarters)

Operating its own GECC based on the OPM's policies and standards

Provincial SSOs

Implementing GECCs within their respective areas

Certification Levels & key service factors



Basic Level
70-79 pt.



Advanced Level
80-89 pt.



Excellence Level
90-100 pt.

“3Ps+ T”



Place

- Making Public Services Easy, Convenient, and Citizen-Friendly



Process

- standard-based public services



Personnel

- Service-minded
- High-quality
- Efficient services



Technology

- Convenience
- Streamlined process
- Cost-effective



SSO has **143** units nationwide

2018 to 2025

certified with GECC
50 units (35 %)



**ADVANCED
LEVEL**

- Lopburi Provincial SSO (2025)
- Chiang Mai Provincial SSO (2024)
- Lopburi Provincial SSO
(Chai Badan Branch) (2023)
- Lamphun (2023)



**STANDARD
LEVEL**

46 units

GECC key service factors: “3Ps+ T”



Place



Process



Personnel



Technology

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1. Place Aspect

1.1 Designed based on the Universal Design concept



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1. Place Aspect

1.2 Support environmental sustainability
e.g., effective & sustainable waste
management, renewable energy



GECC key service factors: “3Ps+ T”



Place



Process



Personnel



Technology

Lopburi Provincial Social Security Office

2. Service Aspect

2.1 Channels for receiving feedback and complaints



2.2 Proactive services for disabilities



2.3 Prompt and timely monitoring and problem-solving



GECC key service factors: “3Ps+ T”



Place



Process



Personnel



Technology

Lopburi Provincial Social Security Office

3. Personnel Aspect

3.1 Continuous services without a lunch break, and extends service hours based on user expectations



3.2 Outstanding SSO Officer of the Month



3.3 Enhance service skills (Service Smart Smile)



GECC key service factors: “3Ps+ T”



Place



Process

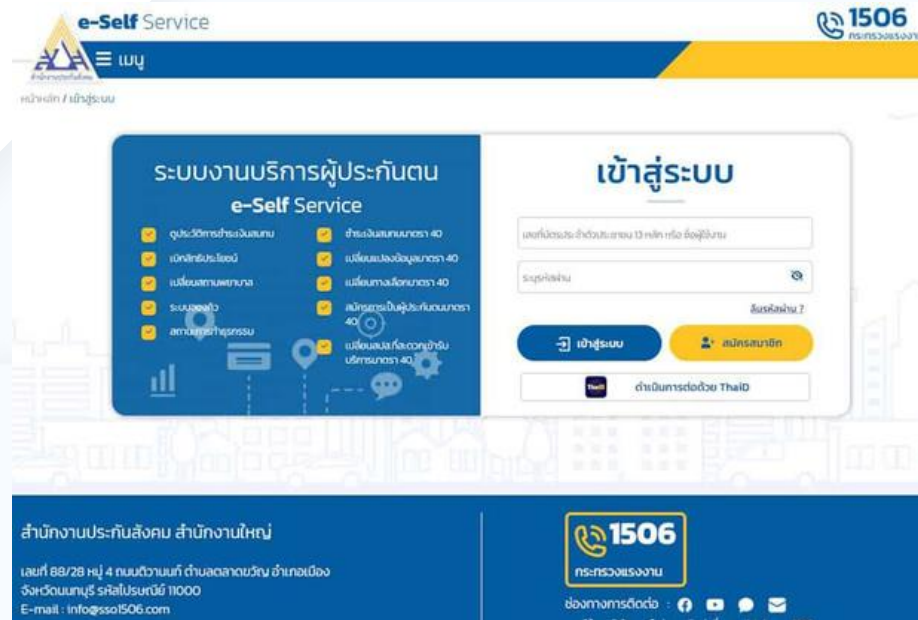


Personnel



Technology

4. Technology Aspect



INSURED PERSONS

- Application SSO Plus
- www.sso.go.th
- Provide services through the e-Service system, such as e-Claim



EMPLOYERS

- Employer registration with the DBD via Biz Portal
- Contribution payment via e-Payment
- Receipt issuance via e-Receipt



INTEGRATE DATA

- Unemployment registration with the **Department of Employment**
- Linking contribution certificates with the Revenue **Department for tax deductions**
- life verification for beneficiaries with the **Department of Provincial Administration**

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5. OTHER ASPECT

5.1 PROACTIVE SERVICE

- Proactive health check-up
- Mobile dental clinic
- Home visits for persons with disabilities
- Service Delivery Unit



5.2 FOSTER INNOVATION AND TECHNOLOGY

- Telemedicine
- Health Rider

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Thank you