

# SEOUL

Model for

# e-Governance



**WeGO**

World e-Governments Organization of  
Cities and Local Governments

## Vision

# Seoul

Vision of the Seoul Model for e-Governance

- We provide customized and optimized services to citizen by sharing and harmonizing the process between citizens, public administration, data, and natural phenomenon
- We communicate with citizens to build cooperative e-governance together



# Mission

- **Innovative**  
We lead the administrative innovation
- **Convenient**  
We leverage ICTs for the safe and convenient living environment of citizens
- **Participatory**  
We build participatory communication process to interact with and engage citizens
- **Transparent**  
We disclose public information and introduce anti-corruption clean policy system
- **Mutually Beneficial**  
We cooperate and partner with cities and businesses to achieve shared growth



## 120 Dasan Call Center

<http://120dasan.seoul.go.kr/>

*Quick Customer Service with a Call*

*24/7 Service*

*A Call Center for Comprehensive Inquiries and Complaints of Citizens*

*Available in 6 Languages*

"Hello everyone? I was born in 2007, but back in the days you had to wait a long time to meet me, I couldn't deal with many calls from citizens in early days. Thanks to the continued improvement through continuous system error prevention and regular maintenance works, however, I can now provide any information that citizens need with a single phone call. Also, I have developed accurate databases to increase the service quality and provide 24/7 service. That is how I became a multi-know server for the Seoul living of citizens. I guess this is why citizens call for my clients. Oh wait! I've just received a phone call from a citizen asking how to issue a passport. I think I have to go now. Please call me anytime when you have inquiries or complaints with Seoul city and 25 districts. I'll see you again!"

### About

A service that allows a quick and easy access to various information about Seoul with a single call, such as living information, transportation user guide, and travel information

- History of 120 Dasan Call Center

- Step 1 (Nov. 9, 2006 – Feb. 8, 2007) : Developed customer service program
- Step 2 (Mar. 28 – Oct. 29, 2007) : Upgraded customer service program
- Step 3 (Mar. 19 – Dec. 18, 2009) : Expanded the operational systems, built an independent office of call center to provide integrated services for both Seoul city and 25 districts, and upgraded customer service program accordingly

### Related Laws and Regulations

- Act on Communication Secrets and Personal Data Protection Act, with regards to voice recording
- Ordinance on Establishment and Operation of Seoul 120 Dasan Call Center
  - ▶ 120 Dasan Call Center was launched with the needs for a call center that deals with comprehensive inquiries and complaints of citizens, and all the phone conversations are recorded to prevent inappropriate calls.

### Main Functions

- Telephone Consultation

- Consultation service over the telephone where a professional consultant answers any inquiries or complaints about Seoul city and 25 districts

- SMS Consultation

- Consultation service for the hearing impaired and those with language disorder, or any situations where making a phone call is difficult
- A professional consultant provides written answers by SMS for any inquiries or complaints about Seoul city and 25 districts submitted over SMS

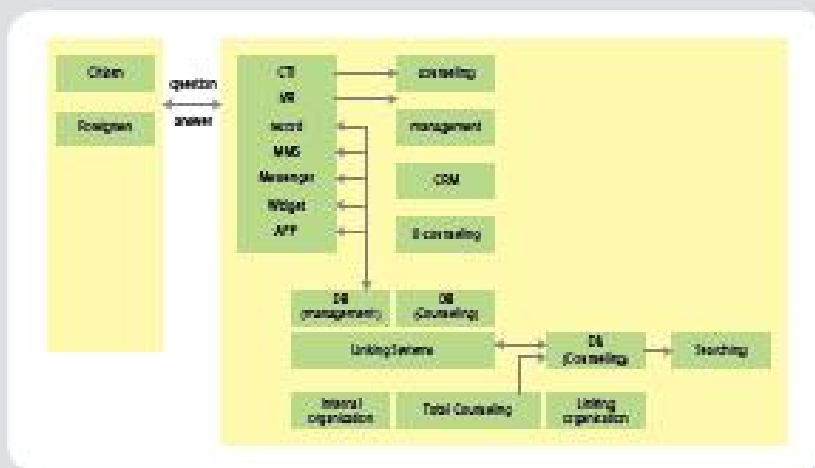
- Sign Language Consultation

- Professional consultants interpret the conversation between citizens and the hearing impaired over video phones or mobiles

- **Chat Consultation**
- Consultation service provided exclusively for the hearing impaired and those with language disorder
- **Consultation in Foreign Languages**
  - Service for foreigners or those who need communication with foreigners
  - Upon the request over the mobile application or the website, a professional consultant either talk with foreigner directly or interpret between two people using a 3-way phone call service
  - Service is available in 5 languages of English, Chinese, Japanese, Vietnamese and Mongolian
- **120 Citizen Inconvenience Care**
  - Citizens report inconvenient experiences about Seoul city or 25 districts
  - The reports are immediately forwarded to the responsible officials who will take care of the inconveniences and report the progress back to the citizens
- **Safety Call Service for the Single Elderly**
  - Consultants contact the single elderly twice or three times a week for the safety check

## Operational Status

- Accumulated 14,147 (as of Nov. 2013) cases of consultation knowledge database to respond to various civil complaint calls
- Constructed telephone switching system (switchboard, IVR, CTR), server and network environment for telephone connection with the citizens
- Consultants: 471 people (as of Nov. 2013)
- Business hours: 365 days, 24 hours a day
  - Sign Language and Chat Consultation are available at 09:00-22:00 on weekdays and at 09:00-18:00 on weekends and national holidays
  - Foreign Language Consultation is available at 09:00-22:00 year round
- Daily Average Consultations: 35,359 calls (Jan.-Nov. 2014, weekdays only)
- Service Map



## Expected Benefits

- Maintain the high consultation service quality with systematic management
- Improve the citizen satisfaction with stable operation with professional staffs
- Promote positive images of Seoul with the timely and accurate response to citizens