Vision Seoul
Vision of the Seoul Model for e-Governance

- We provide customized and optimized services to citizens by sharing and harmonizing the process between citizens, public administration, data, and natural phenomena.
- 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
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 mobilias
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

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, CTI), 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 Consultation: 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