

# Seoul Call Center, Dasan 120

**Get answers to any questions on Seoul in one call**



SEOUL  
METROPOLITAN  
GOVERNMENT



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A circular logo with a yellow background and a silver border. The number '120' is prominently displayed in the center in a large, bold, yellow font. Below the number, the text 'Dasan call Center' is written in a smaller, black font. The logo is surrounded by decorative yellow and orange swirls and a small yellow flower.

120

Dasan call Center

# I . Why the 120 Dasan Call Center?



# Seoul City Call Service before the 120 Dasan Call Center

## Complex and huge Seoul city affairs

- ▶ 107 departments,  
44 management offices,  
25 district offices,  
522 community centers
- ▶ 41,000 Seoul City officials



## Numerous phone numbers

- ▶ 17 ARS numbers for  
16 city organizations
- ▶ 52 ARS numbers for  
25 district office-affiliated  
organizations



**Where should I call?**





**Somebody answer the phone, please!**



**Citizen**

**I really hate inhuman automated answering services!**

**20** sec.



**City Officials**

**I can't concentrate on my work because of the constant phone calls!**

## Seoul City Call Service before the 120 Dasan Call Center



70.7 min.  
to call a  
relevant  
office

**Call service  
customer satisfaction  
scored 41  
(Nov. 2006)**

How many times do I have to repeat myself?  
City officials are unfriendly, indeed!





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## II. Launch of the 120 Dasan Call Center



# “Dasan Project” for Customer-Satisfying Administrative Service

## 120 Dasan Call Center

### Service request by phone

- Service request for information delivered on the phone

SMG& district office affairs, etc.

## Dasan Plaza

### Service request in person

- Service request by visiting

Certifications, etc.

## Cyber Dasan

### Service request online

- service request through one-click online system

review of the fines to pay, etc.

## Dasan Patrol

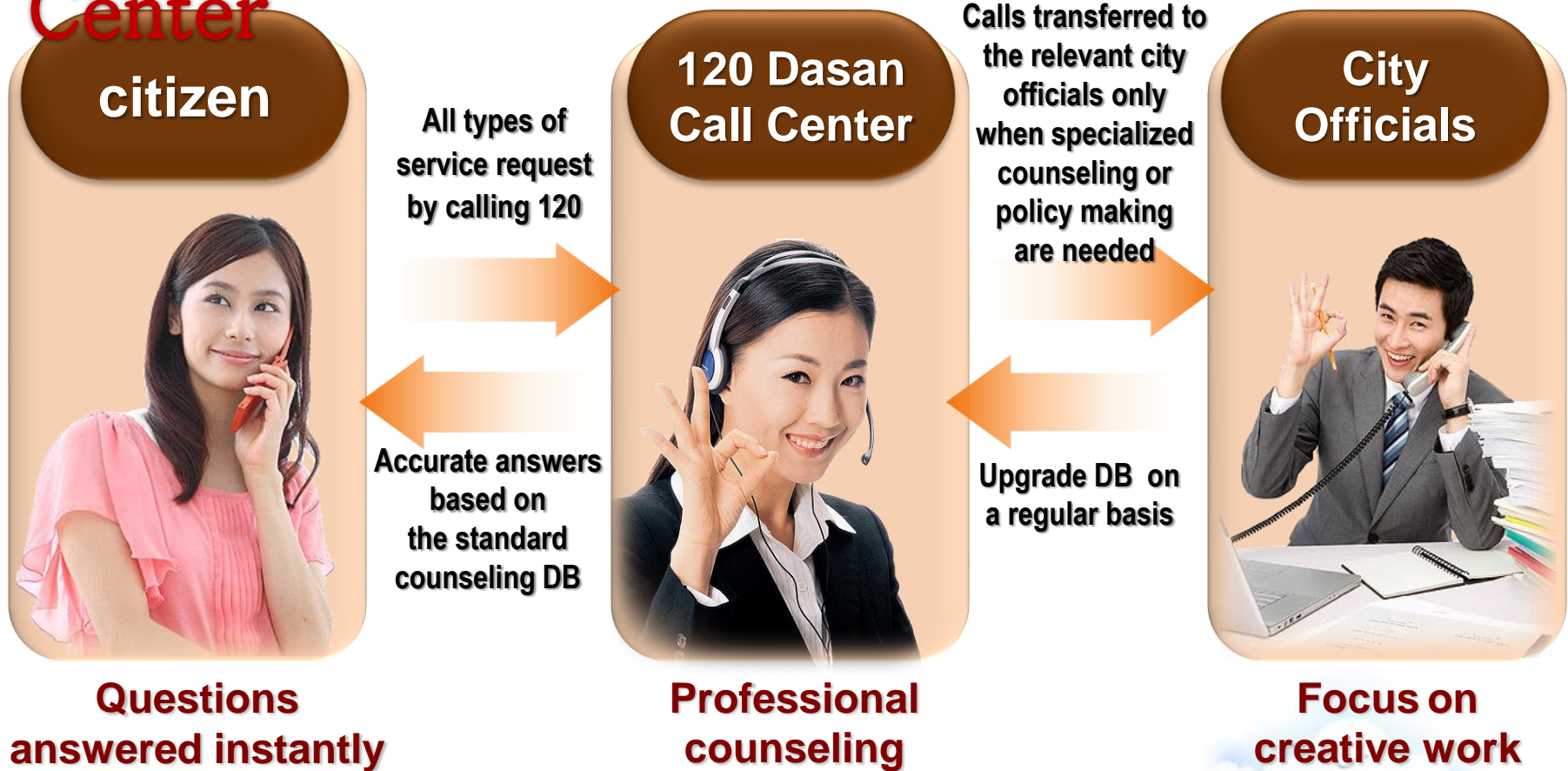
### On-site service request

- complaint report in person

Damaged roads and street lamps



# Basic Concepts of the 120 Dasan Call Center





# Concerns and Negative Reactions to the Integrated Call Center from the City Officials

Well, they will give up soon...

We already have too much work.  
What more should we do?

It will be just a total waste of budget.

I wonder if it's possible for the integrated 120 call center to handle all service requests.

Building a standard DB is too complex.

Even city officials can't answer all the questions.  
How are private service agents supposed to?

## 120 Dasan Call Center for the Last 8 Years



120 Dasan Call Center is ensuring happiness for Seoul citizens

### III. 120 Dasan Call Center, the History



# 1. Thorough Preparation to Minimize Mistakes

74 meetings related to the establishment of the 120 Dasan Call Center

► Workshops for deputy mayors, city councilors and experts

3 times

► Senior level meetings

38 times

► Working-level meetings

33 times



## 2-1. Establishment of a standard counseling DB

Passive and uncooperative reactions to the project from the relevant city officials

Commitment to success

- ▶ The success of a call center relies on its standard counseling DB
- ▶ The standard counseling DB relieves city officials' workload and allows them to focus on creative activities in the long run

Standard counseling DB with 18,118 entries completed (Jan. 2007)



## **2-2. DB Update on a Regular Basis for Accurate Information**

### **Real-time DB upgrade**

- ▶ Changes in work duties following restructuring the organization
- ▶ Personnel changes
- ▶ Various events, festivals, etc.

### **Review and update on a regular basis**

- ▶ Designated “Standard Counseling DB Upgrade Day”
  - DB review and update by all relevant civil servants (once a month-every second Thursday)

**Latest entries added to the standard counseling DB**

**Counseling DB with 14,712 entries as of Jun. 2013**

## 3. Training Professional Service Agents

- Friendly counseling service to satisfy citizens
- Capacity to deliver accurate answers to citizens' questions promptly

Increase in  
service agents

20 → 471

- ▶ Increase in service agents in accordance with the increase in incoming call volume
- ▶ Recruitment of service agents on a regular basis to fill vacancies

New service  
agents

160 hrs.

- ▶ City government and district office affairs, customer service training, field training in local districts, phone etiquette practice, etc.

Experienced  
service agents

144 hrs.

- ▶ Professional training in counseling, Individual coaching, IT security training, etc.

## 4. Integration of Numerous Call Center Numbers into 120

- ▶ 69 phone numbers for 41 organizations

**Jan. 2007**

6 institutions including  
SMG and Seoul  
Museum of Art

**Feb. 2007**

5 institutions including  
Sports Facilities  
Management Center

**May 2007**

Office of Waterworks

**Jun. 2007**

Information on the  
prices of agricultural  
and marine products

**Sept. 2007**

4 institutions including  
Seoul Grand Park

**Nov. 2009**

**25 local districts**

## 5-1. Quality Control for High-Quality Counseling Service

### Service quality Assessment meeting

- Service agents and managers identify problems in service quality and find solutions which can be adopted at the service center (twice a week)

### Quality inspection by mystery shoppers

- Objective service quality inspection by an outside workforce disguised as customers (4 times a year)

### Test for competence in counseling

- 2 to 3 pop quizzes a week, monthly test  
⇒ reflect in service agent assessment by each contractor

#### Happy Call

- Survey call center customers for improvement of service quality (once a month)

#### Training of service agents with unsatisfactory performance

- One-on-one customized training for the service agents with unsatisfactory performance

#### Meetings with service agents

- Discussion with service agents on problems of the service center and find appropriate solutions





## 5-2. Quality Control for Call Transfer Services

- ▶ First-contact service delivery: 85.8 %
- ▶ Call Transfers: 13.7%
  - When policy decision making or answers from relevant city officials are needed

Phone etiquette training  
for city officials  
(1,461 training sessions for  
94,625 city officials)

Customer satisfaction on call transfer services  
91.0 out of 100 (as of Jun. 2013)

## 6. Development of New Services

**24 hours a day, 7 days a week service (Jan. 2008)**

**Jan. 2007**

**Counseling service on weekdays**  
(08:00 - 19:00)

**Oct. 2007**

**Counseling service on weekends**  
(09:00 - 17:00)

**Jan. 2008**

**Counseling service at night**  
(24 hours a day, 7 days a week, available at all times)



## Video and text messaging services for speaking and hearing-impaired (Jun. 2008)

- ▶ **Idea suggested through OASIS Online Policy Suggestion System**
  - Complaints from people with physical disabilities: difficulties in communicating with family members and difficult to use public transportation, hospitals and public agencies



- ▶ **Counseling in sign language using video phones and online messengers**





## Location information service (Sept. 2008)

- ▶ **Increase in inquiries about traffic and location information**
  - Traffic information updated every 5 minutes using a program developed by the 120 Dasan Call Center
- ▶ **Real-time information on the location of major facilities, traffic jam and detours**
  - 120 Dasan Call Center has also become GPS navigation system for Seoul citizens



## Text messaging counseling service (Mar. 2009)

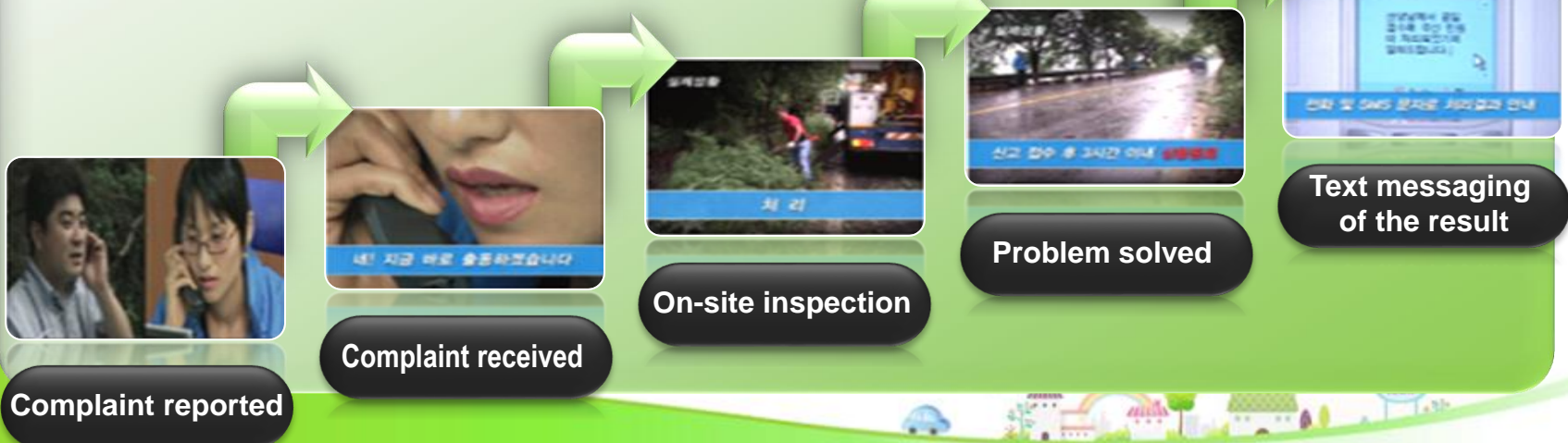
- ▶ Text messaging counseling for those who are temporarily unable to speak on the phone
- ▶ How to use
  - : Dial 02-120 and send a text message on your mobile phone
- ▶ Text messaging counseling
  - : 1,679/day (As of Dec. 2015)





## 120 On-site complaints service (Nov. 2009)

- ▶ **On-site complaints related to everyday life and safety are received 24 hours a day**
  - illegal parking and idling, garbage left uncollected, broken street lamps, etc.
- ▶ **Relevant city and local district officials inspect the site in question**
- ▶ **Real-time monitoring and mobile phone text messaging service**
- ▶ **Service delivery : 2,200 / day (As of Dec. 2015)**



## Foreign language counseling service (Feb. 2010)

- ▶ **Counseling service in five languages**  
(English, Chinese, Japanese, Mongolian, Vietnamese)
  - Five foreign languages based on the number of the native speakers living in Seoul
- ▶ **Driver's license, interpretation in taxis, tourism, visa, doctor's appointment, etc.**



# 7. 120 Dasan Call Center Reaching Out to the World

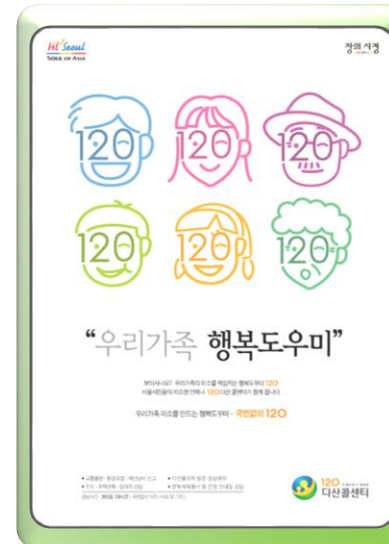
Diverse publicity efforts to reach out to citizens



Commercial Films



Advertising on public transportation



Public contest



Advertising through sports marketing





## IV. 120 Dasan Call Center in the Present





Number of daily calls

(As of Dec. 2015)

Phone counseling

23,368

Text messaging  
counseling

1,679

Sign language  
counseling

69

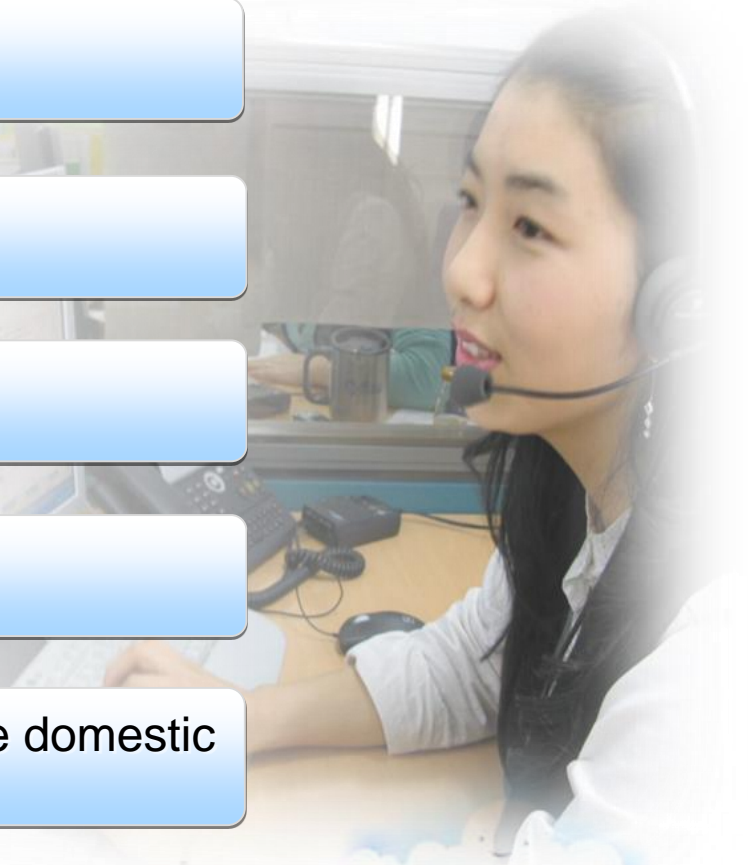
Foreign language  
counseling

86



## Examples of service requests

- The street lamps are not working!
- How much is my water bill?
- I left something important in a taxi.
- How can I pre-pay my automobile tax?
- What should I do if I want to dispose of large domestic waste?



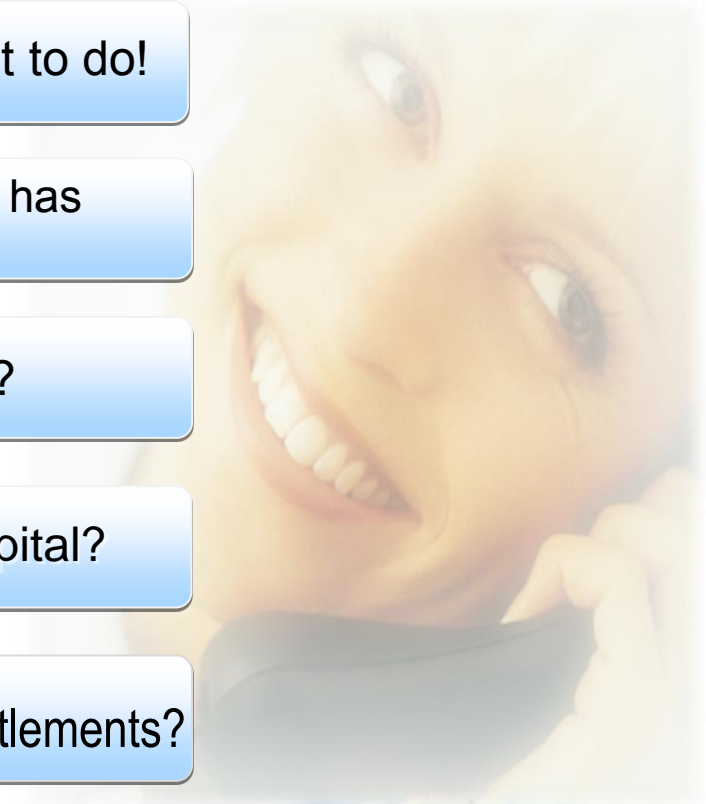
## Examples of special service requests

- The bathroom toilet is clogged. What should I do?
- Who would win in a fight between an elephant and a rhino?
- Is the Olympic gold medal made of pure gold?
- Do fish feel pain, too?
- Is it okay to eat sushi during pregnancy?



## Examples of foreign language counseling

- A foreigner has passed out. I don't know what to do!
- I'm an illegal foreigner worker and my employer has been refusing to pay me.
- What do I have to do to get a driver's license?
- Is an interpretation service available at a hospital?
- What should foreigners do to file their year-end settlements?

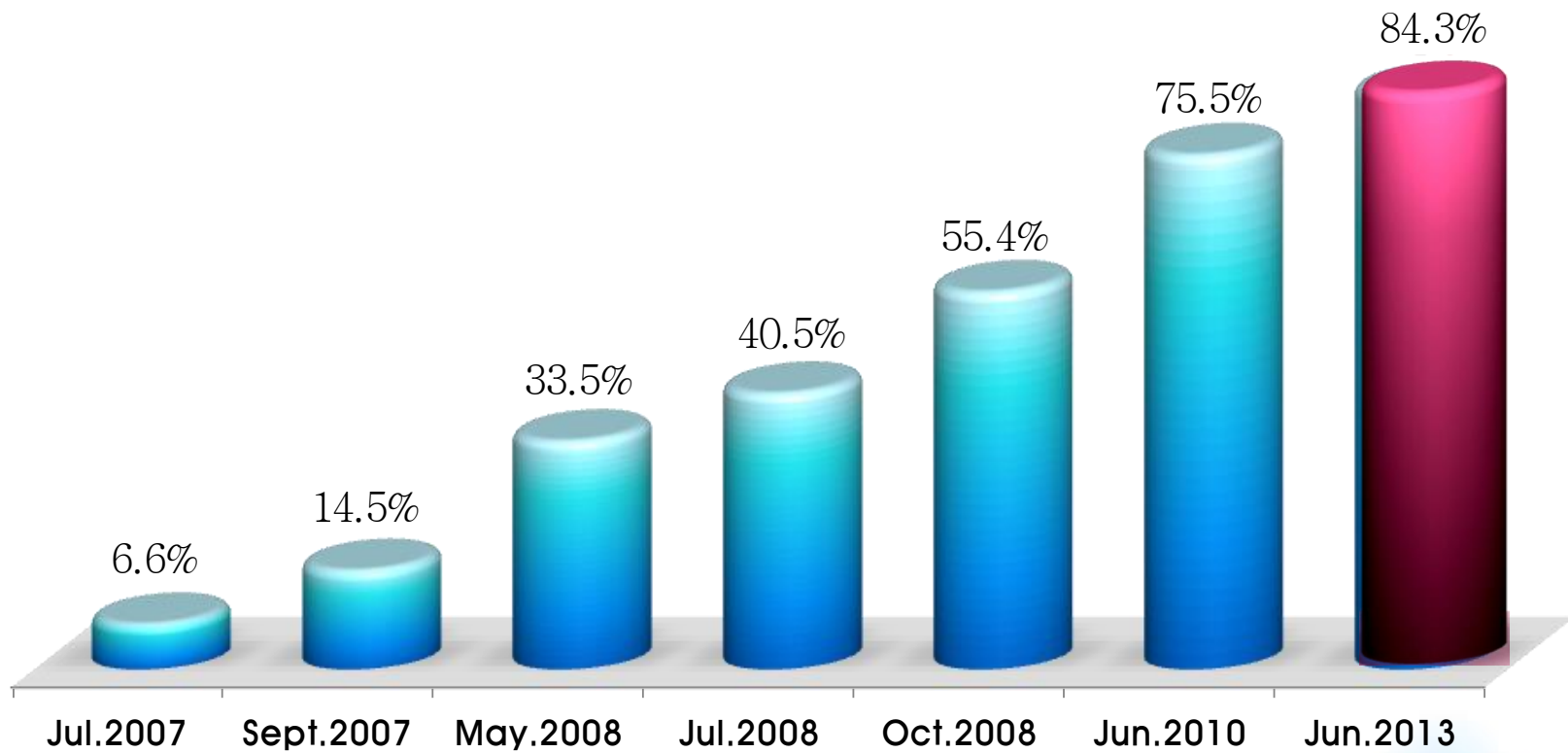




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#### IV. 120 Dasan Call Center in the Present

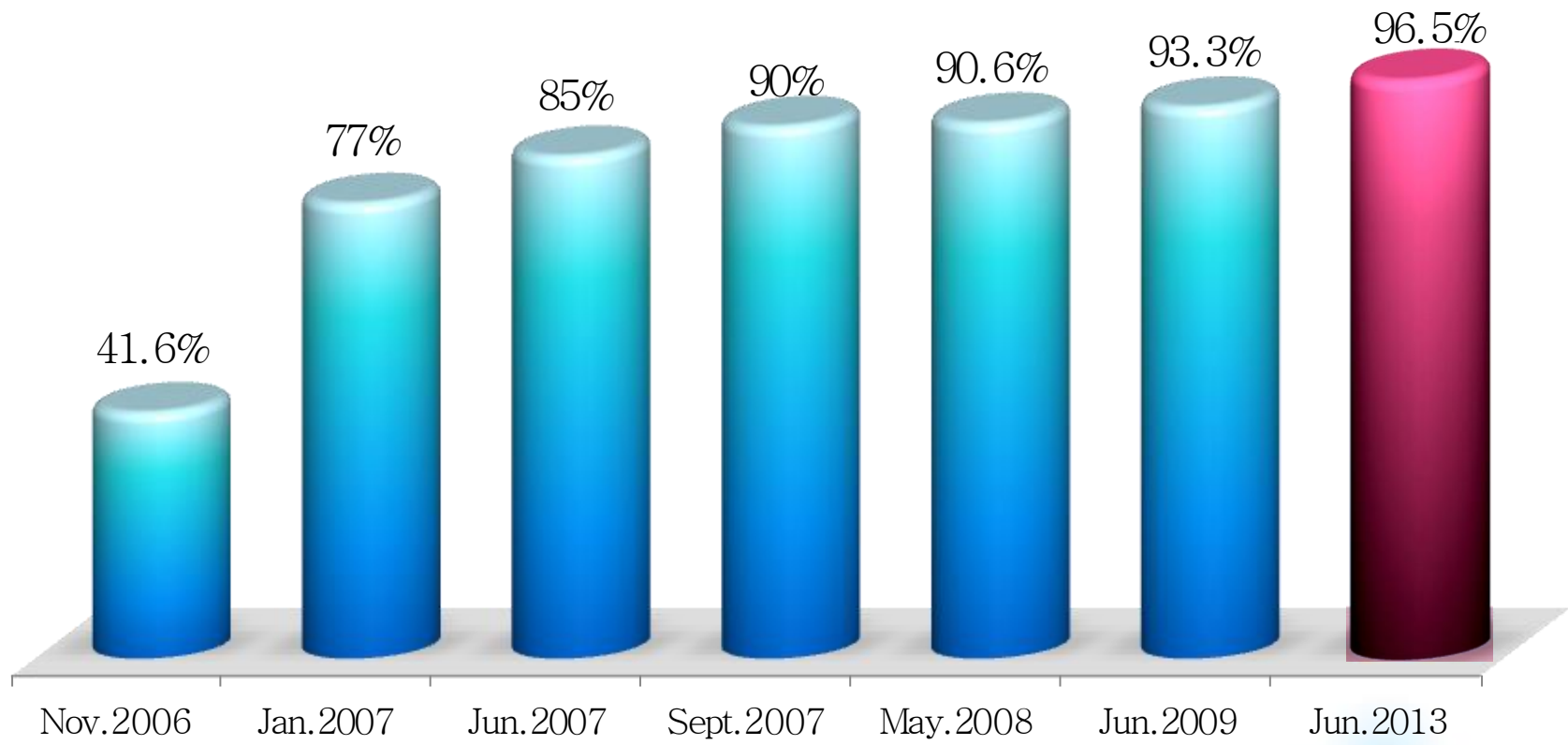
### Public recognition



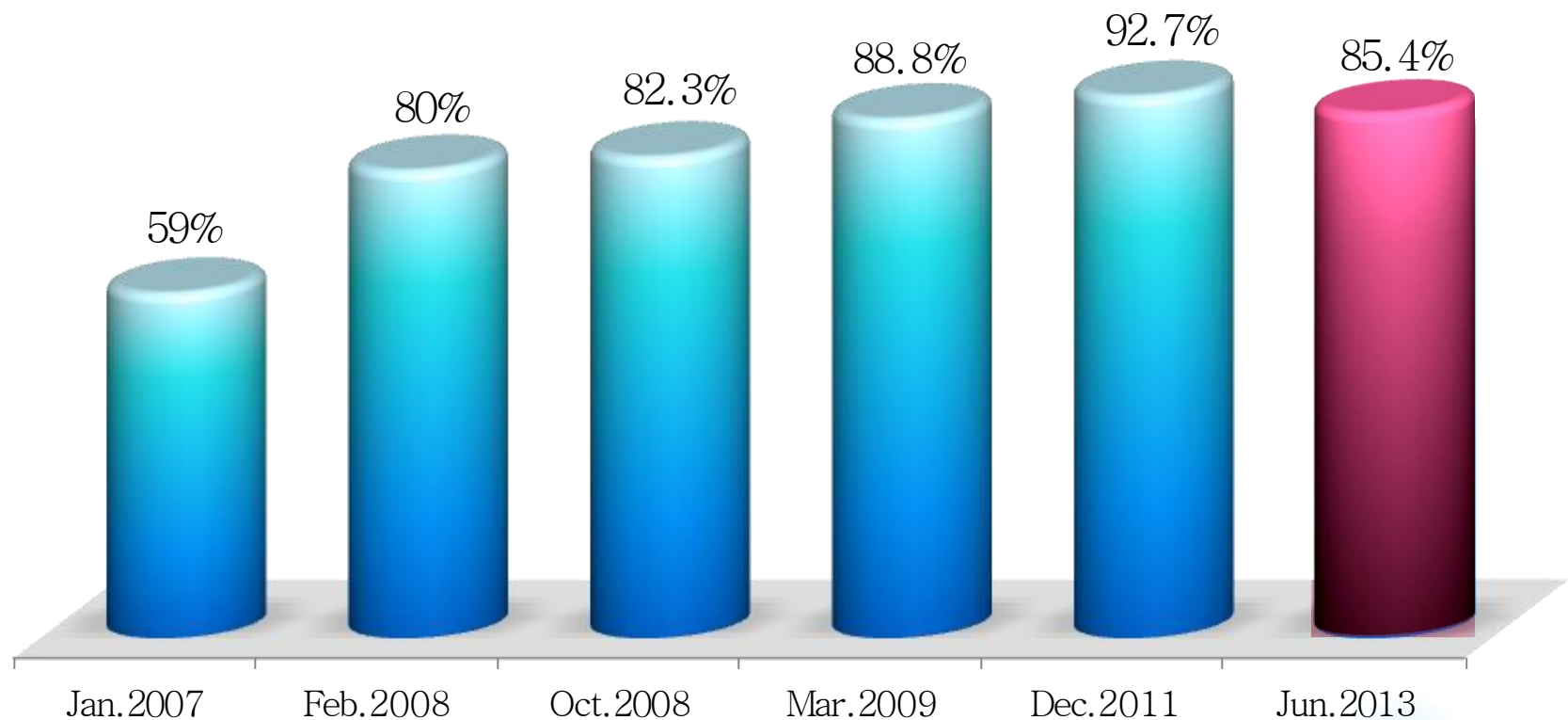
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#### IV. 120 Dasan Call Center in the Present

### Satisfaction



Incoming calls answered within 15 sec.



➤ **National standards**  
: Answer over 80% of incoming calls within 20 sec.

➤ **Seoul Metropolitan Government's target**  
: Answer 80% of incoming calls within 15 sec.

## Certificates and Awards

Call Center Service  
KS Certificate

**-Korea's first call center-**

(Korea Standards  
Association, 2008)



Call Center ISO 20000  
Certificate

(BSI Korea, 2008)



4<sup>th</sup> Best Call Center  
Certificate

(Korea Call Center  
Information Research  
Center, 2008)



Customer Satisfaction  
Awards

**-2 consecutive years-**

(Korea Business Daily,  
2009)



**고객감동경영대상**  
Customer Satisfaction<sup>®</sup> Management Awards



## Benchmarking

### Korea (822 institutions)

- ▶ Public institutions: 822 including the Ministry of Public Administration and Security, Busan Metropolitan City, Goyang City, etc.

### Overseas (127 institutions)

- ▶ 1,734 people from 127 institutions 72 countries including Moscow (Russia), Qmatic (Sweden), Beijing and Guangxi (China), Singapore, Egypt, etc.





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# V. 120 Dasan Call Center in the Future



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## V. 120 Dasan Call Center in the Future

### Future goals



# Thank you!



**DASAN 120**  
Seoul Call Center