

## **5. 120 DASAN CALL CENTER**

### **5.1. POLICY GOAL, PERFORMANCE AND OUTCOMES**

#### **5.1.1. POLICY GOAL**

Before the development of e-Government, during the period of traditional government, citizens of Seoul had no choice other than to visit City Hall directly, or had to waste time holding the phone for the information they needed. To make matters worse, even though citizens could get in contact with the person in charge, the quality of response from City Hall was very unsatisfactory.

In order to resolve this repeated problem of government's accountability, 120 Dasan Call Center was introduced. Through the single number "120," Seoul citizens can now contact the SMG regardless of the kind of complaints, questions or suggestions.

#### ***1. Increasing Accessibility to SMG***

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Through the "Single Number 120," citizens can contact Departments and Officers in charge regardless of any questions

To provide governmental services more conveniently by Simplified Procedures

#### ***2. Enhancing Citizen Satisfaction toward SMG through Technology Adoption***

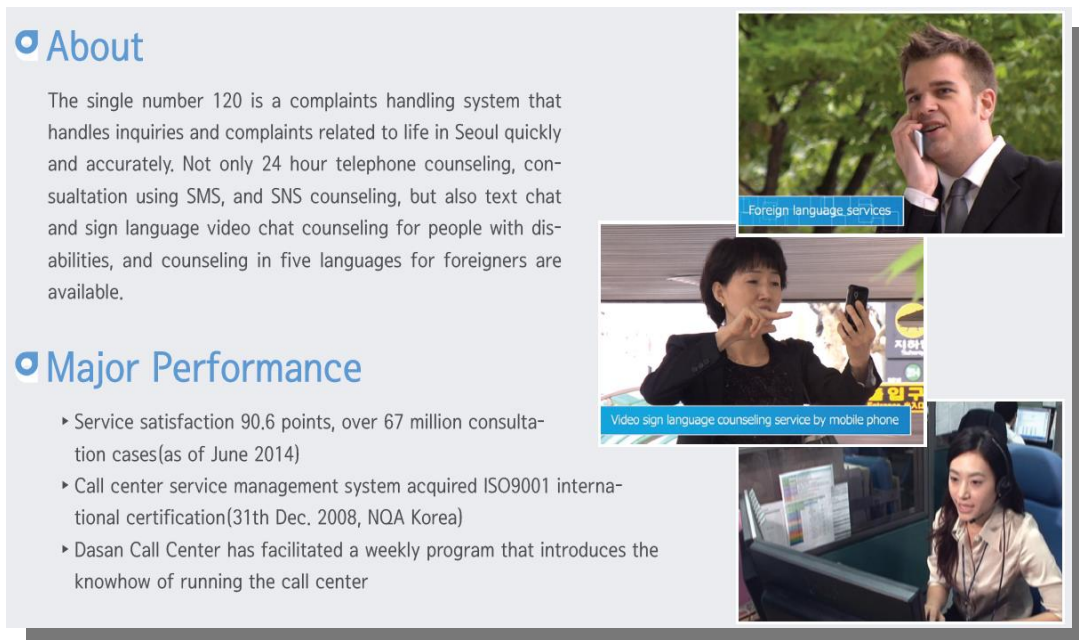
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To expand the counseling service from Telephone Call to Text Message, Chatting, and Social Media

To develop 120 Dasan Call Center Counseling Information Database

To adopt Scientific Complaints Management by introducing Counseling Record Program

To expand Service Area by providing Smartphone Application



**Figure 2-23.** 120 Dasan Call Center: An Overview  
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

### 5.1.2. PERFORMANCE AND OUTCOME

The primary policy goal of 120 Dasan Call Center is to enhance Seoul Citizen satisfaction through reconstructing an essential contact line with the government. Through ISO 20000 standardized IT service management technology, the center now can now provide 24/7 services to the citizens. Seoul citizens can ask questions and receive inquiries more quickly and accurately with just one call.

#### ***1. High Public Use of the System (As of June 2016)***

Total Number of Counseling → 83 Million Cases

Daily Average Numbers → 22,000 cases per Day

#### ***2. Seoul Citizens' Satisfaction***

91.4% of the users have answered “Satisfied with 120 Dasan”

### ***3. Reducing Barriers for the Non-native Speaker and Hearing-impaired Person***

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Providing Foreign Language Counseling Services → Daily Average: 87 Cases

Offering Sign-Language Services for the Hearing-impaired through Video Chat

→ Total Number: 2.39 Million Cases; Daily Average: 65 Cases

### ***4. A Faster Services through Text Message Counseling System***

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→ Total Number: 7.2 Million Cases

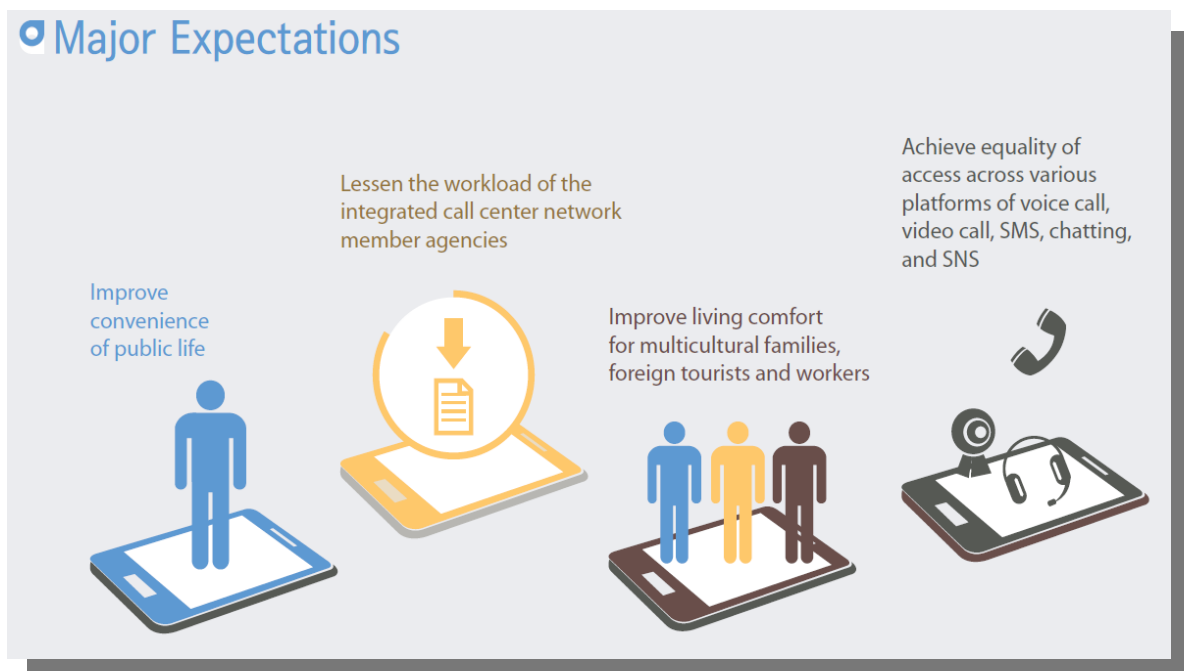
→ Daily Average: 2,545 Cases

### ***5. Sharing Know-how to Manage 120 Dasan Call Center with Domestic and International Governments***

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On-the-spot information sharing Program

50 Countries and 800 Municipalities and Organizations have visited the center

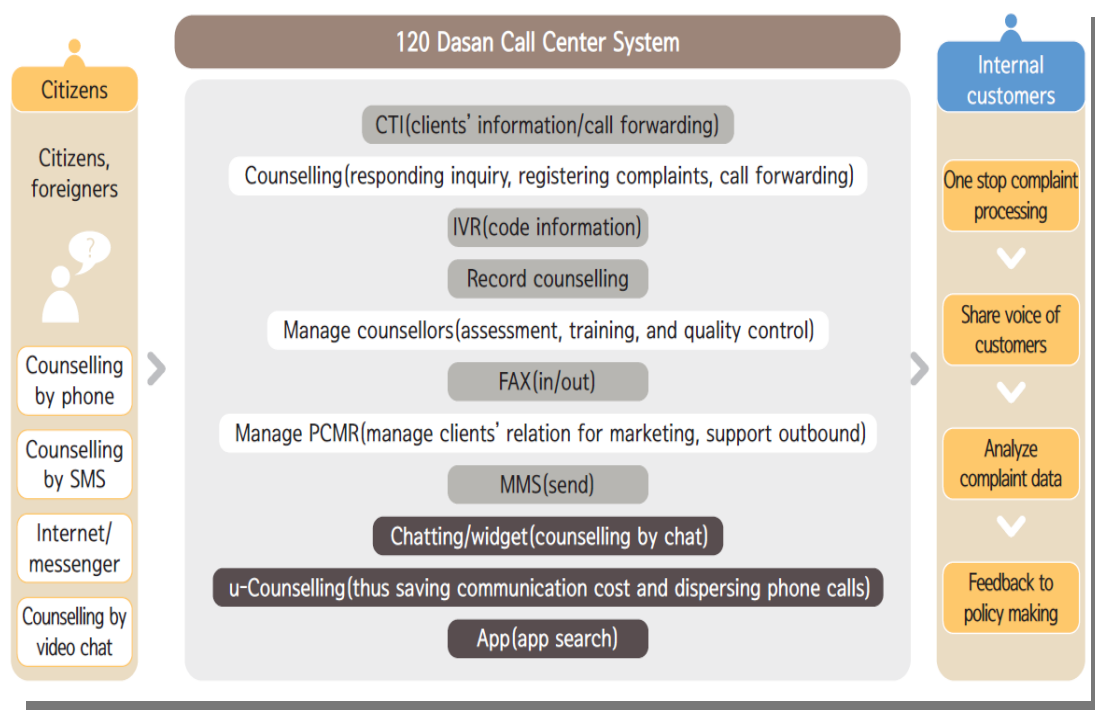


**Figure 2-24.** 120 Dasan Call Center: An Overview

Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

Figure 2-25. summarizes 120 Dasan Call Center's entire management system. Most importantly, the SMG is expanding channels to receive citizens' public service needs from phone calls to Text Messages, Video Chat and Internet Messenger. After the establishments of 120 Dasan Call Center, citizen satisfaction for the SMG has improved considerably (an

approximately 91.4% of service satisfaction rate). Moreover, by consolidating all the services into a single center which is in charge of serving citizens' public service needs, the productivity of other departments has increased due to the fact that they do not have to spend so much time dealing with civil complaints.



**Figure 2-25.** 120 Dasan Call Center: A Summary of System  
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

## 5.2. POLICY DETAILS

### 5.2.1. MAIN FUNCTIONS

#### ***Voice Call Counseling***

Seoul Citizens can ask questions and inquiries by calling the single number 120 anytime and anywhere.

#### ***Text Message Counseling***

In case citizens do not want to call directly, it is possible to ask questions and inquiries through a Text Message (SMS or MMS message, within 1,000 letters). Images can be received by the system to provide for more convenient counseling and complaints.

#### ***Video Chat Counseling***

In the case of hearing and speech impaired citizens, 120 Dasan Call Center provides video chat counseling through the website. This service can also be provided through the 120 Smartphone Application.

## Foreign Language Counseling

For foreigners, tourists and visitors, the SMG's counseling services can offer various interpretation services through the number 120 and extension 9. Currently, English, Chinese, Japanese, Vietnamese and Mongolian counseling is available, and the SMG is planning to include additional languages in the near future.

## Social Media Counseling

The Seoul Government and the District Offices are constantly on standby to respond to citizens' requests via Social Media such as Twitter. In most cases, the inquiries are processed within 24 hours and are responded to through Twitter as well.

### 5.2.2. COMPOSITIONS AND DETAILS

#### 120 Dasan Mobile App Compositions



**Figure 2-26.** 120 Dasan Smartphone Application: Compositions - Revised  
Source. Seoul Metropolitan Government. (2014). Digital Seoul e-Government

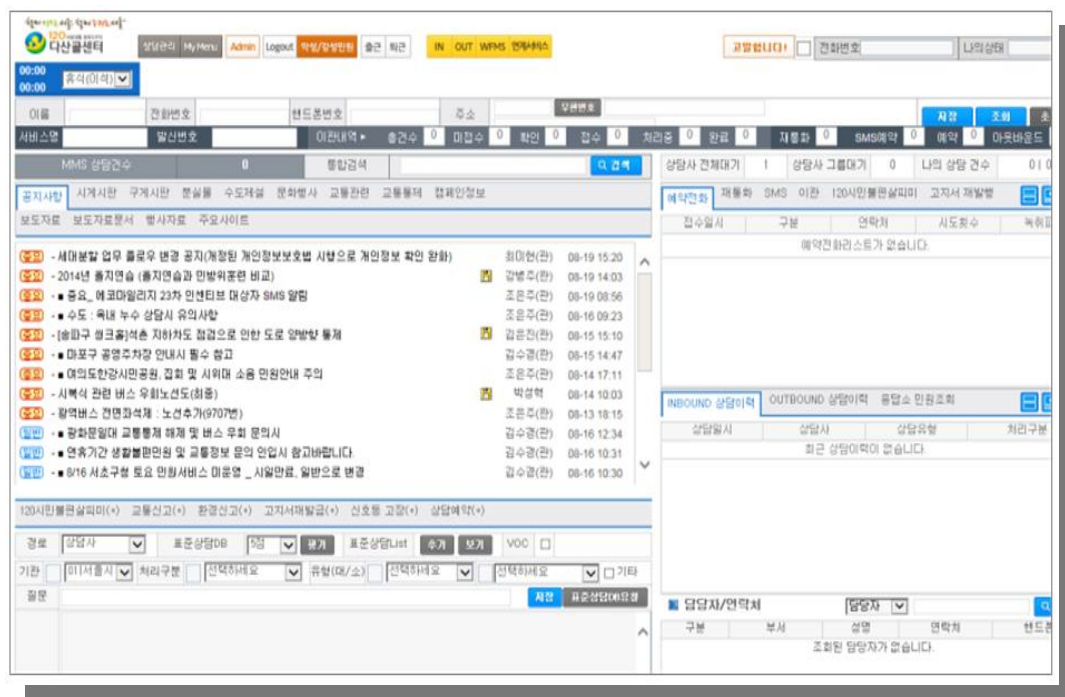
120 Dasan provides an easy and quick means of contacting the SMG, and it is intrinsically a Call-Center based policy. However, in addition to the multilingual voice call counseling, citizens still can get counseling services through the 120 Dasan Smartphone Application.

Moreover, through the 120 App, users can easily get access to other e-Communication services such as Eung-Dap-So, mVoting and Seoul Smart Inconvenience Reporting. Therefore, the 120 Dasan is the most essential connection link between the SMG and Seoul citizens.

Because phone call counseling alone is not sufficient to meet the diverse needs of the citizens, the SMG is providing the same service through another channel. *Figure 2-26.* represents the 120 Dasan Application and the main functions. Through this App, Seoul citizens can use Video Counseling more efficiently. App users can get in contact with Dasan Call Center quickly and conveniently by using Voice Call Counseling and Text Message Counseling.

### 120 Dasan App: Details

Chat and Video Counseling provide sign language services for the hearing-impaired. As described earlier, foreigners can also ask and make inquiries about living in Seoul or about other public services for the non-nationals. Through this ongoing effort to provide counseling services even for non-natives, the SMG is actively trying to resolve the problem of information gap, generation gap and the issues involving diversity in Seoul.



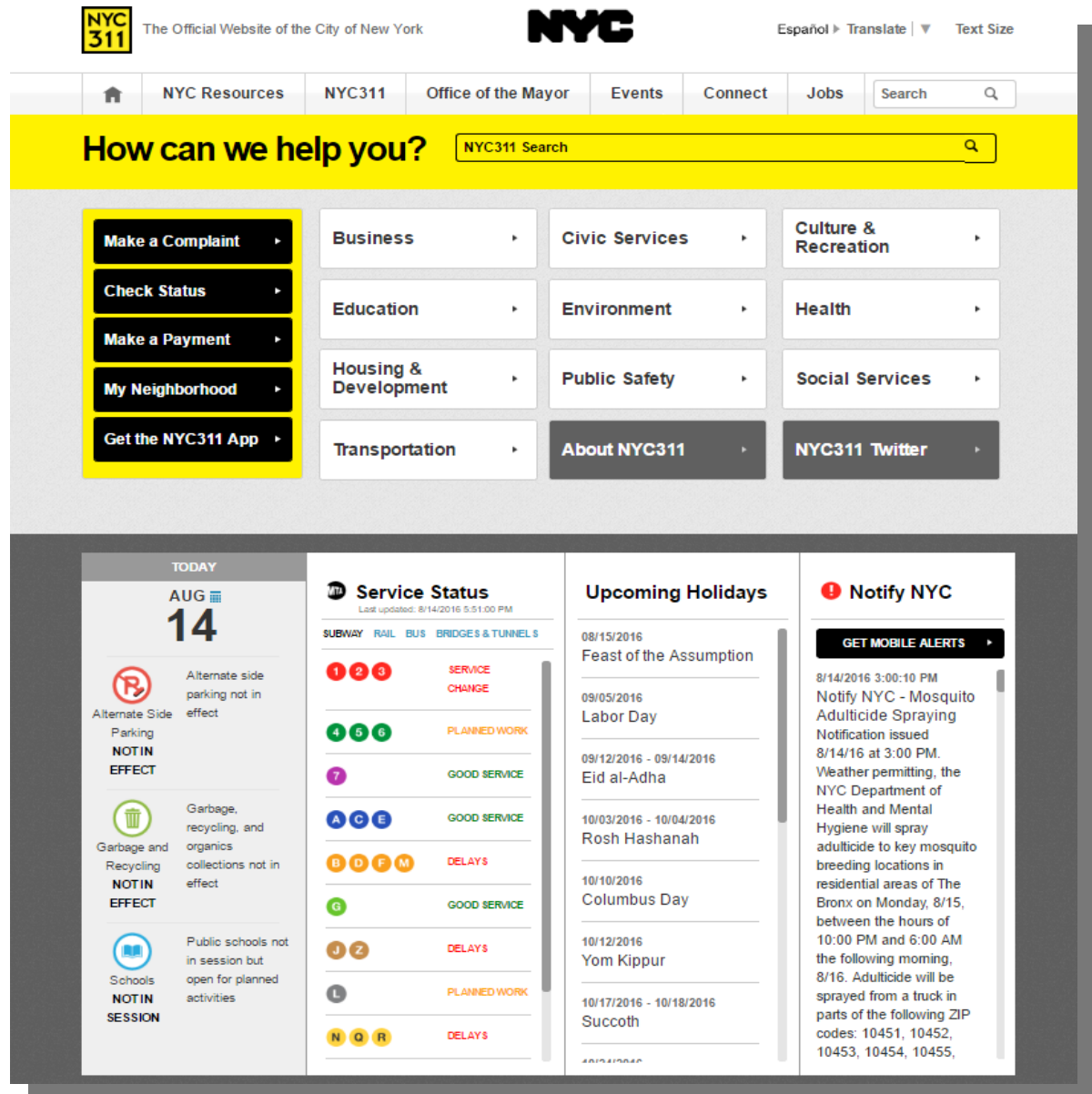
**Figure 2-27.** 120 Dasan Call Center: A Counseling Record Program  
Source. Seoul Metropolitan Government. (2014). Seoul Metropolitan Government' E-Government Policy Tool-Kit Development Report.

*Figure 2-27.* represents a Counseling Record Program of 120 Dasan Call Center. In order to manage the deluge of requests, inquiries, and public service needs from the citizens, 120 Dasan Call Center manages calls by specific programs or policies.



Through the program, counseling and complaints information is recorded in real-time, and the data is stored and processed statistically without any omission. By utilizing technology actively, counselors of 120 Dasan Call Center can deal with citizens' public service needs more efficiently and effectively.

### 5.3. CASE OF NEW YORK CITY, U.S.



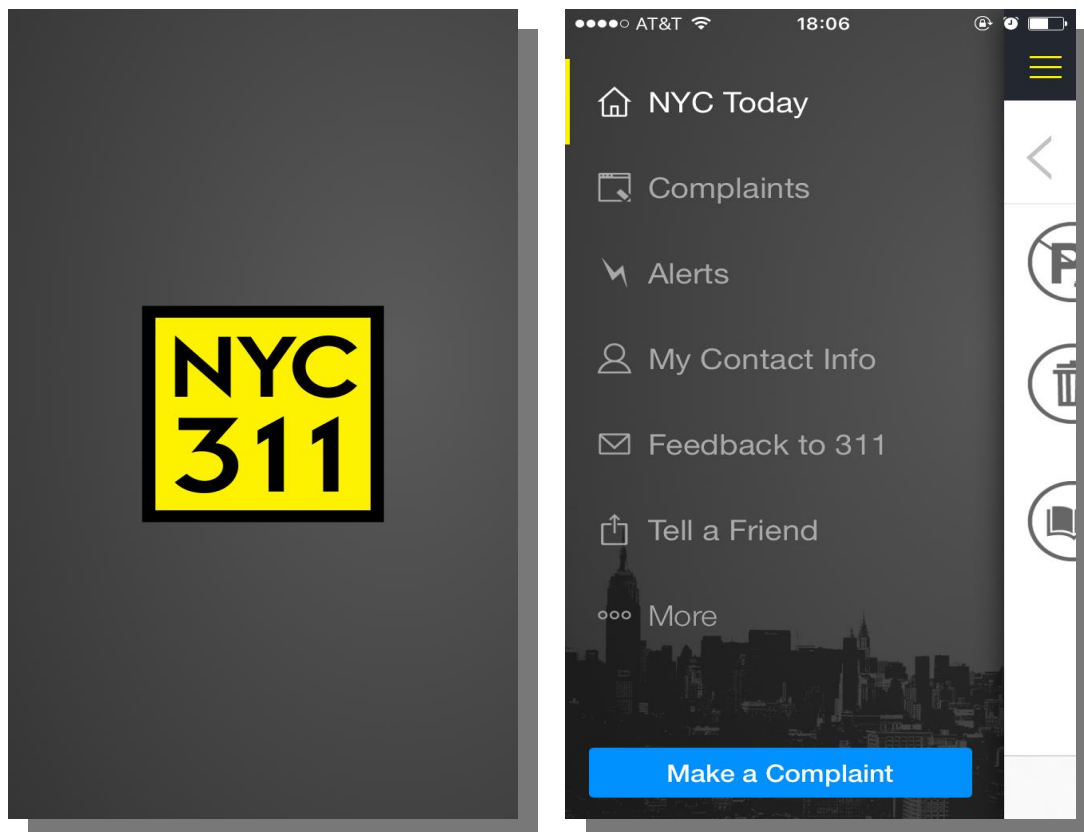
**Figure 2-28.** New York City Government 311NYC Website: Main Page  
Retrieved from <http://www1.nyc.gov/311/index.page>

*e-Government Profile: New York City* (Source: Holzer & Manoharan, 2016)

## ONE OF THE TOP 20 CITIES IN DIGITAL GOVERNANCE FROM 2009 TO PRESENT

- 2<sup>ND</sup> IN 2014 DIGITAL GOV. RANKING
- 4<sup>TH</sup> IN 2009 AND 6<sup>TH</sup> IN 2012
- 5<sup>TH</sup> IN CONTENT MEASUREMENT
- 3<sup>TH</sup> IN SERVICE DELIVERY MEASUREMENT
- 7<sup>ND</sup> IN CITIZEN AND SOCIAL ENGAGEMENT

Figure 2-29. shows the main page and menu of NYC311 Smartphone Application. The NYC311 service is very similar to Seoul's 120 Dasan Call Center, except for the fact that NYC311 is mainly a smartphone-based app and provides access for citizens to non-emergency City services and information about City government programs. NYC311 is available online and by phone. Citizens can obtain access and ask about public services through a voice call to 311. In addition, by using the application, they can initiate complaints to city government and get alerts in terms of weather, traffic information, parking spaces and public services.

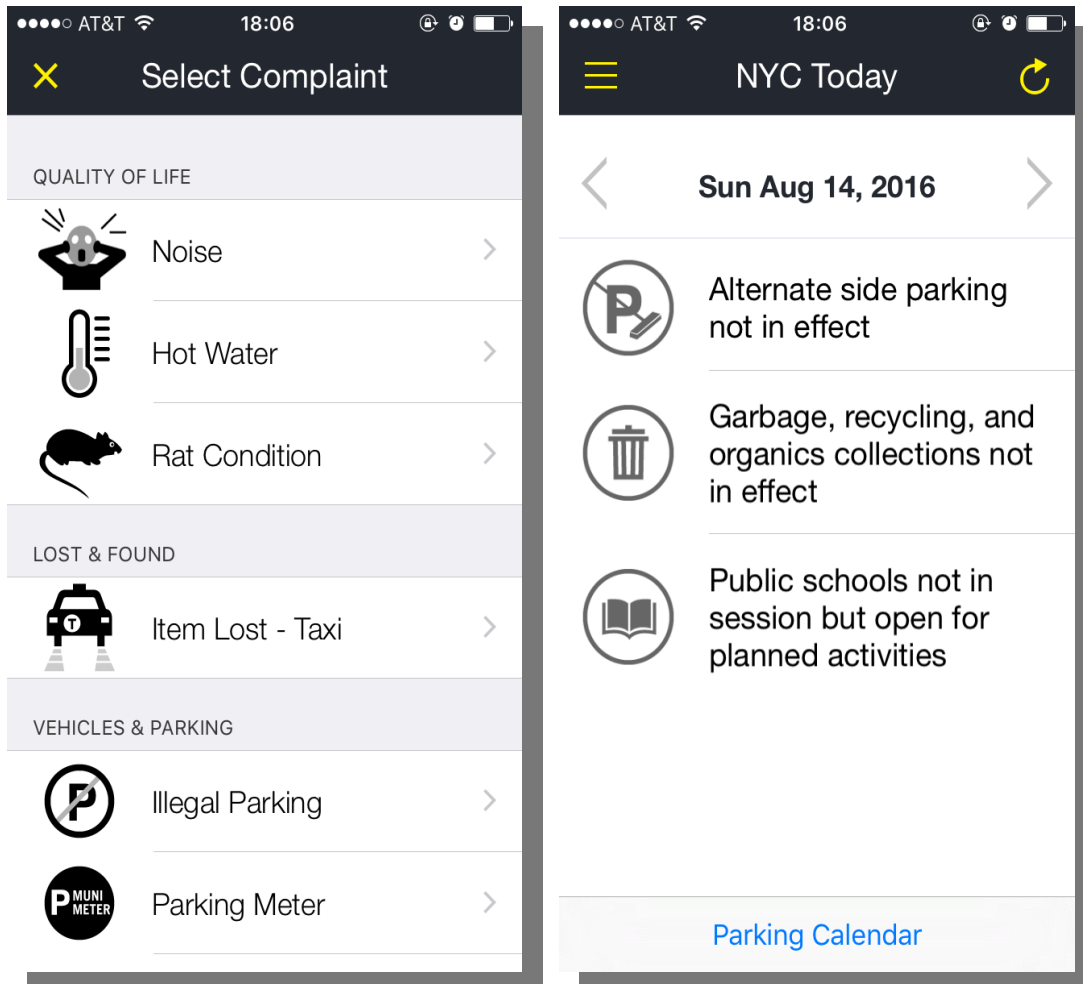


**Figure 2-29.** NYC 311 Smartphone Application: Main Page and Functions

Citizens can use the App to check if alternate side parking and meters are suspended, if garbage, recycling, and organics collections are suspended, and if public schools are closed. NYC citizens can also make service requests to get help with unwanted noise, heat or hot



water problems, rat conditions, snowy streets or sidewalks, potholes, and more. Specifically, due to the fact that NYC is one of the busiest and most crowded cities, the NYC311 places considerable emphasis on traffic notifications and alerts such as parking complaints, parking meter and alternate side parking information.



**Figure 2-30.** NYC 311 Smartphone Application: Complaints and Alerts