Seoul Call Center, Dasan 120
Get answers to any questions on Seoul in one call
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I. Why the 120 Dasan Call Center?
I. Why 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?
I really hate inhuman automated answering services!

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

I. Why 120 Dasan Call Center?
Seoul City Call Service before the 120 Dasan Call Center

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

Call service customer satisfaction scored 41
(Nov. 2006)

I. Why 120 Dasan Call Center?
II. Launch of the 120 Dasan Call Center
“Dasan Project” for Customer-Satisfying Administrative Service

II. Launch of the 120 Dasan Call Center

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

SMG&district office affairs, etc.
Basic Concepts of the 120 Dasan Call Center

II. Launch of the 120 Dasan Call Center

- **citizen**
  - Questions answered instantly
  - All types of service request by calling 120
  - Accurate answers based on the standard counseling DB

- **120 Dasan Call Center**
  - Professional counseling
  - Calls transferred to the relevant city officials only when specialized counseling or policy making are needed
  - Upgrade DB on a regular basis

- **City Officials**
  - Focus on creative work

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?

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

It will be just a total waste of budget.

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

<table>
<thead>
<tr>
<th></th>
<th>Jan. 2007</th>
<th>Dec. 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Incoming calls handled</td>
<td>1,184/day</td>
<td>23,368 calls/day</td>
</tr>
<tr>
<td>Service agents</td>
<td>20</td>
<td>425</td>
</tr>
<tr>
<td>Customer satisfaction</td>
<td>77%</td>
<td>89.0%</td>
</tr>
<tr>
<td>Public recognition</td>
<td>6.6%</td>
<td>84.3%</td>
</tr>
</tbody>
</table>

120 Dasan Call Center is ensuring happiness for Seoul citizens

II. Launch of the 120 Dasan Call Center
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

III. 120 Dasan Call Center in the Past
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
Discussion with service agents on problems of the service center and find appropriate solutions

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

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

Survey call center customers for improvement of service quality (once a month)
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)
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)
III. 120 Dasan Call Center in the Past

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

(As of Dec. 2015)

<table>
<thead>
<tr>
<th>Service Type</th>
<th>Number of Calls</th>
</tr>
</thead>
<tbody>
<tr>
<td>Phone counseling</td>
<td>23,368</td>
</tr>
<tr>
<td>Text messaging counseling</td>
<td>1,679</td>
</tr>
<tr>
<td>Sign language counseling</td>
<td>69</td>
</tr>
<tr>
<td>Foreign language counseling</td>
<td>86</td>
</tr>
</tbody>
</table>
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?
Public recognition

IV. 120 Dasan Call Center in the Present

% Public recognition:
- Jul.2007: 6.6%
- Sept.2007: 14.5%
- May.2008: 33.5%
- Jul.2008: 40.5%
- Oct.2008: 55.4%
- Jun.2010: 75.5%
- Jun.2013: 84.3%
IV. 120 Dasan Call Center in the Present

Satisfaction

<table>
<thead>
<tr>
<th>Date</th>
<th>Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nov. 2006</td>
<td>41.6%</td>
</tr>
<tr>
<td>Jan. 2007</td>
<td>77%</td>
</tr>
<tr>
<td>Jun. 2007</td>
<td>85%</td>
</tr>
<tr>
<td>Sept. 2007</td>
<td>90%</td>
</tr>
<tr>
<td>May. 2008</td>
<td>90.6%</td>
</tr>
<tr>
<td>Jun. 2009</td>
<td>93.3%</td>
</tr>
<tr>
<td>Jun. 2013</td>
<td>96.5%</td>
</tr>
</tbody>
</table>
IV. 120 Dasan Call Center in the Present

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

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)

4th Best Call Center Certificate
(Korea Call Center Information Research Center, 2008)

Customer Satisfaction Awards
- 2 consecutive years -
(Korea Business Daily, 2009)
IV. 120 Dasan Call Center in the Present

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.
V. 120 Dasan Call Center in the Future
Future goals

2007
Launch of the 120 Dasan Call Center

2012
Operation of Integrated Call center

Future-oriented customer & information center

Integration of 69 main Numbers of 41 institutions

Utilization of 3rd-generation information technology

Establishment of an integrated counseling DB

Development of diverse services

Training of professional service agents

Establishment of a private-public cooperative system

Enhancement of counseling system
- Counseling process and system improvement -

Use of 4G information technology
- Smart phone, SNS -

Diversification of service channels
- Search of counseling DB, sign language counseling on mobile phones -

Feedback of policy data including counseling history
- Feedback of citizens' opinions received in the call center to policy -
Thank you!