

Customer Service Recognition Award:

Practices since 2014 : Service Culture to All Indonesian Workers. (BPJS Ketenagakerjaan – Indonesia)

1. Name of Project : Service Culture to All Indonesian Workers.

Summary

To achieve service excellence, BPJS Ketenagakerjaan developed a new service blue print that puts prime concern on three aspects: People, Process, and Physical Evidence.

We believe that People is one of the key determining factors in rated level of service excellence. The new service blue print redefines the service level agreement of all service processes that should be fulfilled by BPJS Ketenagakerjaan as the new service culture when it is transformed as the new public entity. The new service culture consists of 5 values: Care, Concise, Interactive, Modern, and Active.

Another important factor in creating service excellence is Process. We have simplified the standard for service procedures by integrating all internal systems with the national ID number and we provide multichannel platform through mobile application, Kiosk and fast track system for e-claim in order to support our services.

Physical Evidence also has an important role in the provision of service excellence. It sets the standard for staff appearance and branch office layout. New branch office layout will give the impression of less bureaucracy, more modern and fanciful. It also provides a comfortable environment for our members.

2. Objective and nature of Project

2.1. Objective

We believe that the function of social security organisation is not just to deliver the benefit of our product such as the amount of money as cash compensation for death benefit and old-age benefit. Beyond that, the social security organisation should also provide hospitality and convenience. The psychological effect that could come with this hospitality of our staff and convenience of our new branch office concept enables our members to feel fully protected by the social security scheme.

More than that, BPJS Ketenagakerjaan already uses the national ID number as the reference number for claim verification. Claim payment system using ID Number helps achieve data accuracy, process simplification and most importantly, helps BPJS Ketenagakerjaan with member acquisition.

In addition, there are also multichannel platform services such as electronic balance checking (e-account through email, text message service, and mobile application) that promotes transparency of old age provident account.

2.2. Issue/problem/challenge

In the spirit of our vision, we are challenged to provide service excellence to all of our members.

This service excellence could begin with the simplification of our service procedure and is also supported by the multichannel platform. For more than 10 years, there have always been crowds and long queues at the service department of our branch offices, and there is also no service level agreement for payment claim to our members. The duration for processing payment claims could be as long as 14 days. This situation is even worse for members who approach us due to unfortunate circumstances such as being dismissed by their employer or lose their family member. Furthermore, the Government of Indonesia issued a new regulation on the claim procedure for Old-Age Benefits in July 2015. Under the new mandate, benefits can be withdrawn once the worker resigns from the job and Old-Age Benefits increase significantly up to 300% until the end of the period. We are fully aware that delivering the best of services under these circumstances is not easy.

Given the new circumstances, we develop a new service blue print that will simplify the claim payment process so that we can continue to provide excellent service to all our members.

2.3. The innovative approach/strategy

The utilisation of national ID number for claim payment verification has been in place since 2014. BPJS Ketenagakerjaan uses national ID number to verify members' data profile. This is to ensure the data accuracy and to simplify the claim payment process.

To achieve the objectives, we have simplified the service procedure in branch office. There are new functions such as Document Review Officer (DRO) and Information Service Officer (ISO) at the service department. DRO collects and verifies the document for payment claim. DRO will make sure that the document has been submitted, is already completed well so that the execution of payment process would be shorter. In the event of incomplete documentation, the claimant will be informed and he will be asked to bring the complete document for the next visit. ISO is the service point for members who only need information about their benefit or claim payment procedure. The existence of this service point will shorten the service duration for members as previously, they will be served by customer service officers who provide both information and also handle claim verification.

The branch office of BPJS Ketenagakerjaan also provides a pocket book that contains information about product, benefit, services, registration procedure, and claim procedure. Self-service Kios-K is also provided in each branch office. The Kios-K suite of services include registration, information, balance enquiry and claim status enquiry. The Kiosk-K suite of services can be accessed via members' ID Card.

In this era of high technology where there is ready access to the Internet, we can also provide a fast track system for electronic claims. This electronic claim could be done by the members everywhere in Indonesia. They could submit their document through our portal. Once their document is declared to be fully completed and fully verified by our verifier, they could come to our branch office to show the original documents and the benefit will be directly sent to their accounts.

Our branch offices are not the only means through which we reach out to our members. We also tap on a multichannel platform that comprises a call centre, mobile applications that are android and iOS based, and social media such as Facebook and Twitter. This multichannel platform enable us to reach out to all of our members and educate them on social security.

In pursuit of service excellence, we have also redefined our business process in the marketing department to maintain relations between BPJS Ketenagakerjaan and HR representatives of companies. The previous business process in marketing department has a function of account officer but currently, account officer is divided into two roles, Relationship Officer and Marketing Officer. Relationship Officer will focus on maintaining

the relationship with our customers and Marketing Officer will focus on membership expansion.

To make sure all of initiatives done accordingly, we perform monitoring activities periodically such as e-survey, mystery shopper, field visit to the branches. At the same time evaluate the findings and give an advice for the corrective action directly after discussion on the root cause.

2.4. Internal or external evaluations of the practice

Implementation of the new service blue print is included in the Division of Service & Complaint and Division of Development of Information Technology in Head Office, Department of Service in Regional Offices and Department of Services in Branch Offices. The collaboration serves to achieve the objectives of the new service blue print through excellence service training to the employees in 121 branch offices and 11 regional offices. Training is also provided to the Office Boy, Cleaning Service and Parking Boy in branch offices and regional offices.

To evaluate our service, there are periodic reports from branch offices to regional offices and to the head office. The performance of service excellence is also monitored through Key Performance Indicator so that it would trigger each branch office to develop their service performance.

With the collaboration, we managed to simplify the claim payment process from 14 days to 30 minutes. Also, during 1,5 years, we have changed the branch office layout based on our service blue print standard. There are 324 branch offices which have been standardised under the new concept. Currently, our service level for claim payment process is 30 minutes. In addition, our customer satisfaction has increased from 87.1 % in 2013 to **92%** in 2014.

3. Why the project should be recognised

We have implemented the new service blue print for more than 24 months and evidence shows that our member satisfaction has increased during this period. In January 2014, the customer satisfaction rating of BPJS Ketenagakerjaan stood at 85% and increased to 86%

over the period. This trend has risen steadily in 2015 and reach a peak about 90.2% in December after the new service blue print was implemented.

In term of claim process, BPJS Ketenagakerjaan launched its Fast Track System (e-claim) which can shorten the claim duration and process. Initially launched in January 2015 until mid year the utilisation of e-claim was around 27.740 and increased sharply to 172.249 over the period.

Lastly, developing the new face of BPJS Ketenagakerjaan by transforming appearance of staffs branch office lay out that represent impression of less bureaucracy, more modern, more fancy and comfort.