



# Enhancing Citizen Experience: Social Security Office Services under the Government Easy Contact Center (GECC)

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# Outlines

- **Background of GECC**
- **Criteria & key service factors: “3Ps+ T”**
- **Experiences of Lopburi Provincial SSO**

# Government Contact Center (GECC) : Background

**2015**

The GECC was established under the government's policy

## **PUBLIC TRUST**

- modern, citizen-centric service that are transparent & efficient
- one-stop service with convenient, fast, easily accessible services

## **Regulatory Bodies**

### **Office of the Prime Minister (OPM)**

Setting up criteria, standards, evaluation guidelines

### **The SSO (Headquarters)**

Operating its own GECC based on the OPM's policies and standards

### **Provincial SSOs**

Implementing GECCs within their respective areas

# Certification Levels & key service factors



**Basic Level**  
**70-79 pt.**



**Advanced Level**  
**80-89 pt.**



**Excellence Level**  
**90-100 pt.**

**“3Ps+ T”**



**Place**

- Making Public Services Easy, Convenient, and Citizen-Friendly



**Process**

- standard-based public services



**Personnel**

- Service-minded
- High-quality
- Efficient services



**Technology**

- Convenience
- Streamlined process
- Cost-effective





# SSO has **143** units nationwide

2018 to 2025

certified with GECC  
**50** units (35 %)



**ADVANCED  
LEVEL**

- Lopburi Provincial SSO (2025)
- Chiang Mai Provincial SSO (2024)
- Lopburi Provincial SSO  
(Chai Badan Branch) (2023)
- Lamphun (2023)



**STANDARD  
LEVEL**

46 units

# GECC key service factors: “3Ps+ T”



Place



Process



Personnel



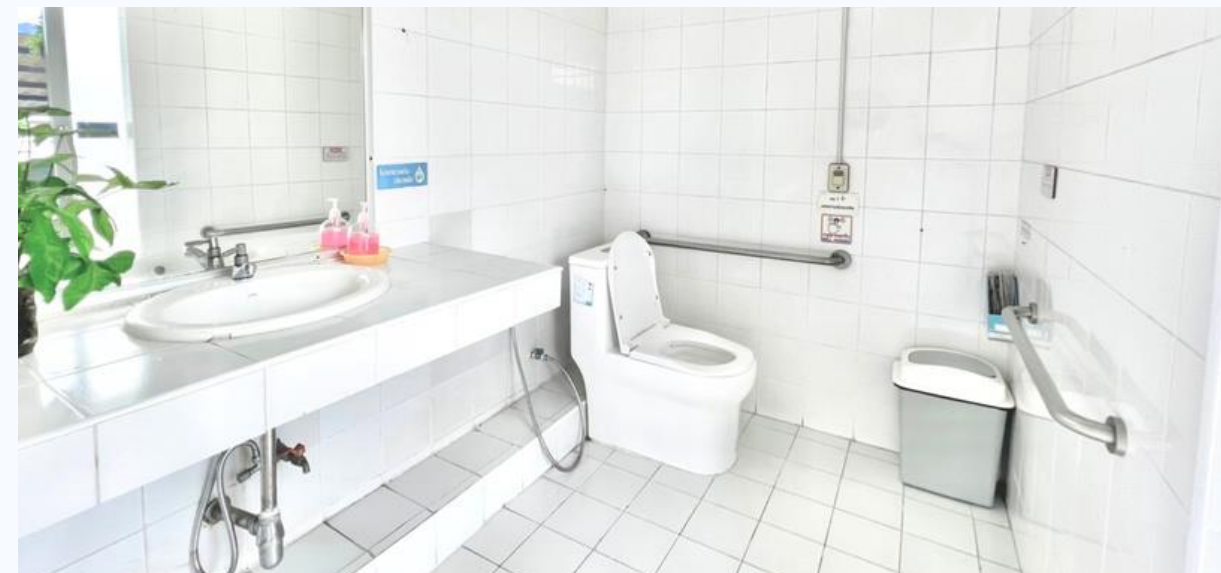
Technology



# Lopburi Provincial Social Security Office

## 1. Place Aspect

### 1.1 Designed based on the Universal Design concept





# Lopburi Provincial Social Security Office

## 1. Place Aspect

1.2 Support environmental sustainability  
e.g., effective & sustainable waste  
management, renewable energy





# GECC key service factors: “3Ps+ T”



Place



Process



Personnel



Technology



# Lopburi Provincial Social Security Office

## 2. Service Aspect

### 2.1 Channels for receiving feedback and complaints



### 2.2 Proactive services for disabilities



### 2.3 Prompt and timely monitoring and problem-solving





# GECC key service factors: “3Ps+ T”



Place



Process



Personnel



Technology

# Lopburi Provincial Social Security Office

## 3. Personnel Aspect

3.1 Continuous services without a lunch break, and extends service hours based on user expectations



3.2 Outstanding SSO Officer of the Month



3.3 Enhance service skills (Service Smart Smile)





# GECC key service factors: “3Ps+ T”



Place



Process



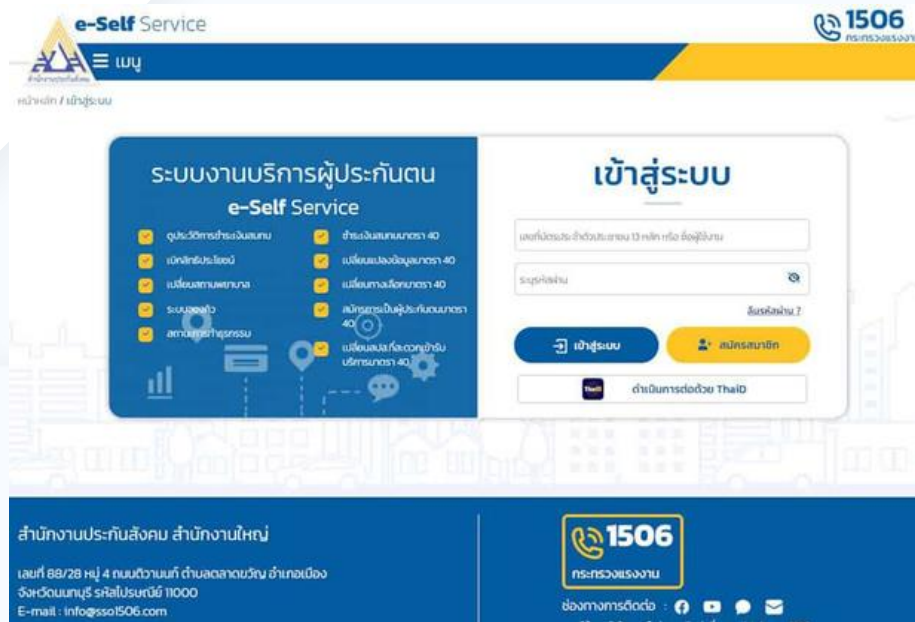
Personnel



Technology

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## 4. Technology Aspect



### INSURED PERSONS

- Application SSO Plus
- [www.sso.go.th](http://www.sso.go.th)
- Provide services through the e-Service system, such as e-Claim



### EMPLOYERS

- Employer registration with the DBD via Biz Portal
- Contribution payment via e-Payment
- Receipt issuance via e-Receipt



### INTEGRATE DATA

- Unemployment registration with the **Department of Employment**
- Linking contribution certificates with the Revenue **Department for tax deductions**
- life verification for beneficiaries with the **Department of Provincial Administration**



# Lopburi Provincial Social Security Office

## 5. OTHER ASPECT

### 5.1 PROACTIVE SERVICE

- Proactive health check-up
- Mobile dental clinic
- Home visits for persons with disabilities
- Service Delivery Unit



### 5.2 FOSTER INNOVATION AND TECHNOLOGY

- Telemedicine
- Health Rider



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**Thank you**