



IMPROVING INTERACTION WITH CUSTOMERS THROUGH BOOSTING MULTIMEDIA SYSTEM



OUTLINE

-  Overview
-  Factors
-  Interactive multimedia system
-  Conclusions

I. Overview

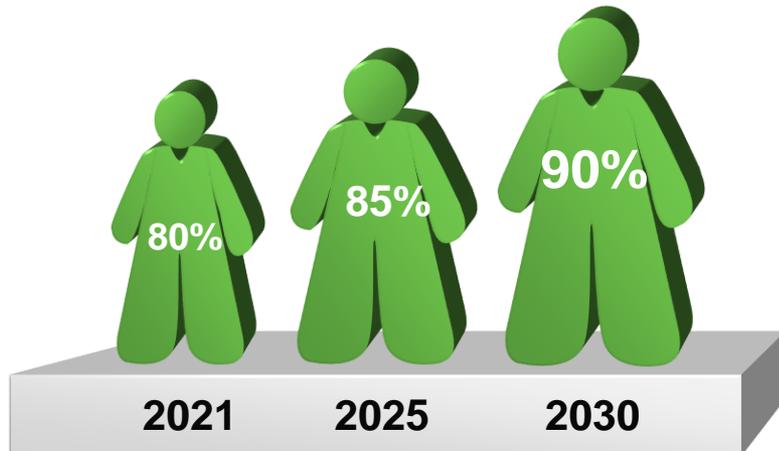
Vietnam Social Security (VSS):

- ✓ A Government agency responsible for the organizing and implementing social security and health insurance regimes and policies;
- ✓ Collecting and managing related funds (social, unemployment, health insurance);
- ✓ Monitoring the payment of social, unemployment and health insurance premiums as prescribed by law.



II. Factors

- VSS's Roadmap 2016-2020: Focus on IT infrastructure development (software, call center...)
- The global trend in serving citizens and enterprises
- Providing modern approaches to provide information for citizens and enterprises.
- Increasing number of mobile subscribers.
- Goal: Satisfaction index reach 80% by 2021, 85% by 2025, 90% by 2030 (in accordance with Resolution No. 28)



III. Interactive multimedia system



1. Call center

2. Artificial Intelligence (Chatbot)

3. Facebook Fanpage

4. Specialized site

5. Online payment service

6. SMS service

7. SMS brandname service

8. Satisfaction survey

9. Mobile application

1. Call center - 1900.9068

- Established in Aug 2017, operated 24h/7, 3 shifts/day by 43 outsourced employees.
- From Aug 2019: 2 shifts/day (night shift excluded), 7 days/week.
- Support 3 main services:
 - ✓ Receiving calls to provide supports, consultations, explanations on regimes and policies on social, healthcare and unemployment insurance.
 - ✓ Supporting healthcare centers in standardizing the list of medical examination and treatment and applying payment dossiers on the assessment portal.
 - ✓ Receiving calls to provide explanations, supports, consultations to enterprises on how to carry out online transactions.



1. Call center - 1900.9068

- The service has significant positive impacts. They also support individuals and organizations when interacting with social security agencies.



24/7 service

1. Call center - 1900.9068

Significance:

- ✓ Develop forms of indirect communication.
- ✓ Help organisations and individuals complete administrative procedures quickly and simply, enhancing the efficiency of the social security sector.
- ✓ Satisfy individuals' and organisations' demands for assistance, advice, and direct answers
- ✓ Be open and transparent to help individuals and organisations understand their obligations and rights
- ✓ Modernise and professionalise communications and responses to queries about social security, health insurance and unemployment insurance regimes and policies

2. AI (Chatbot) platform

- Automated response software officially launched in November 2018.
- Vietnam Social Security has developed a database of questions and answers to connect with the public via automated responses (Artificial Intelligence) on the sector's website, Fan page and via smartphones.



2. AI (Chatbot) platform

After trial period (April 2019), reaching the results as follows:

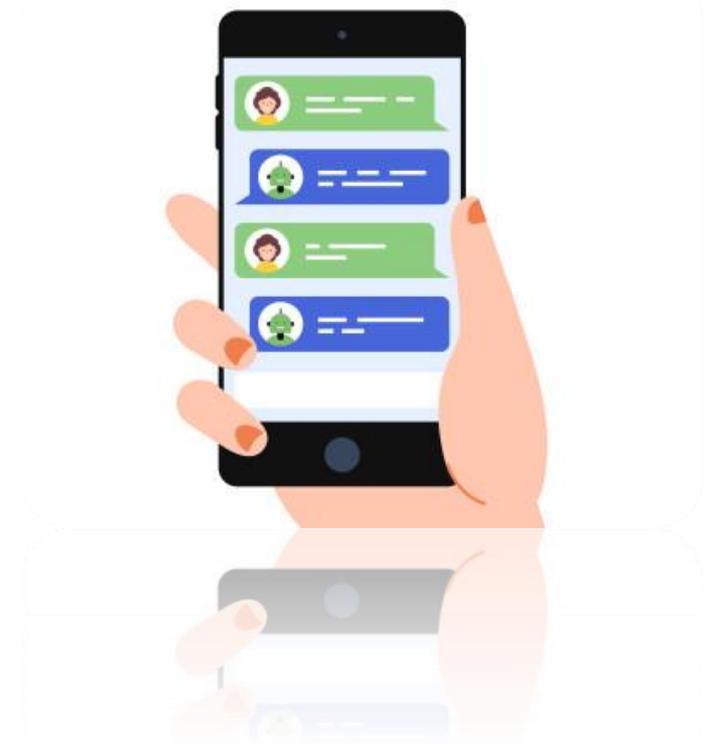
- About 50% of the total of the interactive people understand the automated interactive measure of the system
- About 30% of interactive people received correctly automated answers
- About 60% of questions relating to specific situations on the social, health and unemployment regimes have not been answered (as the data has not been established)
- Quick interaction with questioners about social, health and unemployment policies and regimes; administrative procedures, payment documents...



2. AI (Chatbot) platform

Significance: Organisations and individuals can have automated interactions and conversations with social security agencies.

- ✓ Anywhere
- ✓ Anytime
- ✓ No language restrictions



3. Fanpage on Facebook

Significance:

- ✓ Organisations and individuals can interact directly with social security agencies to receive responses for any queries related to social, health and unemployment insurance.
- ✓ Vietnam Social Security also proactively provides information and orients public opinion.



4. Special page: Social security with organisations, individuals

This is one of the channels to receive comments and recommendations, and responses to individuals' and organisations' queries in the process of participating in and benefitting from social insurance, health and insurance regimes and policies.



The screenshot shows the website for Bảo Hiểm Xã Hội Việt Nam (Vietnam Social Security). The header includes the organization's name and logo, along with a hotline number (1900 90 68) and flags for Vietnam and the UK. The main navigation bar contains links for 'PHẢN ÁNH, KIẾN NGHỊ' (Feedback, Suggestions), 'TRA CỨU KẾT QUẢ TRẢ LỜI' (Search Results), 'HỎI - ĐÁP' (Q&A), and 'THẨM DÒ Ý KIẾN' (Review Opinions). Below the navigation, there is a section for 'DÒNG SỰ KIỆN' (News) and a date 'Thứ ba, ngày 20/08/2019'. The main content area is titled 'PHẢN ÁNH, KIẾN NGHỊ' and features a sub-header 'MỌI PHẢN ÁNH, KIẾN NGHỊ CỦA NGƯỜI DÂN VÀ DOANH NGHIỆP ĐỀU ĐƯỢC BHXH LẮNG NGHE' (All feedback and suggestions from citizens and businesses are heard by BHXH). Below this, there is a form with the following fields: 'Người dân:' (Name), 'Thông tin liên hệ:' (Contact information) including address and phone number, 'Địa chỉ liên hệ:' (Address), 'Phản ánh, kiến nghị về việc:' (Subject of feedback/suggestion), and 'Nội dung phản ánh, kiến nghị:' (Content of feedback/suggestion). There are also dropdown menus for selecting province/city, district, and ward/village. A 'Tài liệu đính kèm:' (Attachments) section is at the bottom.

4. Special page: Social security with organisations, individuals

- Organizations and individuals can send feedbacks and recommendations related to the provisions of the law, the sector's guidance on the implementation of social, health and unemployment insurance regimes and policies.
- Editorial Board of E-portal will synthesize and classify information sent by organizations and individuals to transfer to competent functional units for settlement and acquisition.

5. Online payment service

Vietnam Social Security expands channels for online collection and payment of social insurance premiums through the sector's portal and internet banking. All 28 public services now reach level 4.



The public service at level 4 allows applicants to fill in and submit forms online, as well as allowing payments to be settled online.

6. SMS service

The SMS service helps organisations, individuals, and enterprises receive information related to the obligations and rights when participating in social, health and unemployment insurance regimes.



Gửi 8079

SOẠN TIN NHẮN

- ▶ **BH QT (mã số bảo hiểm xã hội)**
TRA CỨU THỜI GIAN THAM GIA BHXH
- ▶ **BH HS (mã hồ sơ)**
TRA CỨU HỒ SƠ ĐÃ NỘP, TÌNH TRẠNG HỒ SƠ
- ▶ **BH THE (mã thẻ bảo hiểm y tế)**
TRA CỨU THỜI HẠN SỬ DỤNG THẺ BHYT
- ▶ **BH QT (mã số bảo hiểm xã hội) (từ năm) (đến năm)**
TRA CỨU THỜI GIAN THAM GIA BHXH THEO NĂM
- ▶ **BH QT (mã số bảo hiểm xã hội) (từ tháng - năm) (đến tháng - năm)**
TRA CỨU THỜI GIAN THAM GIA BHXH THEO KHOẢNG THỜI GIAN

--- Tin nhắn này nhà mạng tính phí **1.000** đồng/tin nhắn

Tra cứu miễn phí tại: <https://baohiemxahoi.gov.vn>
Hotline: **1900 90 68**

BẢO HIỂM XÃ HỘI VIỆT NAM
Số 7 Tràng Thi, Q. Hoàn Kiếm, TP. Hà Nội

Hotline: **1600 60 98**

7. SMS brandname service

Vietnam Social Security uses the SMS brand name service to provide information

individuals
organisations
enterprises

Notify the enterprise's representative after the firm pays insurance premiums

Notify employees when enterprises announce job cuts

Inform individuals/units of the results of administrative procedure settlement.

The results of receiving electronic data through the portal of the health insurance assessment information system

The results of the payment of social, health and unemployment insurance, occupational incidents and disease insurance

Inform the purchaser of household health insurance 30 days before the health insurance card expires

Inform voluntary social insurance participants that the registered payment option has almost expired

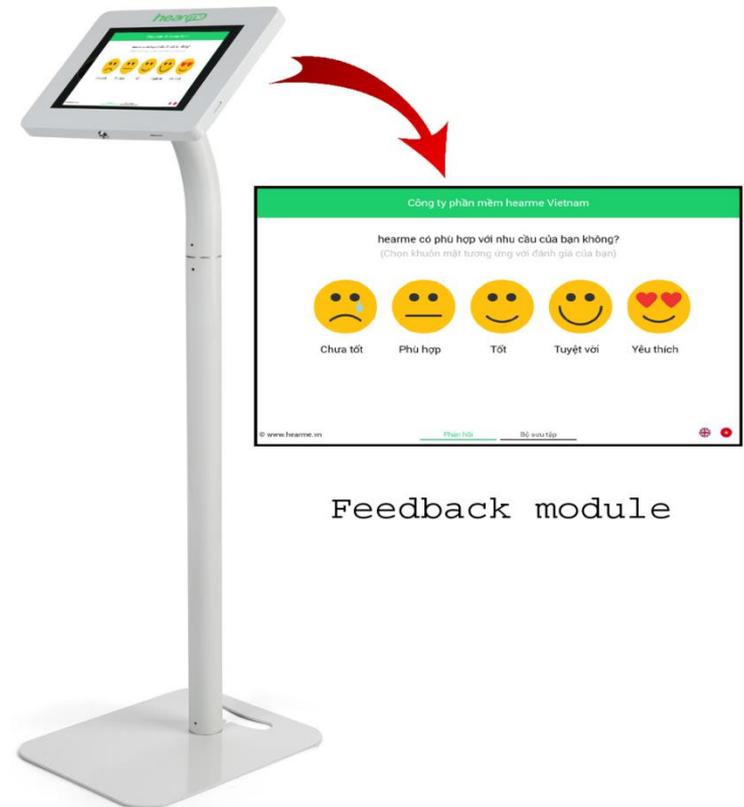
Notify health insurance card holders about the amount paid by social security agencies for health check/treatment

Send OTP code to individuals, enterprises, and healthcare facilities



8. Satisfaction survey

Provide a tool for individuals and organisations to give feedback on social security services. The satisfaction survey results also help the social security sector to make changes to serve individuals and organisations better.



Feedback module

8. Satisfaction survey

Measure people's satisfaction as the ultimate goal to improve service quality and build a modern and professional social security sector.



9. Service via mobile application

An additional information channel for the public to easily and quickly search and follow information related to the process of participating in social insurance and unemployment insurance regimes, the expiry of health insurance cards, and settlement of administrative procedures.



IV. Conclusions

- ✓ All services of the VSS (excluding Call Center and Special Page):
Trial period/difficulties/shortcomings: Accuracy in the answers sent to customers and timeliness in interaction with customers;
- ✓ After the trial period, VSS will evaluate the operation process and perfect to put into official operation towards satisfaction of customers.





THANK YOU!