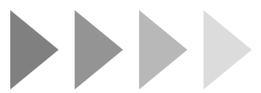




JAMSOSTEK:

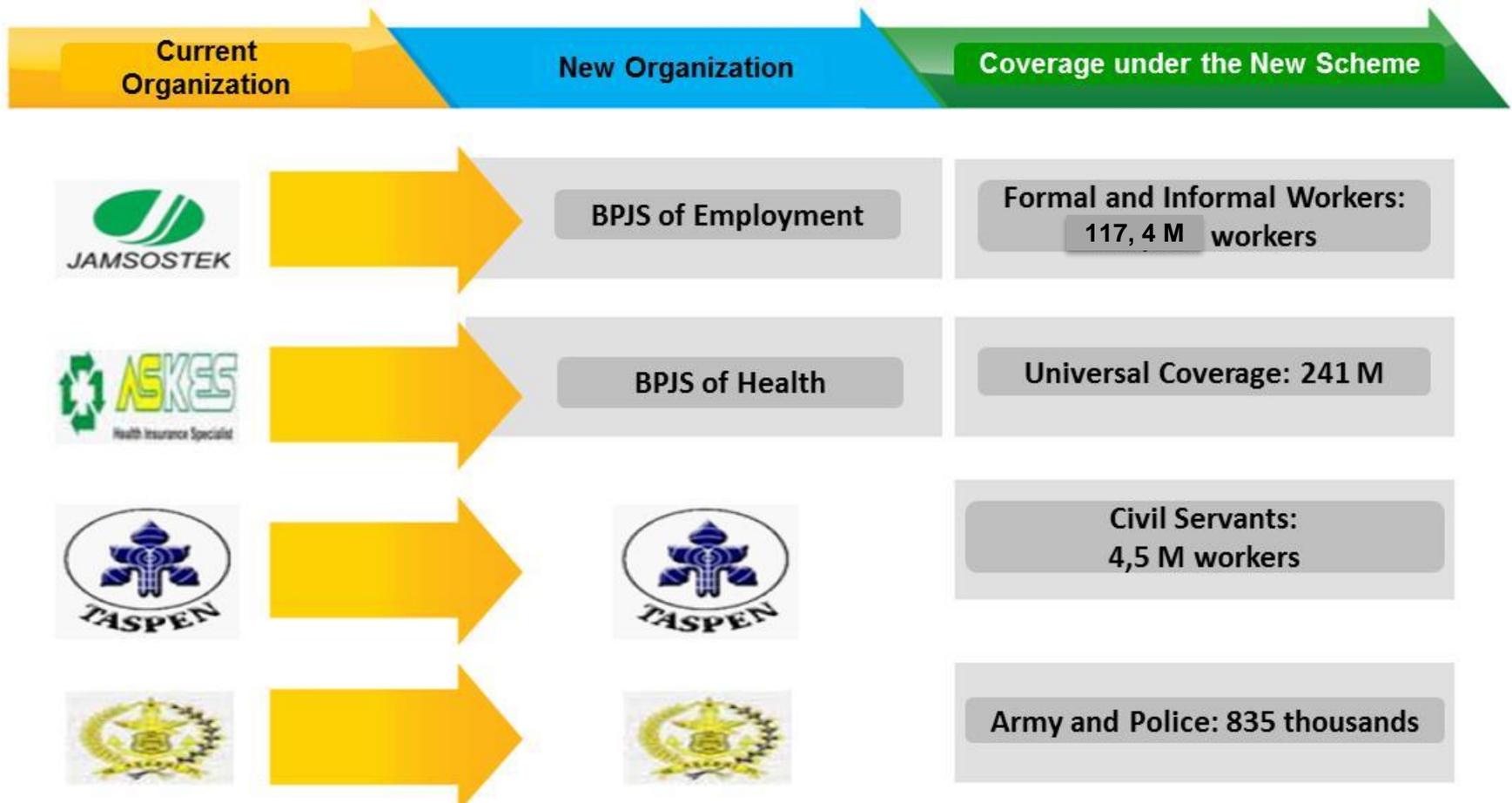
Closer Access and Friendlier Service to Our Customer



Reform and Its Implication

30th ASSA Board Meeting
Vientianne, Laos
October 2013

Social Security Reform in Indonesia

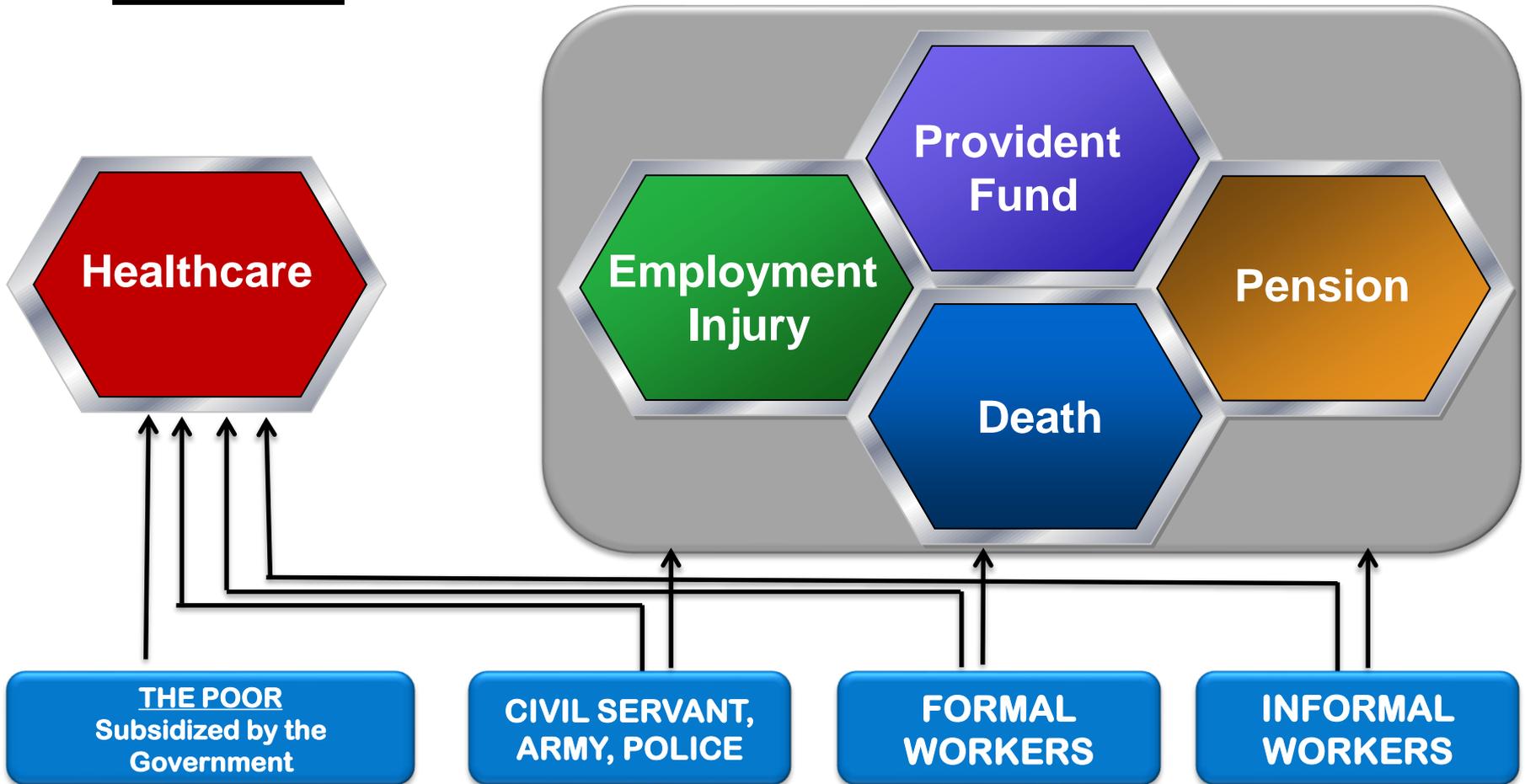


BPJS : Social Security Administrative Body

New Landscape of Social Security Programs

Social Security Adm. for Health

Social Security Adm. for Employment



Reform Timeframe

25. Nov. 2011
Act of SSA enacted

2011

2013

2014

1 Jan. 2014

SSA of Health established and fully operated
SSA of Employment established

2015

1 Jul. 2015

SSA of Employment fully operated

2029

1 Jan. 2029

TASPEN & ASABRI merged to
SSA of Employment



From **formal** to **all** workers

Coverage

Access to Members

From **121 Branches** to access of all
WORKERS Nationwide

From **Collective** to **INDIVIDUAL**

Marketing
Approach

Program

New **PENSION** program

Coverage in Indonesia

Labor Force : 117,37 M

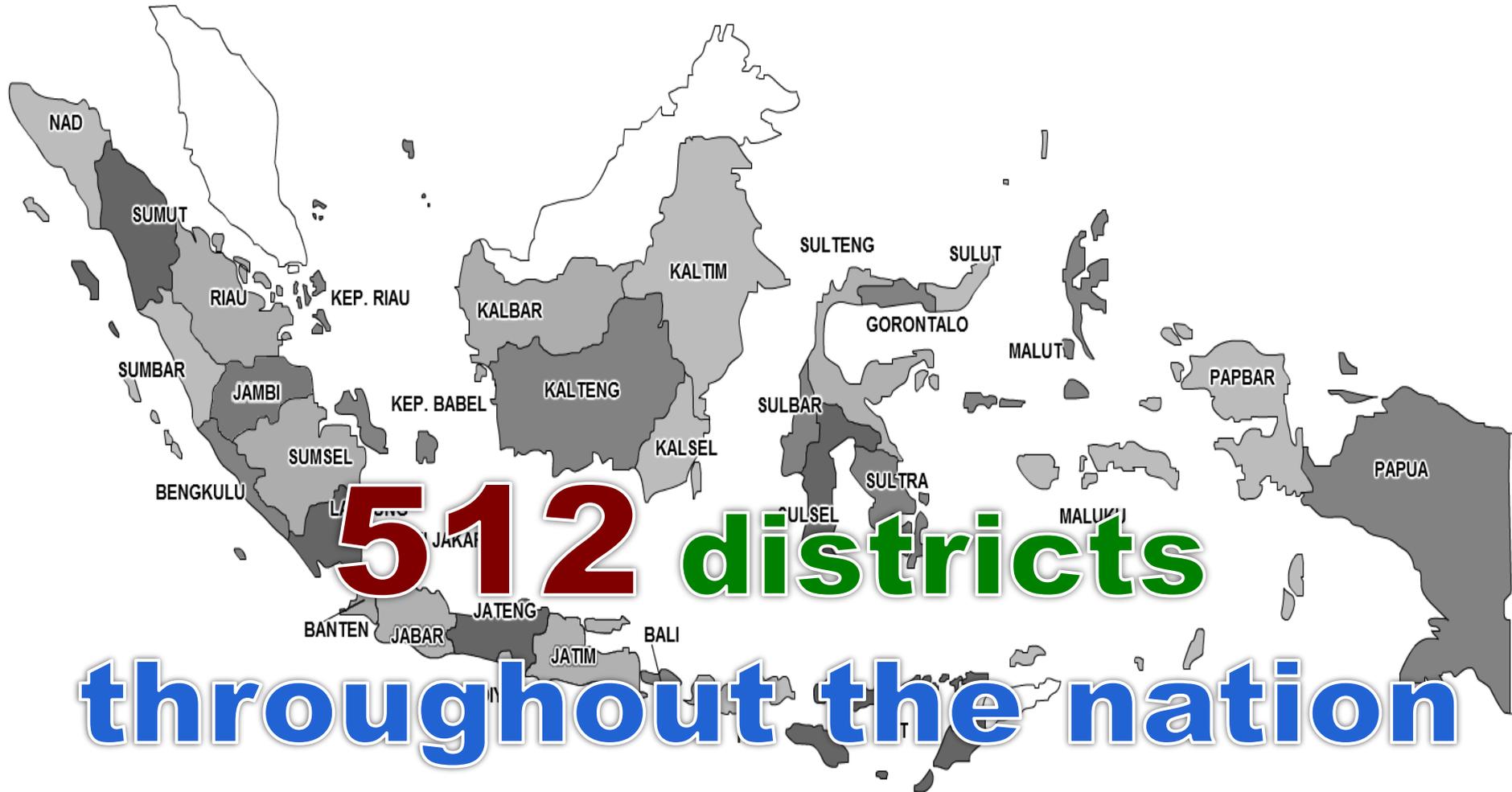
Formal : 41,5 M

Informal : 68,2 M

Looking for Job : 7,7 M

Source : Central Statistic Bureau, 2011

Geography and its Challenges in Indonesia



From **formal** to **all** workers

Coverage

Access to Members

From **121 Branches** to access of all
WORKERS Nationwide

From **Collective** to **INDIVIDUAL**

Marketing
Approach

Program

New **PENSION** program

Key Success Factors

Technology

- Cellular phone penetration reaches **160%** by 2017, **70% out of total population** will be connected to internet
- Almost all formal workers connected to the internet (**>90%**) & use social media (**>80%**) by 2017

Population

Proportion of population living in urban area **raises to 52%** by 2017 induces annual growth of formal worker **of 7%**

It is estimated that **>60%** new workers pay attention toward financial planning for their old age by 2017

Access to all Members

Politic and Legal

Economy

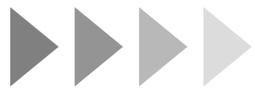
Free Error Operations

Good quality service

People Development

Market

- By 2017, there will be **130 Million workers**, in which 62 Million of them work in the formal economy:
 - 61% in Jawa-Bali,
 - 20% in Sumatera
 - 19% in Kalimantan-Sulawesi-Papua



Story of the Development

30th ASSA Board Meeting
Vientianne, Laos
October 2013

Towards the New Jamsostek

VISION 2017

“To be a world class social security organization, Trusted, Friendly and Excellence in Operational and Service”

Strategic Goal #1

Provide
TOTAL BENEFIT
for all members

Product Management

Strategic Goal #3

Build Jamsostek as a
STRONG BRAND
for the workers

Brand Management

Strategic Goal #2

Provide best services
through
FRIENDLY SERVICE

Customer Management

Jamsostek's Value Based Matrix

Mission

A trusted partner which provide multi-platform access, proactive planning, and worker's living standard

Vision

To become a world class social security provider with operational excellence, customer intimacy, and product leadership as good corporate citizen

Values

*Professional
Role Model
Cooperation
Faith
Integrity*

MIND



Providing Multi-platform access to employee

HEART



Offering proactive planning

SPIRIT



Elevating workers' living standard



Performing Operational Excellence



Establishing Customer Intimacy



Achieving product leadership as a good corporate citizen



Delivering professionalism on every aspect



Becoming a cooperative role model for another public services



Demonstrating Faith and Integrity

The “PRIMA” Services to the Members

P

PEDULI
CARE

Excellence service starts from “Care” to the members

R

RINGKAS
SIMPLE

Service processes must be simple and easy for all

I

INTERAKTIF
INTERACTIVE

Interact with members through various ways

M

MODERN
MODERN

Services delivered by all channels and technology

A

AKTIF
ACTIVE

Active approach to the members

PRIMA means EXCELLENCE

▶▶▶▶ The Developments



▶▶▶▶ Let's share the resources...

The Collaboration Challenge

Enabling a dispersed team to coordinate its actions to achieve a shared goal.



Operation Collaborations with Banks

I have an idea...

COLLABORATION



Let's make something together!

OPERATION



DATA & PAYMENT



Bank Rakyat Indonesia & Bank Jawa Barat



BRI is the the biggest bank, has the widest network (4,500 branches) and reaches rural area



BJB is the biggest Bank Owned by local Government

Service Area



Frontliner Development



Service Supports



The Next Branch Design



CURRENT

Service Area:

- Waiting area in rows and central focus
- Dark Color
- Formal furniture

Image:

- Rigid and bureaucratic
- Procedural and transactional processes



NEAR FUTURE

Service Area:

- Waiting area with “islands” design
- Bright Color
- Modern furniture

Image:

- Open
- Warm and friendly

Development of Multi Platform Channels In the Pipeline



Self service point

Providing physical channel



Mobile application

Providing accessibility through
portable devices



Website

Providing accessibility through
digital media

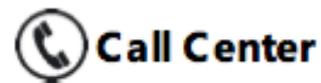
Development of Channels by Touch Points In the Pipeline

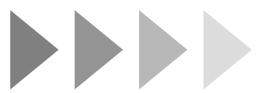
REGISTRATION

**CONTRIBUTION
COLLECTION**

**INFORMATION
ACCESSES**

CLAIM PAYMENT





Q & A

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