

**4<sup>th</sup> Video Conference 2014**  
**‘ASEAN Preliminary Survey on Public Service Delivery’**

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**Participants**

1. Ministry of Civil Service, Cambodia
2. Office of the Public Sector Development Commission (OPDC), Thailand

**A) Discussion Issues**

This year, the Office of the Public Sector Development Commission (OPDC) will focus on Service Level Agreements (SLA). OPDC defines SLAs as a formal agreement between a service provider and a customer to set service standards. SLAs are also called Citizen Charters, Client Charters and Service Charters in some countries. Therefore, OPDC conducted a survey to study SLAs in ASEAN countries so in the near future we can improve public service delivery among ASEAN members.

**B) Sharing Knowledge (Questions and Thoughts)**

**Cambodia**

In Cambodia, we have had a Customer Service Standard since 2013. According to the Action Plan 2015-2018, we will improve this standard by streamlining the processing among agencies; moreover, we will bring e-service to improve services such as applying for passports and work permits.

**Thailand**

OPDC also streamlined work processing about 10 years ago. This year, OPDC will focus on Service Level Agreements that are more concerned with timelines and procedures under the law. Moreover, all agencies have to announce to citizens by posting at their office or website which citizen can easily access.

If you look at the survey (please see attachment), this is an informal study among ASEAN members to gather all information on service delivery system. After all ASEAN members finish the survey, OPDC will analyze the results and we can learn or improve service delivery together.

**Cambodia**

We have five indicators to improve service delivery

- Access to quality information
- Responsiveness
- Feedback mechanisms
- Transparency
- Efficiency and effectiveness

**Thailand**

In Cambodia, Customer Service Standard is the law.

Cambodia

Customer Service Standard is not the law, but it is approved by the government and every agency has to follow this standard.

In Thailand, Do you have any experience to use IT improve public service delivery? How could you manage all the complaints from citizens?

Thailand

We have to invest more in IT. However, Government have constrains on budget which is a major obstacle. Depending on the budget that the government has, the more the budget, the better the service. This year OPDC will focus on a Mega Project called Thailand Gateway which will utilize IT and put all services online so citizens can get all services without having to bring all their documents.

The most successful country on service delivery, they have the law to backup because when we have the law, we have to identify the standard and the timeline, for example if citizens complain to the government the government has to response to citizens in the timeline that is identified by law. In this case, the key success factor for improving service delivery is the law. Moreover, from customer feedback in Thailand, we tried to build up the call center to get the feedback directly from citizens, which is in NYC (New York City) 311 also one of the best practice of call centers. Right now we operate multiple call centers, but in the future we will combine them a single unit as part of our Mega Project.

Cambodia

How do you engage citizens to agree on the service standard?

Thailand

Under the good governance royal decree about the reduction of timeline processing, all agencies have to reduce the time in providing services to citizens. Last year, we set the focus group because we would like to strengthen the reduction time and improve service quality and then we set the public hearing forum to include all stakeholders and give feedback on the public service standard. After the forum, we have a mutual agreement to have service level agreements as a commitment between service providers and citizens. SLAs should guarantee that the citizens will receive excellent services. We also set the Act to facilitate public services for citizens. After that the agency will announce their timeline with the public services to all citizens. We can share more of what we have done so far about this Act in the next international conference.

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