

ASSA Recognition Award

CATEGORY	: Strategic Communication Recognition Award
ORGANISATION	: Social Security Office, Thailand
CONTACT PERSON	: Mr Tanit Loipimai, Head of International Affairs Section
NAME OF PROJECT	: Efficiency Communication
OBJECTIVE AND NATURE OF PROJECT	: To enhance social security communication through a variety of channels in delivery of information and respond to interests and awareness of social security members and the public.
WHY IT SHOULD BE RECOGNISED	: The SSO is committed to providing social security for more than 16 million employees and the insured persons, both formal workers and informal workers. Additionally, social partners and the public are interested in and aware of the rights and information regarding social security scheme. To communicate information effectively to our members, the SSO has created several convenient and easy-to-access channels for all targets. Digital technology and online networks such as hotline, website, mobile application, chatbot, Line application, Facebook etc. are applied as the key interactive communication tools. Through these channels, clients will be directly communicated anytime and anywhere.
SUMMARY OF THE PROJECT	: To communicate with our members the SSO has created several channels responding to all target groups. 1. 1506 Contact Center is the main communication to the clients who want to contact the SSO. The core services consist of: - Hotline 1506. It is operated by more than 200 officers in providing information 24/7 services. In 2019 clients contacted through this channel were over 2.7 million calls. To administrate millions of calls, quality assurance application and the speech recognition system that allows clients to submit their ID number by voice instead of typing are also featured. - Online Channels. The SSO maintains multiple channels on online platforms. In 2019 these communication channels registered more than 200,000 contacts. Over 50%, or 107,868, of these contacts interacted via Facebook Inbox. The Webchat and e-mail have also been used for 63,860 times and 32,157 times respectively. Additionally, the SSO has developed a chatbot program to communicate effectively.

2. Social Partners Network Programme across Thailand. One of our ambitions is to extend social security coverage to informal workers. However, the big challenge is the lack of communication as the SSO advertising media might not reach informal workers thoroughly due to many limitations. To deal with these obstacles the SSO creates Social Partners Network Programme throughout the country. The programme targets key social partners who play their roles to create greater communication in extending social security coverage for informal workers. The strategic activities are as follows:

- **Cooperation between government agencies.** The SSO has signed an MOU with the Ministry of Labour, the Ministry of Interior, the Ministry of Education, and the National Office of Buddhism. All these agencies are the key governmental players, mainly interacting with informal workers in local area that can help public relations to the target groups across the country.

- **Two-way communication channel via Line Group Network.** The Line application is used as a vital mechanism in communication. The initiative gained strong collaboration from 20,456 households, 5,088 temples, 12,699 schools and 41,121 enterprises joining the network. Through this channel, members will be informed, consulted and communicated from the SSO officers anywhere and anytime.

- **Line Group for the SSO officers.** This platform is created to communicate news, updated information and policies between officers between the head office and officers throughout the country.

3. The SSO Covid-19 Administrative Center

Due to COVID-19 pandemic, the SSO has established a COVID-19 Administrative Center to update, assess and collect COVID-19 information regarding social security measures to relieve the effects of the pandemic. For efficient communication, the SSO also provides the COVID-19 Hotline Center as a consultant center for employers, employees and insured persons regarding social security benefits. The COVID-19 Hotline Center has served more than 25,000 cases