GoG Call Center

INTRODUCTION

The vision of the State is to make the Government reach the remote and poorest people to improve their quality of life and also provide an efficient and transparent system of operations through the adoption of e-Governance projects. A Centralized Call Center Concept has been identified as one of the important elements of the core infrastructure for supporting e-Governance initiatives.

It was proposed to create a Call Center for the State to consolidate services, applications and infrastructure to provide efficient electronic delivery of G2G, G2C and G2B services. These services can be rendered by the States through common delivery platform seamlessly supported by common core Connectivity Infrastructure such as Gujarat State Wide Area Network (GSWAN) and in future the Citizen Service Centre (CSC) connectivity which will extend up to village level.

A strong business case exists for the Government of Gujarat to set up a Centralized Citizen Centric Call Center. Gujarat has a significant segment of working class population. This segment of the population is influenced by various cultures and in general, has begun to recognize the use and efficiency of technology.

The Government, on its part is doing the best to provide its citizens with the best services. Also there is a constant pressure on the Government to keep delivering these services, as the number of Government servants available is inversely proportional to the demand of services by the citizens of the state. GoG has recognized this issue clearly and perceives technology as a great enabler in achieving the desired objective.

Government of Gujarat proposes to set up a State of the Art Call Center which will enable an easier Interaction with the citizen by integrating telephony system (A toll free number) for people & also help State departments to provide their services effectively and efficiently.

Situation before intiative

Citizens normally faces problems in the area of Education, Health, and Career guidance due to the unavailability of relevant information. Proper guidance is required to help them resolve their queries. For this, the citizens had to call respective department or they had to go to respective department office to obtain information, which involved time as well as cost to the citizens, especially to those living at the remote places of Gujarat. Also many times the required information is not made available at single location and the citizen have to visit different places obtain that information. This becomes time consuming and also adds cost.

Background

The Government of Gujarat has taken steps for making available government information on public domain as well as providing government information and services through Customer Facilitation Centre.

Citizens always need a convenient medium through which they can obtain information /guidance and get their grievances redressed in the fastest possible manner. Telephone is the easily available tool even at the remotest locations of the State and provides a fastest channel through which one can lodge complaints. It is one of the easiest possible routes for conveying the problems to government.

As a Smart Goal of Gujarat Government, Department of Science & Technology has established "Government of Gujarat Call Centre".

Department of Science & Technology, Government of Gujarat has outsourced activities of **Inbound Domestic Call Centre services** for the convenience of the general public as a Public- Helpdesk for the inquiries related to various areas.

M/s. iCall India Pvt. Ltd. is selected through an open tender procedure for setting up and Operations of GoG Call Center.

Objectives

The primary objective of a Call Center is to provide a Single Point of Contact (SPOC) for registering problems /issues/ requests and providing basic information required by citizens regarding the services provided by government.

Through setting up Call Center, the GoG wishes to achieve the following:

- Shared infrastructure across various departments
- Centralized helpdesk management and operations capability
- Central infrastructure to build central repository of information / data
- Trustworthy environment, where citizens can conduct secure interaction in confidence.
- Easy and multi-channel access to citizen for interacting with government

Initially it will start with following four areas:

- Education
- Health
- Career guidance
- Grievances

As a SPOC, the Call Center would be required to provide for call logging, call routing, tracking and managing requests, problems and issues resolving relating to the Citizens.
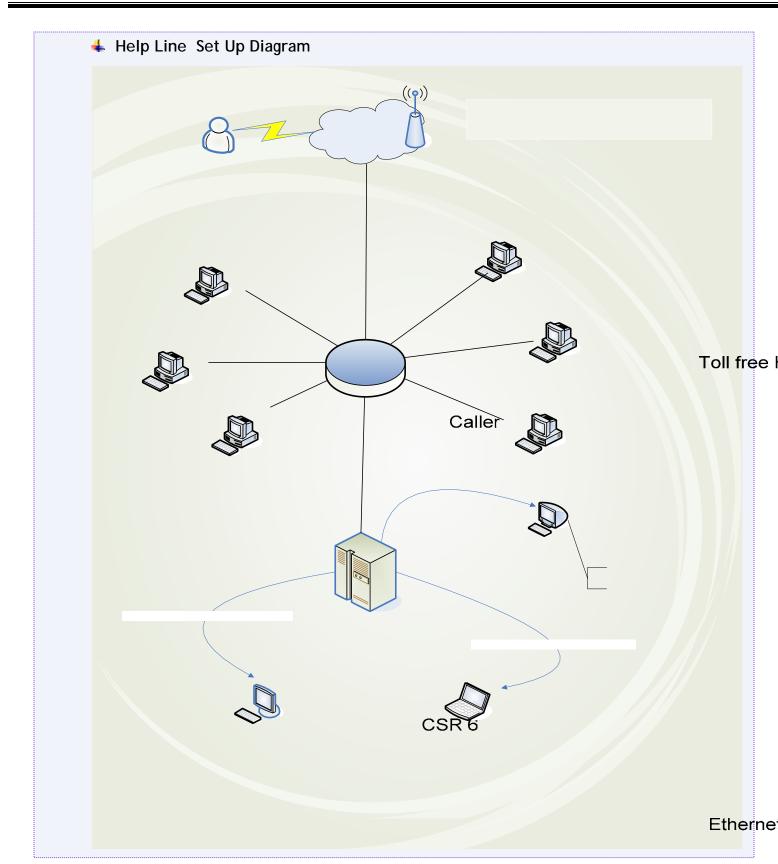
PROCESS

- **Process flow at GoG Call Center**
  - CSR receives a call from Citizens who has the query.
  - CSR acknowledge the caller & listens query of the caller.
  - CSR Captures the demographics of the Caller
  - CSR searches the database to find the required information about the query.
  - If the information is available then, CSR delivers the information, captures details of information given to the caller & asks for further assistance and another query. If another query is present then CSR do the same procedure.

➤ If the information is not available with the Operator, then the call escalated to the expert. The expert who is nodal officer handles technical queries.

Help Line Set Up Diagram

Toll free

Caller

CSR 6

Ethernet

CSR 5

➤ Call Center / Helpdesk Interface

This provides the interface to the users and helpdesk operators for logging, tacking, resolution & closing of calls. The following are different types of interfaces that can be used by either the department users or Help Desk operators:

➤ Telephone (A Toll Free Number):

The citizens / department users can call up the call center Toll free number identified by GIL / Department of Science & Technology, GoG to log a case with Call Center. The helpdesk operator upon receiving the call, logs the case using the operators module in the Helpdesk application. If the information requested regarding particular problem/issue or query is available in the knowledge base, the operator may respond accordingly. Or else the operator could choose to escalate the problem to the domain expert.

➤ GOG Help Desk:

Number of seats at Call Center depends upon the type of information to be provided for a particular service identified & would be adjusted as per the requirement.

➤ Software Application Developed for Call Center:

A small Software application is required to gather information about the callers and also for its integration with domain specific information database. With the help of this application various types of analytical reports can be generated which are useful in decision making.

➤ Officials from Departments:

Domain specific Officials / Domain expert are stationed at the call center with Domain knowledge to help in building the Call Center knowledgebase and answer emergency critical subject specific query.

Benefits

- Single Point of contact for GoG to address issues regarding Citizen interaction with Government

- Faster issue resolution through structured escalation mechanism by end customer to the principal department.

- Tracking & logging issues/calls through structured mechanism increases responsibility and accountability

- Build knowledge base of resolutions already occurred within GIL for addressing similar issues immediately without escalating to principle department

- Provide insight into process limitation to GIL during issue resolution enabling to understand required and feasible specifications while procuring similar process subsequently

- Help Desk pro-actively supporting the department in process management helping the departments in improving the entire systems.

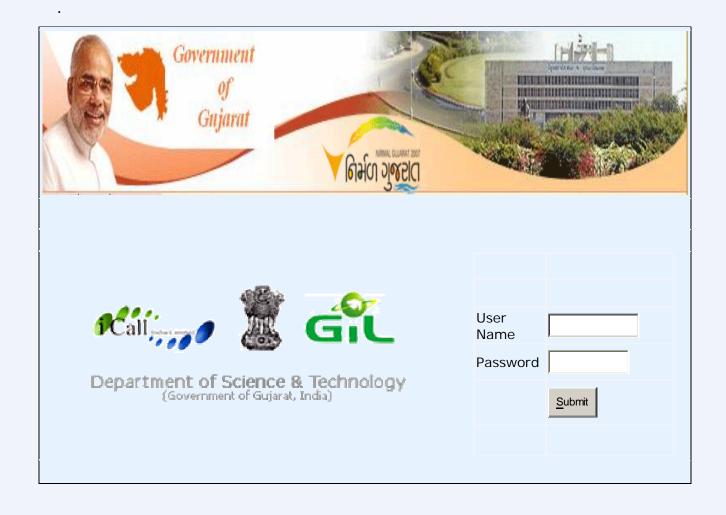- Build credibility for GIL among departments in GoG by supporting them beyond procurement

Experience

- Recently, **GSHSEB** had also used this facility for providing **Board Examinations Results (SSCE & HSCE – Science as well as General Streams)** for the year 2008. The number of calls received on Toll Free Number (1800 233 5500) for availing the above results are as follows:

- For Class XII Science Stream & GUJCET – 4363 calls received
- For Class XII General Stream (Commerce & Arts) – 5229 calls received
- For Class X - 4428 calls received

We have also requested GSHSEB to use this facility for providing **Counseling/Guidance for admission related requirement of students**

Screen shots of Software helpdesk Application developed to capture the demographics of the caller is shown below:

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FAQ | Logout

First Name   Middle Name   Last Name

Father's Name   Date of Birth   DD ▾ / MM ▾ / YYYY ▾

Standard / Class   Stream   General ▾

Address   Gender M/F   M ▾

City / Taluka

Media   District

Call Purpose

Caller   Self ▾   Contact No

Submit

The details of calls received during the above Counseling/Guidance for admission related requirement of students is shown below:

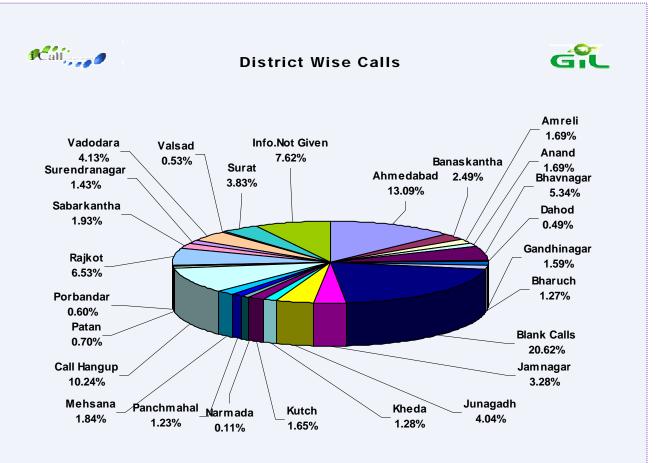| Call Classification					
Class X (SSC)	Class XII (HSC)	Information on Class not provided by caller	Blank Call	Call Hangup	Total Calls for the Day
8871	7391	926	5125	2545	24858

Stream Wise Call			
Commerce Stream	Science Stream	Arts Stream	Total Calls for Class XII
3304	2404	1683	7391

District Wise Calls								
Ahmedabad	Banaskantha	Amreli	Anand	Bhavnagar	Dahod	Gandhinagar	Bharuch	Blank Calls
3255	619	421	421	1328	121	396	316	5125
Jamnagar	Junagadh	Kheda	Kutch	Narmada	Navsari	Panchmahal	Mehsana	Call Hangup
816	1005	317	409	28	167	305	458	2545
Patan	Porbandar	Rajkot	Sabarkantha	Surendranagar	Vadodara	Valsad	Surat	Info.Not Given
174	148	1623	480	356	1027	132	953	1894
Dang	Dadra & Nagar Haveli	Daman						Total Calls for the Day
15	3	1						24858

District Wise Calls

BSNL Toll Free Number (1800 233 5500) is taken by GIL for providing free of cost service to citizens. The response was overwhelming and within that period of 26 days, around 27,000 phone calls were received at call center. A small application was developed in order to gather basic information like name of caller, standard (10th or 12th), location, source of awareness, type of query, etc and based on that analytical reports were generated.

Directorate of Technical Education has also shown interest in using this facility for "**Gujarat Knowledge Corporation (GKC)**", a society formed by Government of Gujarat to prepare the youth for knowledge based economy and society, so as to simulate creation of world class knowledge resources by developing new competencies in skills. To impart the training on larger scale, a total of **519 technical institutions as well as Government Science, Arts & Commerce Colleges** have already been designated as training centre.

Presently, Call Centre facility is being used to guide the students about GKC activity, how to approach GKS, admission to GKC courses and other related information.

Gujarat Council Educational Research & Training (GCERT) has shown interest in using this facility for their "**Society for Creation of Opportunity through Proficiency in English (SCOPE)**" initiative. Presently the information related to the availability of the centers of SCOPE in various districts is being provided to the callers.

Chief Electoral Office has used this facility for registering queries from citizens for the Election database revision. Initially this service was provided through 6 Call centre operators as only 6 lines were available. The facility is **operational from 8am to 8pm & seven days a week**. On an average we were receiving **2500 calls daily on Toll Free Number**.

Looking at the frequency of complains received regarding the problem of accessing the Toll Free Number due to less number of lines available, nowthe number of lines are **increased to 30,** so now simultaneously 30 calls can be handled at any point of time.

eGovernance News

Technology Sabha - 2008

To enable meaningful interaction between key government technology leaders and technology solution experts, the Indian **Express Group**, as part of its India Empowered initiative, hosted **Technology Sabha 2008** in June at hotel Uday Samudra in the town of Kovalam at Kerala. The event witnessed participation from bureaucrats engaged in IT projects from over 17 states and union territories. The Sabha's primary objective of serving as **a reality check on progress in various states often leads to some severe self-criticism.**

A Keynote address to the participants by Additional Secretary, Ministry of Communications & IT, Mr. R Chandrashekhar **"There is no doubt that e-Governance isn't being implemented as fast and as professionally as it should be"**, about the need to bring concurrent changes in governmental procedures to reflect the necessities of e-government projects & the difficulties in finding adequately skilled staff and the challenges associated with change management.

Participants at a panel discussion chaired by Shri S P Singh, Sr. Director, Ministry of Communications during Technology Sabha 2008.

eGovernance News

Technology Sabha is a niche forum for senior government leaders and their peers to exchange ideas assimilate concepts and strategies that have proven to be of use, and explore business possibilities with leading technology solution providers. The platform raised discussions on the numerous challenges facing IT in India and how to put India on the progress highway.

CCC+ Training

The Government of Gujarat had already given Module –I and Module – II training to key personnel of different government departments/offices. Government has also officially linked CCC+ Training for Class – I & II officers of the State Government with their promotion and made compulsory training and hands on knowledge of minimum basic requirement in context with IT scenario of Gujarat Government. CCC+ training is being carried out at Centre of Excellence as per GR **No. PRCH-102005-1532-K dated 30/9/2006** issued by General Administration Department.

Gujarat Informatics Ltd. has been imparting this training since November 2006.

➕ Location of the Training is as follows:

Centre of Excellence,
Gujarat Informatics Limited.
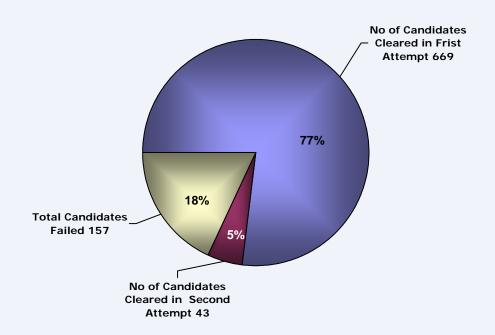**Block No. 19, 1st Floor, Udyog Bhavan, Gandhinagar.**

➕ As of now Thirty (30) Batches from various departments have been completed and Batch-31 is currently going on. Duration of Training is 12 full working days. Examination is being taken by SPIPA at the end of Training. All study materials such as book, spiral pad, pen, assignment, two practice papers, etc. are being provided to all participants.

➕ The Current Status of this training is as shown below:

Status of CCC+ Training at Center of Excellence, GIL

No of Candidates Cleared in Frist Attempt 669

77%

18%

Total Candidates Failed 157

5%

No of Candidates Cleared in Second Attempt 43

■No. of Candidates Cleared in Frist Attempt ■No. of Candidates Cleared in Second Attempt □No. of Fail candidates

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http://www.india.gov.in

SCOPE
http://www.scopegujarat.org

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