

Minwon 24

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Organisation: Ministry of Security and Public Administration

Country: Korea

Level of government: Central government

Sector: General public services

Type: Digital, Public Service

Launched in: 2002

Overall development time: 12 years

Link to the innovation's website

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Description

This initiative aims to integrate a wide range of civil services, and provide a single access point across all levels of government through an online portal, Minwon 24.

Why the innovation was developed

Although an online civil services system was set in motion in 2002 as one of the core initiatives designed to promote e-government, the portfolio of services accessible online was limited. Thus, most users were required to physically visit multiple government agencies and bring various supporting documents with them. Minwon 24 offers citizens the possibility to access 51% of public services online. The platform reduces opportunity and travel costs for citizens as well as government expenditure on personal service delivery.

Objectives

Enhance public trust, Enhance transparency, Improve access, Improve effectiveness, Improve service quality, Improve user satisfaction, Increase citizen engagement

- Increased user satisfaction by citizens who can access services online instead of having to go to an office.
 - Provide online services to disadvantaged groups in society by offering remote assistance for citizens who are not used to the internet, special support services for the disabled and the provision of services in multiple languages.
 - Reduction of opportunity and travel costs incurred by citizens through fast access to government services online.
 - Reduced government spending on civil services through online provision of registers and other documents.
 - Reduced workload for public officials.
 - Improved quality of physical services through multi-service desks.
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Main beneficiaries

Civil Society, Elderly people, Ethnic or racial minorities, Families, General population, Government bodies, Government staff, People with disabilities
10 million Korean citizens or 20% of Korean population, or 50% of the country's economically active population as of May 2012.

Existing similar practices

USA.gov

In other countries' public administrations
US government

The portal is based on providing links to services available online and guidance for each service.

<http://www.usa.gov/>

Service Canada

In other countries' public administrations
Canadian government

The portal offers more than 70 services including application for unemployment benefits and information on services for different life events.

<http://www.servicecanada.gc.ca/>

eCitizen

In other countries' public administrations
Singaporean government

The portal provides over 500 services online, such as the issuance of passports and marriage licenses, and offers detailed information on services for different life events.

<http://www.ecitizen.gov.sg/>

gov.HK

In other countries' public administrations
Hong Kong government

The portal provides access to both public and private services. It allows users to change addresses through a single access point.

Results

Efficiency

- Reduced spending by KRW 400 billion per year in costs incurred by citizens in terms of waiting time and travel.
 - Reduced spending by KRW 42.2 billion on civil services fees through the availability of online registers and documents.
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Service quality

Accessibility:

Online provision of 51% of public services, including many single access services for recurring life events.

Responsiveness:

- Better services to meet the diverse user need (support services for the disabled; foreign language services for multicultural families and international customers; and remote assistance for non-computer-savvy senior citizens).
- Adaption to citizens' needs through online issuing of registers etc.

Other:

Better quality of physical services due to less workload and paperwork for public officials.

User satisfaction

Change in user satisfaction by year:

- 77.1 points (2009).
 - 78.7 points (2010).
 - 81.2 points (2011).
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Other improvements

Reduction in carbon emissions by over 5000 tons a year through online issuance of documents instead of hard copies.

Evaluation

- 2nd place winner in the category of Improving the Delivery of Public Services in the 2011 United Nations Public Service Awards (June 2011).
- Ranked first in the Best Ten Outcomes of Government Regulatory Reform voted for by Citizens in 2011.
- Selected as the best brand in the customer satisfaction survey conducted by Sports Chosun in 2010 and selected as the hit product of the year by Sports Seoul.

Development

Design

- An online civil services system was in place from 2002 to 2008, which included the 300 most requested services for online delivery. These services have been selected from suggestions and comments from government agencies and citizens.
- With the launch of the civil services advancement project in 2009, another 5 000 civil services were examined and checked for online compatibility. Over 2 000 services were shifted to digital delivery based on advice from the departments in charge of managing the respective systems and delivering the services.

Design time: 1 year

Testing

- Before implementing the first 300 services online in 2009, these were tested in a trial by public officials of two metropolitan and provincial governments and five city, county, and district governments.
- During a second phase focused on increasing the number of available online services to 3 000 - including 20 single access services and 34 mobile services - agencies responsible for receiving and processing service requests, on both the central and local government level, were selected to provide services on a trial basis and examine their workability.

Testing time: 0,5 year

Implementation

Tools used:

- We used ICT technology to build the online portal named "Minwon 24" and 3 020 out of 5 000 public services were transferred to digital delivery.
- Out of these 3 020 services, citizens can directly access and inquire downloadable documents from 1 208 services.

Resources used:

- From 2000 - 2009 (before the online civil services advancement project): KRW 64.7 billion.
- Civil services advancement project: KRW 19.8 billion.
- Additional costs for promotion of the new online services and the training of public officials in charge of online services.

Implementation time: 2,5 years

Diffusion

- May 2007: Expansion of available online services to 1 199.
- Dec 2009: Expanded services to 1 800.
- Jul 2010: Ten new services associated with recurring life events and expanded services for the disabled.
- Oct 2010: Launch of ten mobile services.
- Feb 2010: 3020 online services.
- Dec 2010: Expanded "single-access services" to 20, initiation of services for international customers.
- May 2011: Possibility to use credit card bonus points as a payment option for service fees.
- Sep 2011: Expanded foreign language service to seven languages.
- 2012: New services, such as instant issuance of lawyer's licenses.

Diffusion time: 8 years

Challenges and solutions

- Collaboration of multiple agencies is essential. It was not easy to bring all the pertinent agencies together and coordinate them to work together.
- Concerns by citizens were raised on data security and on excluding disadvantaged subgroups of the population.
- To tackle these issues, we organised conferences and workshops for those in charge at public agencies to emphasize the importance online delivery.
- Institutional and technological measures for electronic submission and data security were taken.
- We opened support services for the disabled, foreign language services for international customers, and remote assistance for non-computer-savvy users.

Partnerships

Other ministries

Other Public Sector

Analysing the services delivered by other ministries and providing diverse online services in association with the systems of other ministries.

Local governments

Other Public Sector

Supporting civil services delivery analysis and providing consultations on online civil services delivery for local governments mainly providing offline services.

Financial institutions

Private sector

Forming partnerships with financial institutions for the payment of service fees and with major local portals for the promotion of online civil services.

Service users

Other

Identifying areas for improvement through user satisfaction surveys.

Lessons Learned

Lessons Learned

- Accurately identify the needs of citizens, prioritize them, and digitize the services by priority and step-by-step.
 - Encouraging public agencies to collaborate is essential.
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Conditions for success

- Strong leadership and strategic planning.
- Sustained investment.
- Change management of public officers and citizens.

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