



Serving people, touching lives



Datuk Wira
Omar Kaseh

Tan Sri
Mohamad
Zabidi Zainal

tional level with 17 agencies under the Prime Minister's Department and front-liners such as the Road Transport Department, National Registration Department and Immigration Department pioneering the project. Realised from concept to execution in just six weeks, IMOCC was ready for the first phase of implementation by Nov 12. Today, all 25 federal ministries have started coming on board the IMOCC bandwagon.

IMOCC is the government's strategic response to the new landscape of ever-rising citizen expectations. It breaks away from the traditionally compartmentalised public sector where agencies jealously guard their own turfs. IMOCC, in stark contrast, will represent the single face of government, slicing through more than 730 organisational boundaries to impact citizens directly.

Collaboration has allowed IMOCC to maximise human resource utilisation. Currently, 106 Customer Service Officers (CSOs) from ministries and agencies have been redeployed to serve as IMOCC agents after a fast-track retraining programme. In the process, these CSOs made the crucial transition from regular front-desk functions to the highly professional and intensely customer-centric IMOCC environment. It was an extraordinary transformation — from government CSO to professional IMOCC agent. The challenges remain formidable as the newly-minted IMOCC agents build on their competencies to respond effectively to the limitless needs of citizens.

IMOCC is a first-of-its-kind signature project for the government. In revolutionising the conventional paradigm of citizen-government interface it enables first-class service through an efficient, accurate and centralised communications system. Apart from using innovative technol-

ogy and systems such as Voice Over Internet Protocol (VOIP), IMOCC is also cost-effective as it rides on ready iGovNet and Putrajaya Campus Network infrastructure. Operational cost savings will be realised by sharply reducing existing direct telephone lines and providing free internal calls between government agencies.

IMOCC brings a breath of fresh air to government operations, raising the civil service to a new performance level. In the words of the prime minister, "with just one number, which operates 24/7 for 365 days a year, we can boast of an efficient civil service that is beyond one's imagination". IMOCC aims to do just that. Its agents will not only be responsive to customers but will also compile their queries, complaints and suggestions. This data

is then analysed to identify recurrent issues and root causes to address and nip problems in the bud.

The public response to IMOCC has been overwhelming. Between Nov 12, and March 28, this year, IMOCC handled a total of 189,858 transactions. Of this number, 181,189 or 95.4% of transactions were voice-based. Citizens are also showing increasing interest in using non-voice channels when interacting with IMOCC. SMS is the most common, with 5,502 transactions (2.90%) followed by email with 1,927 transactions (1.01%), web portal with 1,043 transactions (0.55%), Facebook with 94 transactions (0.05%), Twitter with 89 transactions (0.05%) and fax with 14 transactions (0.01%).

IMOCC continues to record excellent performance levels in managing



SERVICES



ENQUIRY



SUGGESTION



COMPLAINT



CALL TRANSFER

CHANNELS



TELEPHONE



SMS



SOCIAL MEDIA



EMAIL



FAX



CONTACT INFORMATION

Telephone : 03-8000 8000

SMS : 03-8000 8000

Fax : 03-8000 8001

Email : 80008000@1mocc.gov.my

Facebook : facebook.com/myGovernment

Twitter : twitter.com/myGovPortal

www.malaysia.gov.my

telephone calls. The average time to receive and respond to calls at the first level of customer interaction is a mere 7.54 seconds. On average, IMOCC agents need just 169.19 seconds to resolve cases at the first point of customer contact. It is an exemplary standard by any measure — something unimaginable for government. Yet another achievement is that only 0.07% of the total number of cases received remains unresolved as of March 28. IMOCC's customer relationship management (CRM) has ensured that every single query and complaint gets monitored from start to end.

IMOCC is not a mere call centre. It heralds a new horizon in government service delivery. The diversity and complexity of government information and services are mind-bog-

gling and negates comparison with any other single focal point. What is certain however is that IMOCC will need to benchmark against best in class global customer management practices as it endeavours to raise its performance bar. In doing so, IMOCC puts people first, not just through technical efficiency, but by making difference in their everyday lives. As is the case of Rahim Din and others in his residential precinct, who can sleep well knowing that the potential health risks of a clogged drainage system have passed, thanks to IMOCC.

● Datuk Wira Omar Kaseh is Mampu director-general and Tan Sri Mohamad Zabidi Zainal is Public Service Department director-general

"IMOCC is a first-of-its-kind signature project for the government. In revolutionising the conventional paradigm of citizen-government interface it enables first-class service through an efficient, accurate and centralised communications system."

RAHIM Din was at his wits' end. The drains in his Taman Kampung Gajah residential area had been clogged for nearly two years. His appeals to the authorities brought him no relief and the stagnant water continued to be a constant reminder of the health risks posed to him and his family. He then chanced upon the announcement by the prime minister on the launch of the 1Malaysia One Call Centre or IMOCC. With the easy-to-remember 03 8000 8000 number, Rahim decided to give IMOCC a try to resolve his two-year predicament.

IMOCC agent, Mohd Azli Kasiman, attended to Rahim's call on Nov 14, last year and immediately referred the matter to the relevant local authority. IMOCC was informed that maintenance work at Rahim's locality was now in the hands of a private contractor engaged by the local authority. Rather than leaving Rahim to follow-up on his complaint with the contractor, IMOCC went the extra mile. It contacted the contractor and highlighted Rahim's health concerns. After an inspection by the private contractor four days later, the two-year wait for clean and clear drains was finally over.

Service excellence and proactive solutions to daily problems of citizens are exactly what the prime minister envisioned when he launched IMOCC on Nov 12, last year. As a single point of contact for all public enquiries on government information and services, IMOCC's objective is to serve the rakyat by centralising queries at one centre which will then act on behalf of all government agencies.

IMOCC was conceived as a National Blue Ocean Strategy or NBOS initiative and is led by Malaysian Administrative Modernisation and Management Planning Unit (MAMPU). True to the critical NBOS tenet of collaboration, IMOCC binds the Ministry of Finance, Public Service Department, Putrajaya Corporation and Telekom Malaysia Berhad in a strategic partnership. This seamless approach also prevailed at the opera-