

Introduction to e-Service

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What is e-service ?

The 4 stages of online service development

What is the e-service benefit ?

Korea e-service case for women

Consideration factor for introduction of e-service

Challenges to e-service

Service offered via Information Communication and Technology

● Three component of E- Service

Service provider : Government, NGO, Business

Service Receiver : Citizen, Business

Channel of service delivery : Internet , Call center, Mobile app. Kiosk

● Domain of E- Service

E-Government : Service provider is govt. service receiver are citizen, biz.

E-Biz, E-Commerce : Service provider is NGO and business

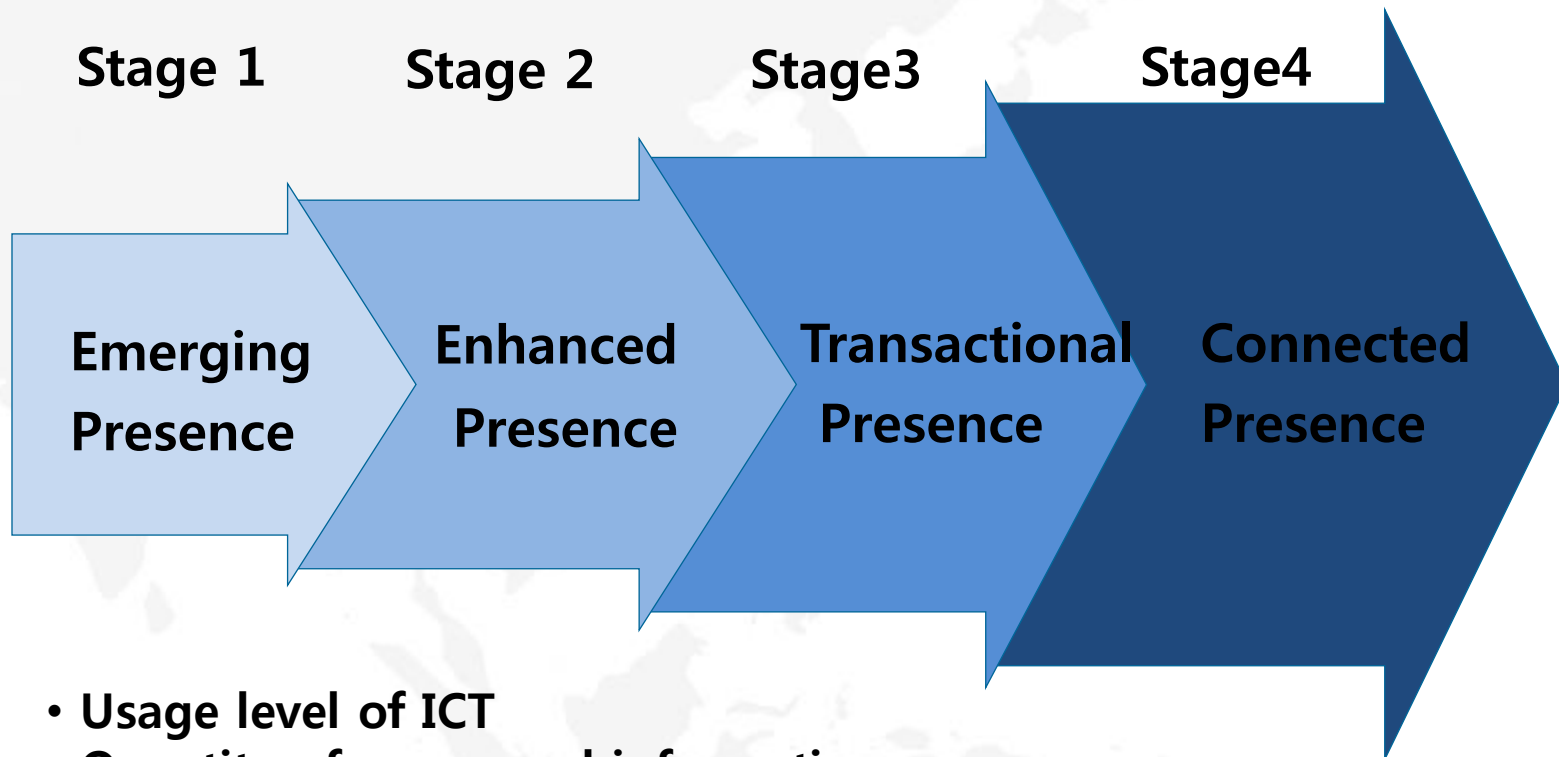
● Definition and origin of E-Service

Provision of services via internet

Including e-commerce and non e-commerce,

E-government

The 4 Stages of Online Service Development(UN)



- Usage level of ICT
- Quantity of concerned information
- Level of customizing
- Variety of services



S1

Stage 1 Emerging information services

- **Government website provide info on :**
 - public policy,
 - governance,
 - laws & regulations
 - provided services
 - links to other ministries, department and other branches of government
- **Citizen and obtain both updated and archived information on national government and ministries.**



S2

Stage2 Enhanced information services

- **Government sites send one way or limited two-way e-communication between governments and citizens through examples such as :**

- Downloadable forms for government services/applications
- Audio & Video capabilities
- Multi-lingual
- Can submit requests for non-electronic form or personal



Stage3 Transactional services

- **Government websites engage in two-way communication with their citizens :**
 - Requesting and receiving input government policies, programs, regulations, etc.
 - Some form of electronics authentication of the citizen's identity
 - Processing of financial(i.e. money transactions (filing taxes, online or applying for certificates, licenses and permits)



Stage4 **Connected services**

- **Proactive in requesting information through Web2.0**
- **E-service/e-solutions cut across the department/ministries**
- **Information, data and knowledge is transferred from govt.**
- **Citizen-centric approach, where e-services are targeted to citizens through life cycle events and segmented groups to provide tailor made services**
- **Government create an environment that empowers citizens to be more involved with government activities and to have a voice**

- **Accessibility (anytime, anyplace)**
- **Cost savings (Time, Money)**
- **Meet to citizen needs and increasing user's satisfactions**
- **Continuous development and provision of new services**

Korea case for benefit of e-service

- Minwon24 is civil affairs portal site by ministry of Government administration and Home affairs from 2002.
- Without visiting administrative agencies, citizen can apply for civil services and print official documents/certificates anytime at home/office via internet

Present status

Number of Services by Service Type (2015)

- Information provision : 5,035 (by 40 institutions)
- Application of civil services : 3,038
- Online print after application : 1,262



Minwon 24 service use # of application (thousands)

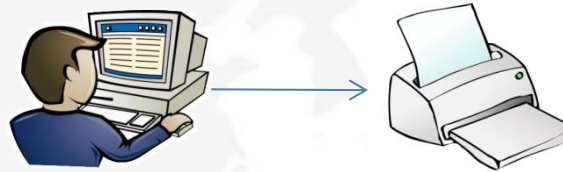
2007	2008	2009	2010	2011	2012
30,124	53,503	63,131	62,347	68,261	68,736

Minwon24 Issuance was 125 million documents(2013)

Online issue covers 50% of all the documents issued for citizens in 2013

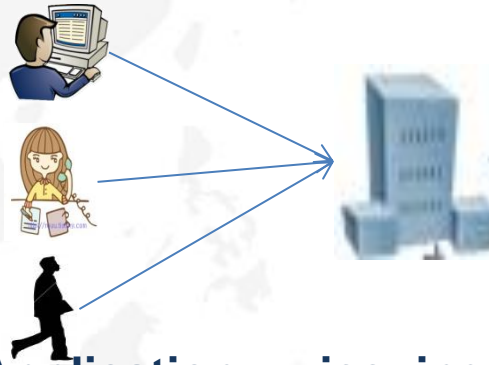
● Accessibility (anytime, anyplace) of MIWON 24

immediately
issuing civil
service by
internet



- 24 hours
- 43 services

Civil service
at anywhere



- 50 services by internet
- 13 services by telephone
- 120 services by visiting

Application issuing office

Immediately
issuing civil
service by
using kiosk



- Nationwide 2,853 kiosk
- 66 services

● Cost savings (time, money)

User cost

Inquiry civil affairs (22)

Fee reduction for civil service application(64)

Fee free for civil service application (62)

Social, economical cost

Carbon reduction effect (not printing, no traffic)

Simplifying service procedure(public information sharing center, without submitting 141 service)

Meet to citizen needs and increasing user's satisfactions

➤ Packaged information service about occasional 5 event in living



Moving(25)



Death(18)



Car(48)

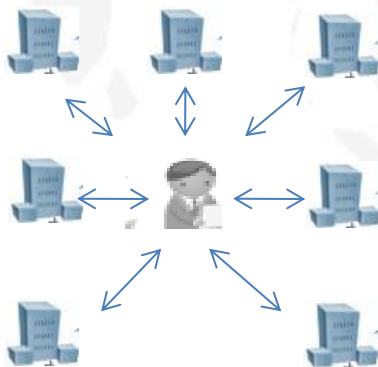


Estate(49)



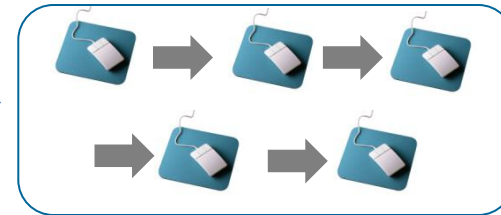
Job, startup(47)

➤ Establishment of 'One-Stop Permit/license Service for Firms' in local authorities



• 7 office visiting for permit/license for firms

• Fill out 30 application forms



Connected

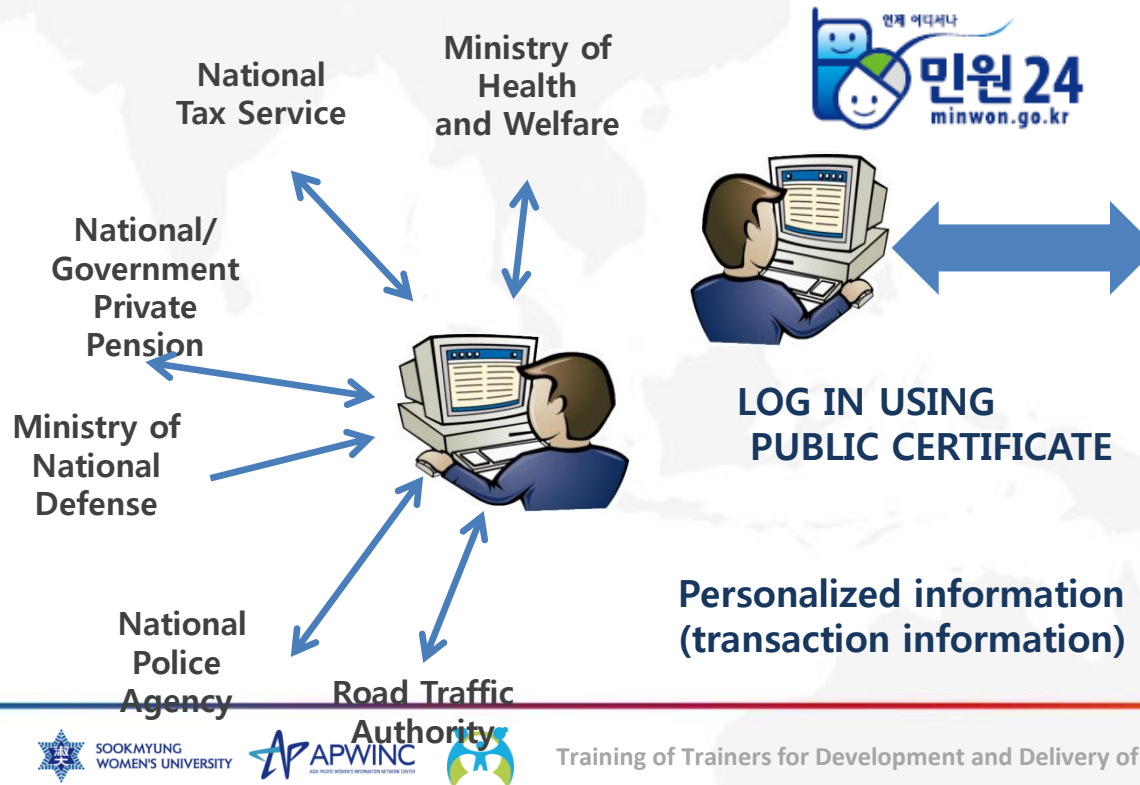


One-stop service







Continuous development and provision of new services

Personalized service development

Without visiting relevant organization, citizen can check necessary life-information quickly and conveniently at a time



My life-information service


-  Family/Health
-  Tax/No-rebate as down payment
-  Pension
-  Military service
-  Penalty/Fines
-  Automobile

Quality of e-service (Zeithaml,2002)

- **Access**
- **Ease of navigation**
- **Efficiency**
- **Personalization**
- **Reliability**
- **Security/Privacy**
- **Responsiveness**
- **Site aesthetic**

Korea e-service case for women



Objectives	Policy sites	E-service
Women policy planning	 	 
Family, Multi cultural family	 	 
Children , Young	 	 
Violence prevention and protection	 	 



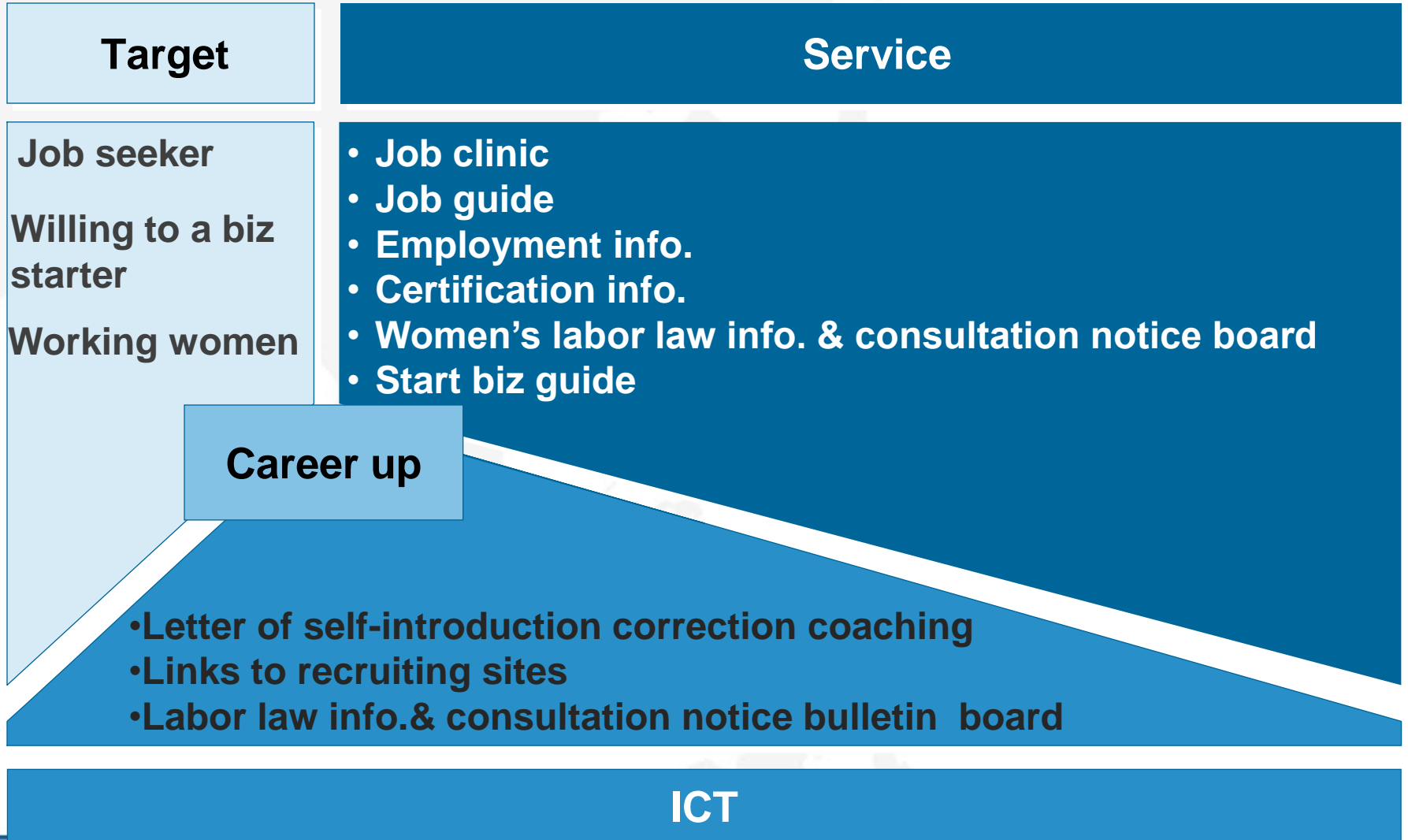
www.women.go.kr

Opened 2002.
Women Public portal site
Provision information for women's policy
Services for Women's Capacity building.





Career up





Women support service

Target

Service

ICT usage

Groups by lifecycle



Scholarship

Resident subsidy

Medical subsidy

Provision information about support service according to women groups

Groups by need situation



Emergency

Unemployment benefits

Subsistence fees

Apply method

Apply process

Required Document

Contact Info.



52,006(unit)

Searching service facility location for women by service, facility's type, address.



Cyber mentoring

Mentor

- Role model
- Counselor
- Coacher
- More than 3yr job experience

Mentee

- Job seeker
- Starterup
- Less than 3yrs job experience
- 3-7yrs job experience

- Join the member
- Log in
- Apply to mentor or mentee

Online mentoring

- Closed mentoring
- Open mentoring

Offline mentoring

- Each area mentoring
- Mentoring to look
- Project mentoring





Online classroom

Target	For those who needs a self-development	Foreigners who want to learn Korean
Service	<ul style="list-style-type: none">- IT- Language- Biz- Certification- Hobby	<ul style="list-style-type: none">- English- Japanese language- Russian- Vietnamese- Malay- Filipino- Thai
ICT	<ul style="list-style-type: none">• Join a member• Log in• Searching for lecture fit me• Registration for class• Self-learning management system.• Audio/video Online lecture material	



Point saving up

- Get a member
- Visiting site
- e-learning use
- article posting

Point up

Point deduction

- On using Coaching service
- Downloading audio/video file
- Sending a SMS/LMS
- Misuse service
- Member leave

Point down

Point Management System

To demand/supply balance of service.(ex audio book d down file. Letter of self-Introduction Coaching correction)

Promotion of user participation of sites activity

Preventing from sites misuse (ex. Infringement of copy right or privacy, others post deleting)

- **Expense of setting up application**
- **Maintaining application**
- **Internet connection**
- **Hardware/Software**
- **Security concerns**
- **Legal issues**
- **Training**

- **Low penetration of ICT**
- **Fraud on the internet space which is estimated around 2.8billion USD**
- **Privacy due the emergence of various types of spyware and security holes**
- **Intrusive characteristics of the service**