

GOVERNMENT INFORMATION CENTER – **GIC - 1919**



ANNUAL REPORT - 2009



© Strategic Communication and Media Unit - ICTA
Information and Communication Technology Agency of Sri Lanka
160/24, Kirimandala Mawatha,
Colombo 00500, Sri Lanka.
Phone: +94 11 2369099, +94 11 2369100,
Fax: +94 11 2369091
E-mail: info@icta.lk
www.icta.lk

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73/A, Sunethtradevi Rd, Kohuwala.

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Government Information Centre (GIC)



Government Services Information
At your fingertips



"Against all expectations our team came up trumps in the cup final"



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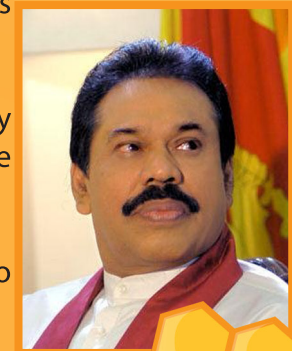


Message from His Excellency the President

The introduction of the Government Information Centre (GIC – 1919) by the Information and Communication Technology Agency of Sri Lanka (ICTA) in collaboration with the Presidential Secretariat was in response to the need to create a friendly and citizen-centric interface between the government and the people. With the launch of the GIC in 2006 the process of obtaining information regarding government services has become very simple and hassle free. The GIC received extensive feedback during its four year operation, with more than two million calls being recorded during this period.

It has always been my desire to ensure that people even in the remotest parts of the country are able to receive information about government institutions accurately, and expeditiously. The GIC is an example of a step taken to fulfill this desire.

It is my fervent hope that the government officials involved in the GIC will continue to provide high quality service that has so far earned the appreciation and gratitude of the people.



Mahinda Rajapakse

President of the Democratic Socialist Republic of Sri Lanka



Message from Secretary to the President

H.E Mahinda Rajapaksa, the President of Sri Lanka in the year 2004 asked me how we could help citizens in obtaining government information. He said that in his long political career he has seen citizens trekking long distances purely to find out from a government office how to obtain a particular service. (The story of the man coming a long distance to find out how he could get a passport). We had to think hard and that is how the GIC - Government Information Centre was born. Today, it has won a global award for the best e-Gov initiatives.

What I want to emphasise is the importance of the leader setting a direction. It is the leadership that defined the boundaries of the project. However much there was technology, had there not been the leader's vision, there would not have been a GIC-1919.

Once the vision was clear, we had to give leadership to the whole of the Government to map out the processes. For example when a citizen wants to get a passport, the information we provide has to be pretty clear. There cannot be any doubt left in the mind of the citizen seeking this information. In order to do that we provided leadership to obtain accurate information and in that process, many ministries and departments thought through their processes and made every effort to refine so that clear authentic information could be provided through the GIC-1919.

Due to the tireless work by ICT Agency of Sri Lanka, GIC-1919 has won a global award for the best e-Gov initiative, providing valuable service to the public.



Lalith Weeratunga
Secretary to the President



Message from Chairman of Information and Communication Technology Agency of Sri Lanka

ICTA's venture on setting up a Government Information Center (GIC), thereby fulfilling a long felt lacuna needed to serve the citizens of Sri Lanka is now a great success. This is yet another step taken by ICTA in furtherance of the objectives of Mahinda Chintana which has been placed before the people for a mandate to make people's lives easier.

GIC now operates 7 days a week, 365 days a year for 12 hours each day from 8 am to 8 p.m., and provides information in all three languages Sinhala, Tamil and English in a very efficient and courteous manner through multiple channels. This service obtained simply by dialing 1919 makes it easier for people and organizations to obtain information relating to Government Departments and State Banks. It commenced with 15 government organizations, but now represents over 134 organizations. First call resolution – addressing a customer's needs the first time they call - is 94%. This is most important in improving customer satisfaction. The average speed of answer is .11 seconds of being in the queue. The GIC website has also won two international awards. The World Summit Award was won in 2008, and it was runner up for the Government Technology Award in 2007. All this is very encouraging.

The Presidential Secretariat now provides the annual expenditure for the GIC. This reflects the importance placed by His Excellency's government on this venture. ICTA is pleased to have initiated and established this service in partnership with the Presidential Secretariat and all the government organizations participating in this successful venture.

Prof. P.W. Epasinghe

Chairman

Information and Communication Technology Agency of Sri Lanka



Message from Chief Operations Officer of Information and Communication Technology Agency of Sri Lanka

The Government Information Center launched in 2006 provides the citizens of Sri Lanka with the information they require in their interactions with government organizations. It was a long felt need in the country and we are pleased that this is now successfully fulfilled.



Any negative perception that citizens may have had on the responsiveness of government organizations to queries, is now negated by this successful venture. Multiple phone calls to several government organizations are not necessary. There is now no need to visit government organizations to obtain information. All that is needed is to ring just one number 1919, from any phone network and a call is answered first time 94% of the time. GIC is also available through multiple channels.

Presidential Secretariat now provides annual expenditure under Presidential Secretariat budget for the GIC and we are truly appreciative of this. I wish to also thank the Chairman of ICTA and the staff who manage this project for the success of this venture.

We are now looking to increase the number of government organizations represented in GIC and also add to the functions of the GIC. The key performance indicators, such as the average speed of answer (currently being .11 seconds) is satisfactory but we intend to improve the key performance indicators, so that this venture will be on par with or better than any other information center, anywhere else in the world.

Reshan Dewapura

Chief Operations Officer

Information and Communication Technology Agency of Sri Lanka

Message from Chairman, Project Steering Committee of GIC

Government Information Centre (GIC) plays a very significant role as a single point of contact in relation to provision of information about Government Services.

The GIC was started with 15 Government Organizations and 7 call agents in 2007. The Project Steering Committee (PSC) as the policy level decision making body of GIC plays a major role in continuous improvement of services during last four years.

Introduction of phase II and phase III, with the total of 106 Government Organizations facilitate on enhancing information knowledge base of the GIC. Increase of the number of call agents were also assist on catering gradual increase of information demand.

GIC Website was re-vamped to include new features to provide more services and with the introduction of such continuous improvements to the GIC, it has become a significant interface between the government and citizens. Importance of the services rendered from the GIC was endorsed by the Government by making it as a part of the activities of the Presidential Secretariat.

While thanking all the partners for their untiring efforts to make improvements on providing information on services rendered to the citizens, I wish all success in future endeavors of GIC.



Dr. I. H. K. Mahanama

Additional Secretary to the President

Chairman, Project Steering Committee of GIC



Introduction

The Government Information Centre (GIC) -1919, launched in 2006 as a public service, is one of the projects implemented by Re-engineering Government Programme of ICTA under the e-Sri Lanka project. The objective of GIC is to establish a common interface for providing up-to-date information about government services in a convenient, comprehensive and friendly manner via the telephone and the web. Currently, the information relevant to over 1000 services provided by the government is available to the citizens of Sri Lanka and other interested parties through the GIC in all the three languages.

The GIC facilitates the increase of efficiency of the Government Services, eases the workload of Government Organizations, saves time and money for the information seekers and popularizes the e-Government concept and the use of information and communication technologies through a practical approach.

Story behind introducing the GIC

One senior citizen from a rural area about 300 kilometers away from Colombo wanted to obtain a passport. He had to visit the Department of Immigration and Emigration several times to obtain the passport as he did not know the documents required and proper procedures to follow. This is a typical problem and a very frustrating situation from the citizens' point of view. Mr. Lalith Weeratunga, who was one of the senior officers of the department at the time, had realized this situation clearly. Later he became the Secretary to H.E. the President of Sri Lanka Mr. Mahinda Rajapaksa. As the most senior government official, Mr. Weeratunga wanted to find a solution to the problem that had been continuously nagging his mind and that was how the concept of establishing a Government Information Centre originated. The Government



Information Centre (GIC - 1919) which was set up by the Information and Communication Technology Agency (ICTA) of Sri Lanka, is the first technologically advanced information seeking providing option in the country set up in response to the need to give the Government a more friendly and citizen-centric interface. The project has been undertaken as a part of the broad program strategy of ICTA for the creation of an enabling-environment in the government for a successful e-Governance program; interconnecting government agencies to achieve a higher level of productivity through improved interaction; making public services “truly citizen-centric” and ensuring geographically non-discriminate delivery of information. The e-Government program is one of the ICTA program areas which come under the highlight e-Sri Lanka project with the objective of poverty alleviation, economic growth. Funding for this endeavour was provided under the World Bank credit facility available for the e-Sri Lanka project.

Objectives of GIC

- a. To enable citizens of Sri Lanka to obtain government services in most effective manner by providing them with information relevant to those services
- b. To work as a one-stop-shop for Government Information
- c. To provide information related to services to citizens in a friendly manner
- d. To provide access to accurate and up-to-date information

Organizational Structure and Working Hours





Organizational Structure

The Process Manager handles the client coordination with ICTA to keep the services up-to-date and handles all the daily and monthly reports. The Team Leader supervises his team to achieve the optimum potential and the Quality Controller monitors the calls to ensure the callers get a service of high standard. He monitors 5 live calls and 5 recorded ones daily and maintains quality sheets. He follows up with in-service training of the operators as and when necessary to maintain the high quality of GIC services.

Working Hours

- a. Operational for 365 * 12 hours from 8.00 a.m. to 8.00 p.m. (7 days a week, 365 days a year)
- b. During weekdays 15 operators are employed, from 8.00 a.m. to 2.00 p.m. and from 2.00 p.m. to 8.00 p.m. 10 operators are employed
- c. During weekends and on public holidays 7 operators are employed from 8.00 a.m. to 8.00 p.m.

Number of Organizations Covered

Organization Category	Count
Ministries	14
Departments	47
Government Banks	15
Statutory Bodies	58
Total	134

As the above table indicates, GIC represents 134 government organizations. The number of departments covered by the GIC is 47 out of a total of 158 government departments. The number of ministries covered in the GIC is very low (14) compared to the total number of ministries that exist. However, the highest number (58) of organizations is included under the category of statutory bodies. As for government banks, almost all the government banks have been included in the GIC knowledge base.

Initially the selection criteria for an organization to be included in the GIC were the number of services provided to the citizens and the importance of the organization for the citizens. New services such as the bus schedules and contact details of organizations and relevant officials will be introduced soon.

Service and Operational Review

The call centre started operations in April 2006 and was officially launched in August in the presence of H.E. the President of Sri Lanka to herald a new culture in seeking and obtaining government information in Sri Lanka. The GICs was set not only to provide services through individual interaction but also promote the development of long-term relationships between GIC and people using GIC services.




President of Sri Lanka Mahinda Rajapaksa launched the Government Information Centre (GIC) in August 2006

GIC provides an easy way to seek and request information on all essential citizen-centric government services. The key objective of GIC is to provide high level of satisfaction to the customer by giving accurate information within a minimum time period, in response to questions put forward by the customer in relation to the services of government departments and ministries. The information needed by the customers is expected to be offered in a friendly manner. And if the required information is not available at the moment the customer will be asked to call back after 24 hours so that the GIC staff will be ready with the information. These services to the customers are provided from 8 a.m. to 8 p.m., 365 days.



Call agent's inbound call monitoring system

With a view to provide fast, easy and accurate information, inbound calls from citizens requesting information related to government services are handled in all three national languages: Sinhala, Tamil and English. The most common information requirements from the centre are related to obtaining passports, obtaining a copy of the birth certificate, marriage certificate, death certificate and new/duplicate national ID etc. In-house or contents knowledge base contains information regarding the government departments covered, in an organized manner. This makes it easier for agents to have fast access to the information when required. The information needed can also be gathered by browsing the website, which contains information regarding the government departments and ministries covered. This can be accessed from any part of the world. (www.gic.gov.lk).



The operation and process of information dissemination of the GIC can take different forms. The implementation approach or GIC activities cover the following: (1) general public could either phone in on highly publicized numbers or contact the call centre through email to obtain detailed information on any one or more of public services offered by the public sector; (2) general public who have access to internet via some means, can obtain government service information via the GIC Web Portal; (3) when a call comes through, depending on the language, it is channelled through to a call centre operator conversant in the particular language; (4) the operator would very carefully listen to the caller and attempt to understand the nature of the inquiry. Once the nature of the inquiry is clear to the operator, he/she examines the data sheets stored in the computer and once the relevant data sheet is projected onto the screen, information on that data sheet is explained to the caller making every attempt to ensure that the caller would be provided with all the information he/she needs.



View of the call agents are employed in the GIC - 1919

Data sheets are prepared in respect of each of the public services and the call centre would respond on information stored in a central server. Other relevant information could also be stored in the server. If a caller's inquiry is on a matter for which there is no readily available information at the call centre, the agent issues a reference number to the caller, and the customer has to call back GIC after 24 hours. As soon as the call finishes the agent enters the question to the CRM and the Team Leader checks the question from his/her end. Then the team leader contacts the relevant department regarding the question and the answer is collected and provided to the customer as he/she calls back after 24 hours.



View of a data sheet preparation workshop

In the year of 2009, 70 more Government organizations were added to the Contact Centre and the website, where there were only 45 organizations previously. With the increasing popularity and the rising demand for services, GIC grew and in turn the numbers of operators were increased to match the demand. Moreover, some new activities were incorporated in the form of re-vamping the GIC Web site and handling of public complaints and grievances.

The GIC is a centralized organization which covers the entire government citizen centric services. The 1919 number is available from any part of the country, can be dialled from any telephone network and will be charged as a local call. Therefore, there is only one centre available under the GIC project.



Instances of Services Provided

Case 1

Obtaining a new passport:

If somebody wants to obtain a passport without knowing the procedure to be followed, he/she can just call 1919 and inquire about the procedure. Then the call agent would politely evaluate the caller's eligibility for that particular service and provide the instructions including the documents to be prepared. Therefore, it will minimize the waste of time and money.

Case 2

Obtaining a copy of a birth certificate:

If somebody inquires about a birth certificate from 1919, the call agent would ask some questions from the caller to clarify the instructions to be given and then the right information would be provided after searching the knowledge base of government services.

Project Governance Methodology

Project Steering Committee (PSC):

A Project Steering Committee headed by the Additional Secretary to the President makes all policy decisions related to the GIC call centre as well as the website.

Members of PSC

Dr. I. H. Mahanama, <i>Additional Secretary to the President</i> <i>Chairman, Project steering Committee (PSC)</i>
Mr. G. A. J. Sylvester, <i>District Secretary, Colombo</i>
Mr. Wasantha Deshapriya, <i>Director, Re-Engineering Government Program, ICTA</i>
Mr. Waruna Sri Dhanapala, <i>Assistant Secretary to the President</i>
Mr. N. A. Athukorala, <i>Additional Secretary, Ministry of Technology and Research</i>
Mrs. N. Abhayawickrama , <i>Director, Department of Pensions</i>



Mr. M. Hudeen Anver, <i>Director IT, Department of Police</i>
Mr. Wasantha Sandiligama, <i>Assistant Registrar General, Registrar General's Department</i>
Mrs. Shanthini Thiruneelakandan, <i>Director Promotions, Consumer Affairs Authority</i>
Mr. G.M. Niel Gunadasa, <i>Director IT, Ministry of Education</i>
Mr. Palitha Samarasinghe, <i>Data Processing Manager, Department of Sri Lanka Railways</i>
Mr. B. A. D. Chinthaka, <i>Assistant Commissioner, Department of Registration of Persons</i>
Miss. Samanthi Senanayake, <i>Assistant Commissioner, Department of Motor Traffic</i>
Mr. Chaminda Pathiraja, <i>Assistant Controller IT, Department of Immigration and Emigration</i>
Mr. Chinthake Ranasinghe, <i>Project Manager, ICTA</i>



GIC Project Management Team:

GIC project management team has to carry out caller evaluation periodically in order to identify whether the GIC is providing a satisfactory service to the citizens. The evaluation methodology and results should be available to the M&E team. The GIC Project Manager is mainly responsible for carrying out the caller evaluation and GIC call agent evaluation.

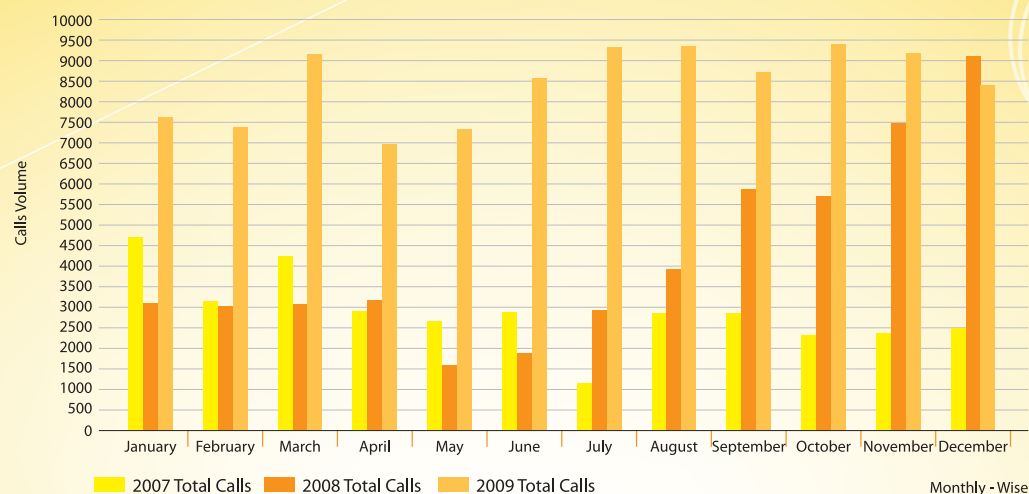
Monitoring and Evaluation (M&E) Team:

The M&E team has been supporting GIC project manager to conduct the evaluation according to the ICTA results based framework. Three evaluation surveys have been conducted with support of M&E team so far and corrective and preventive actions have been taken according to the survey findings.

Communication Team of ICTA:

For the continuous awareness of GIC, great leadership has been provided by the Communication Team of ICTA. As a result of continuous awareness activities the demand for information in GIC has increased up to approximately 2500 calls per day by end of year 2009. It was a great achievement of the project.

Annual Call Volume



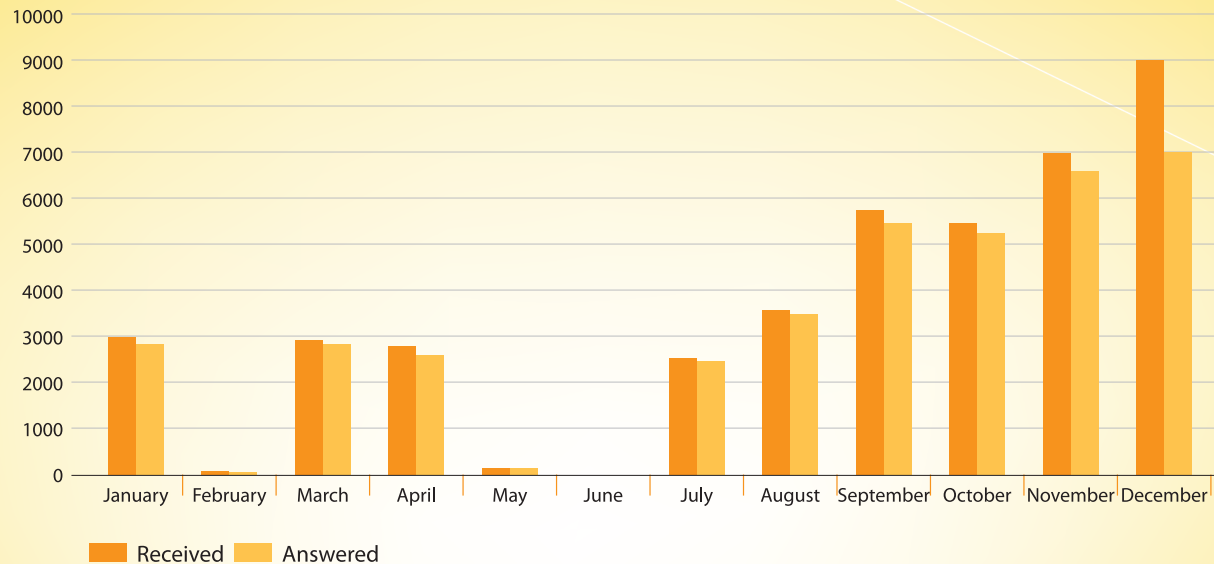
Annual total call volumes

	2007	2008	2009	Total
English	17,779	18,491	30,368	66,638
Sinhala	299,436	409,532	850,799	1,559,767
Tamil	30,760	24,927	37,722	93,409
Total	347,975	452,950	918,889	1,719,814

On average 77,000 calls have been received by the GIC call centre in 2009. This is an indicator of the popularity of the GIC since the number of calls received by the GIC during the year 2008 was less than 50,000. There is a slight drop in the monthly call volume in April and May, but from June onwards there has been a drastic increase in the monthly call volume. This may be due to the fact that

the Railway Service was introduced in the month of June. Queries regarding the Department of Motor Traffic and the Department of Immigration and Emigration were received during the latter months of 2009. This may be a result of the introduction of Smart Driving License and the release of Korean Language Proficiency Examination results.

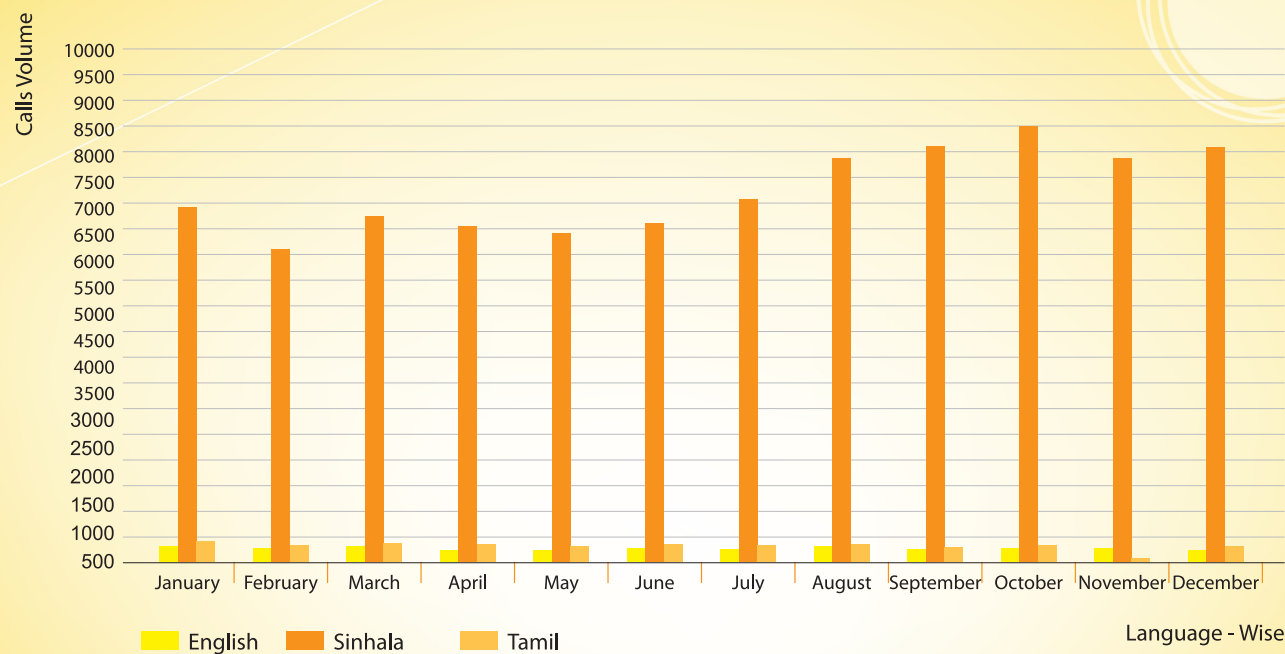
Call Volume of 2008



This graph shows a sudden drop of the number of calls in the months of February, May and June in 2008. This is due to a system glitch which was the result of software corruption, something which can be expected from any newly introduced

system. It was the computer system that went down but the call centre staff had immediately switched to manual operations and continued with their services uninterrupted.

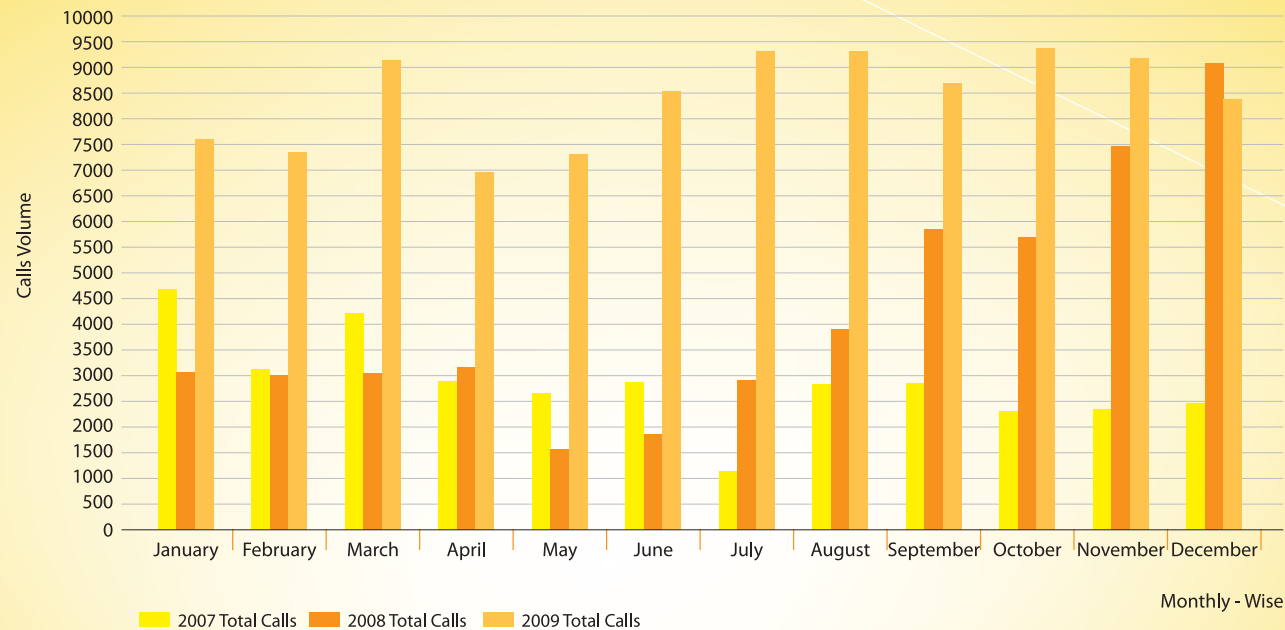
2009 January - 2010 December total call language wise



Above graph illustrates the language-wise monthly call volumes. The highest number of calls received by the GIC was in the Sinhala language. The number of calls received in Tamil and English were second and third respectively. This is because

the majority of the population are Sinhala speakers. Most Muslims and Tamils in Colombo Metropolitan Areas speak fluent Sinhala and they tend to use that language when calling a government service.

2007 - 2008 and 2009 up to December Total Calls Volume

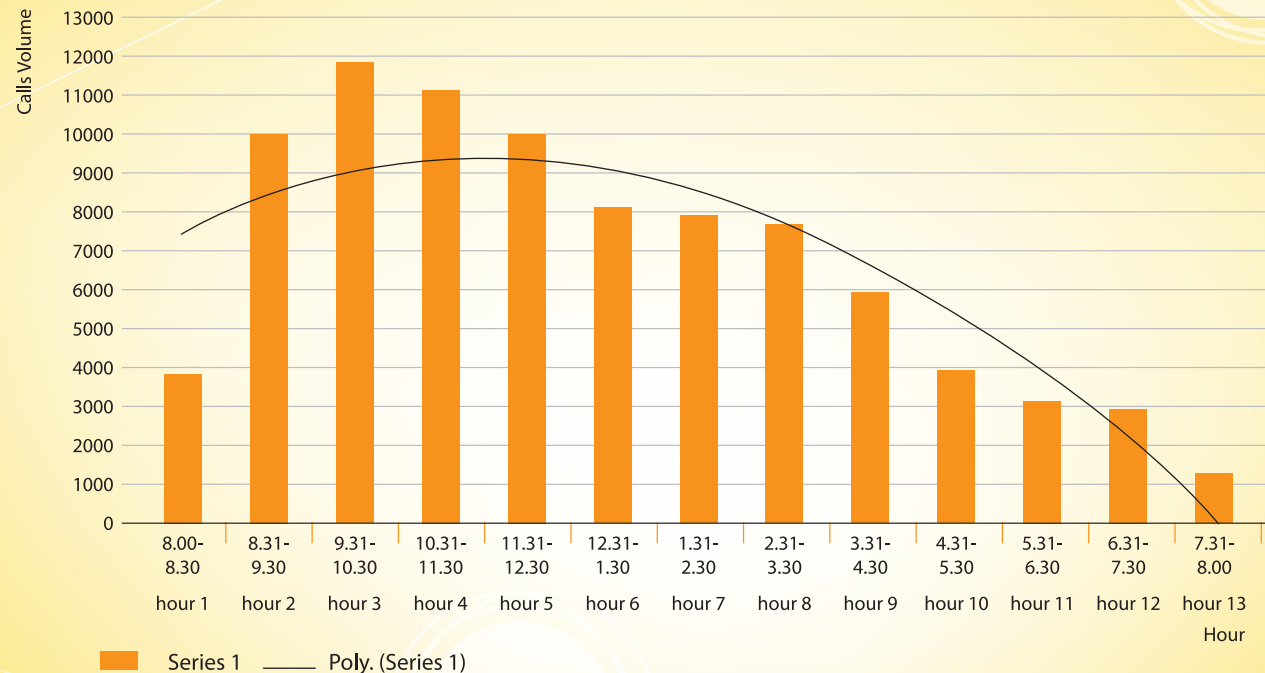


When we consider the data presented in the above table showing monthly call volumes of years 2007, 2008 and 2009, we can see that there has been a significant increase of monthly call volumes in the year 2009. The main reason behind the rise in the number of calls received by the GIC may be due to

the continuous awareness drive by the Government through the relevant departments and the mass media. The other contributing factors for the increase are the introduction of new service areas such as the Railway Schedules and information on the new services of the Department of Motor Traffic.

Hourly Call Volume Analysis

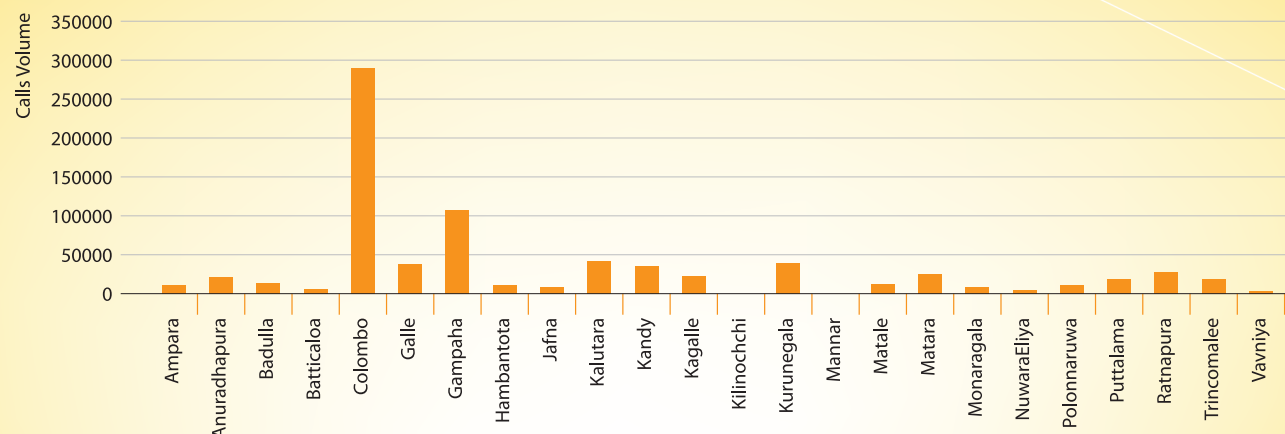
2009 Average Hourly Call Volume per Month



According to hourly call traffic pattern shown in the above graph, it can be seen that the highest number of calls received by GIC were between 8.30 a.m. and 4.30 p.m. This may be because this is the 'office time' or 'business hours'. Most of the calls have


been received from 8.30 a.m. to 12.30 p.m. and there is a slight decrease of the number of calls received from 12.30 p.m. to 4.30 p.m. It is reasonable to deploy 15 call agents during that period of time with a higher call volume between 8.30 a.m. and 4.30 pm.

District-wise Calls




Above chart represents the district level call volumes in the year 2009. According to district-wise call records, Colombo District has recorded the highest number (286,705) of calls out of all the districts. It is 26% of the total calls received in the year 2009. The next two districts with higher call volumes are Gampaha and Kalutara respectively.

These two districts have a higher density of population compared to the other districts in the island. The districts in the North and East such as Jaffna, Kilinochchi, Mannar and Vavuniya recorded a very low number of calls. Kurunegala and Kandy districts also recorded a higher number of calls.



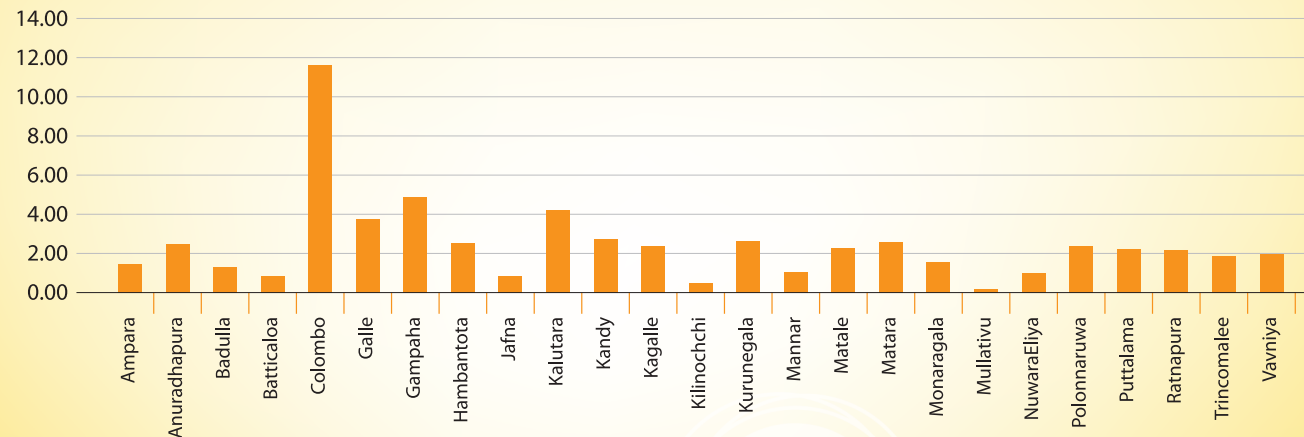
District	Population (2008)	Percentage of population	Number of Calls Received (2009)	Percentage of Calls Received (2009)	Callers per 100 people
Ampara	624,000	3.09	9,261	1.22	1.48
Anuradhapura	80900	4.00	21580	2.85	2.67
Badulla	861000	4.26	13747	1.81	1.60
Batticaloa	530000	2.62	4309	0.57	0.81
Colombo	2488000	12.31	291008	38.37	11.70
Galle	1063000	5.26	40954	5.40	3.85
Gampaha	2152000	10.64	103519	13.65	4.81
Hambantota	558000	2.76	13332	1.76	2.39
Jaffna (e)	603000	2.98	3638	0.48	0.60
Kalutara	1118000	5.53	46147	6.09	4.13
Kandy	1396000	6.91	37939	5.00	2.72
Kegalle	807000	3.99	21490	2.93	2.66
Kilinochchi (e)	150000	0.74	543	0.07	0.36
Kurunegala	1535000	0.59	42039	5.54	2.74
Mannar	102000	0.50	1028	0.14	1.01
Matale	483000	2.39	10636	1.40	2.20
Matara	822000	4.07	21833	2.88	2.66
Monaragala	430000	2.13	6809	0.90	1.58
Mullativu	150000	0.74	257	0.03	0.17
Nuwara Eliya	749000	3.70	8105	1.07	1.08
Polonnaruwa	400000	1.98	9871	1.30	2.47
Puttalam	760000	3.76	16526	2.18	2.17
Ratnapura	1099000	5.44	23363	3.08	2.13
Trincomalee	361000	1.79	6956	0.92	1.93
Vavuniya	167000	0.83	3359	0.44	2.01
Total	20217000	100.00	758362	100.00	61.93



The above graph shows the population of each district, the percentage of the population of the district to the total population in the country, the number of calls received from that district during the year 2009, the percentage of the number of calls

received from the district to the total number of calls received by the GIC from all over the island and the number of calls per 100 total population of the district.

Call density - Call per 100 persons

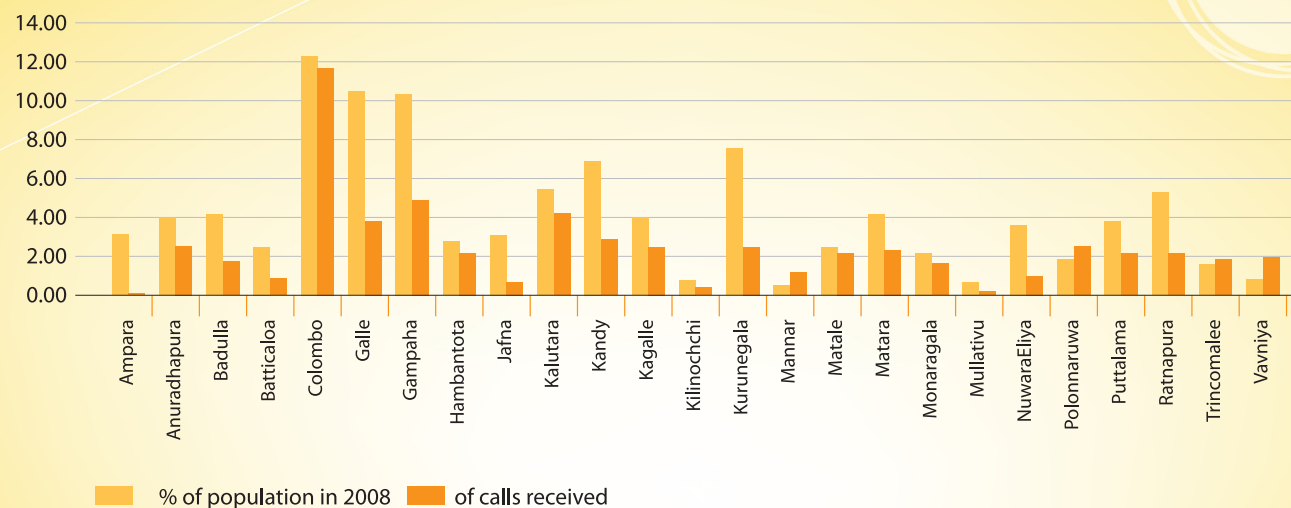


Call density is the percentage of the calls to the total population of the district. For example, when you take 100 persons in Colombo district, 12 persons have called GIC regarding information about government services in the year 2009.

higher call numbers compared to the other districts in the country. The districts of Colombo, Gampaha and Kalutara have the highest density of population in the country. All the other districts record a number of calls below 4 per 100 persons due to the low population density.

According to the above chart all three districts in the Western Province have recorded

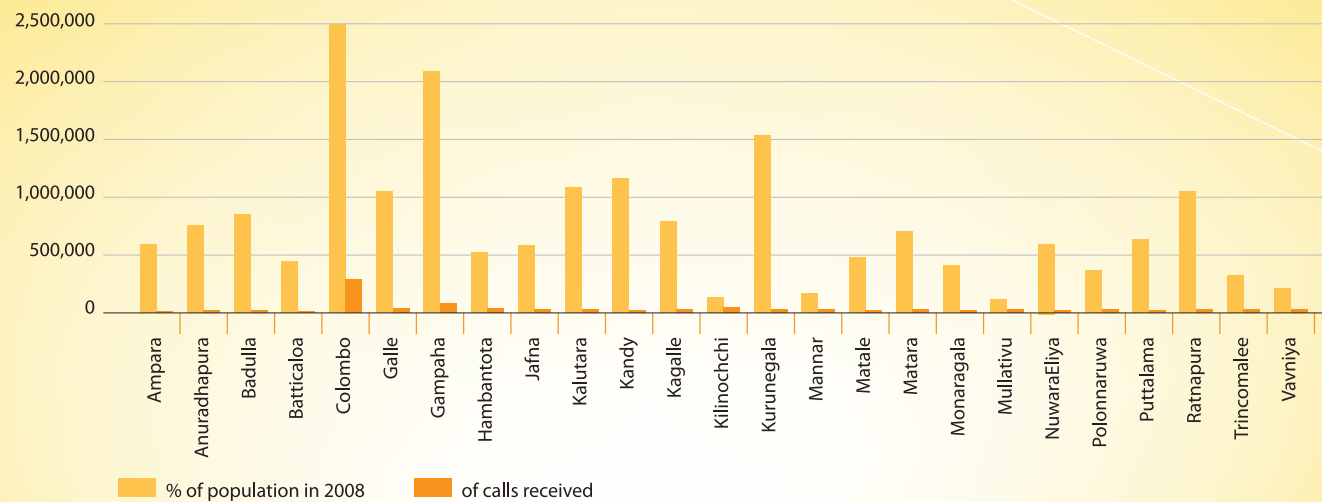
Call density against district-wise population density



According to the above table, Colombo district has represents the highest population, having 12.3 percent of the total population of the country. Gampaha is the second highest populated district in

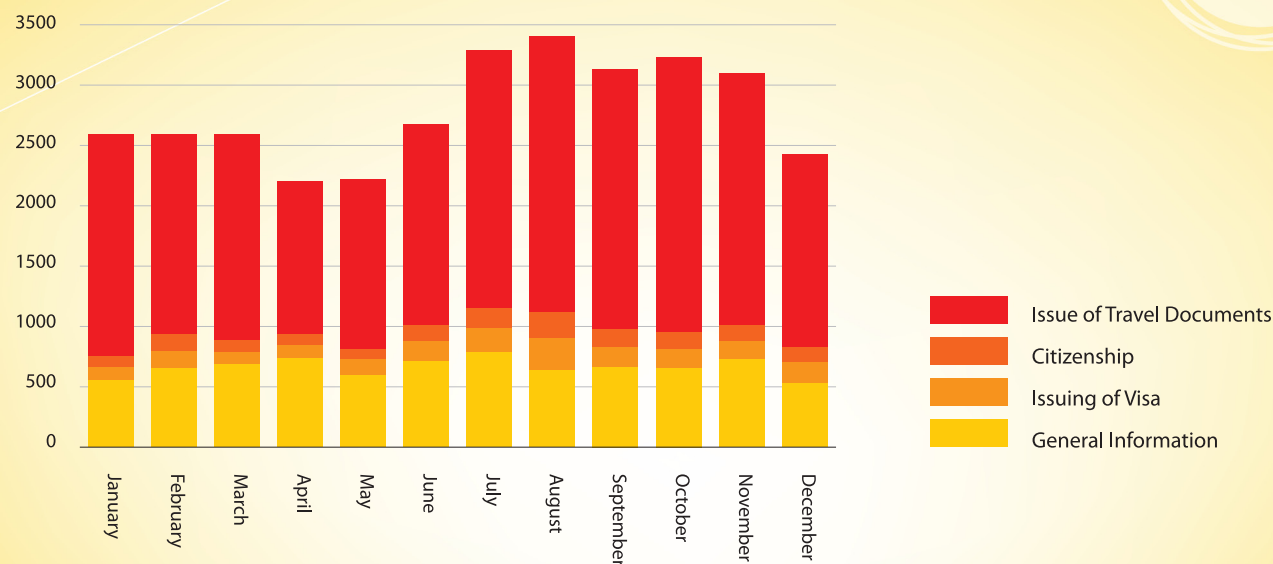
the country. Therefore these two districts record the highest number of calls to the GIC. The number of calls recorded from the districts with low population are lower and in proportion to their population.

District wise population and call volumes



Service-Wise Call Volumes

Department of Immigration and Emigration

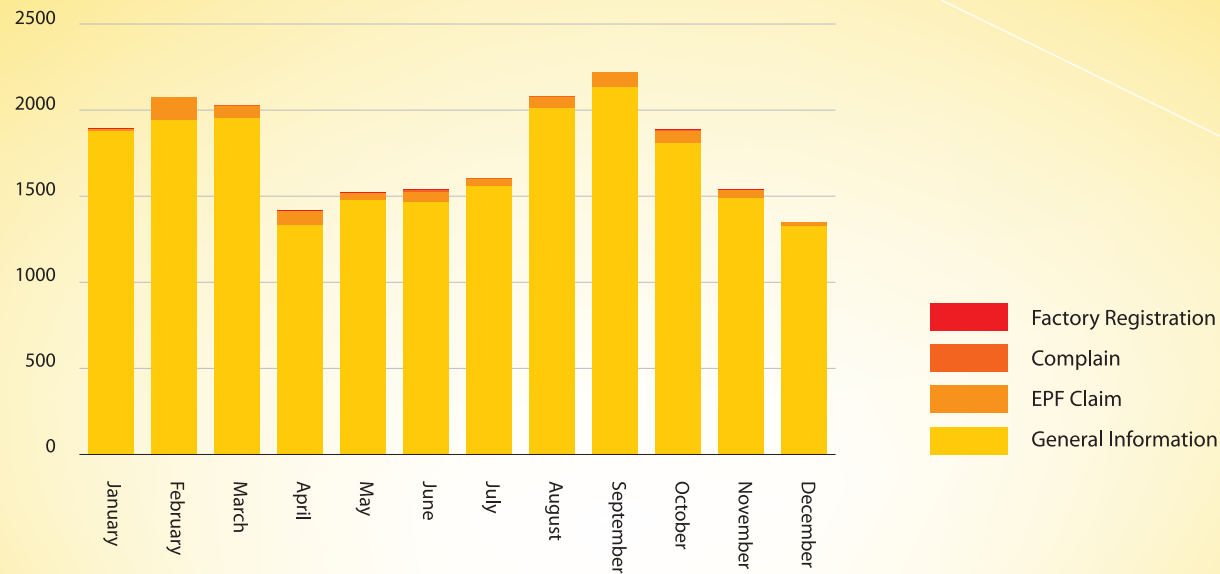


According to the service-wise call records of the Department of Immigration and Emigration in the year 2009, the most number of calls were recorded in relation to the issuance of Travel Documents service. Here Travel Documents mean passports. There were many queries regarding obtaining new passports as well as renewing old ones. From July to November more than 2000 calls per month were received in relation to the Travel Documents Service.

The service with the second highest recorded number of calls is providing General Information. Here general information in fact means queries about specific issues that could not be answered by the call center staff, and therefore had to be referred to the relevant department.

There had been a steady stream, though low in number, of calls inquiring about visas and citizenship information throughout the year.

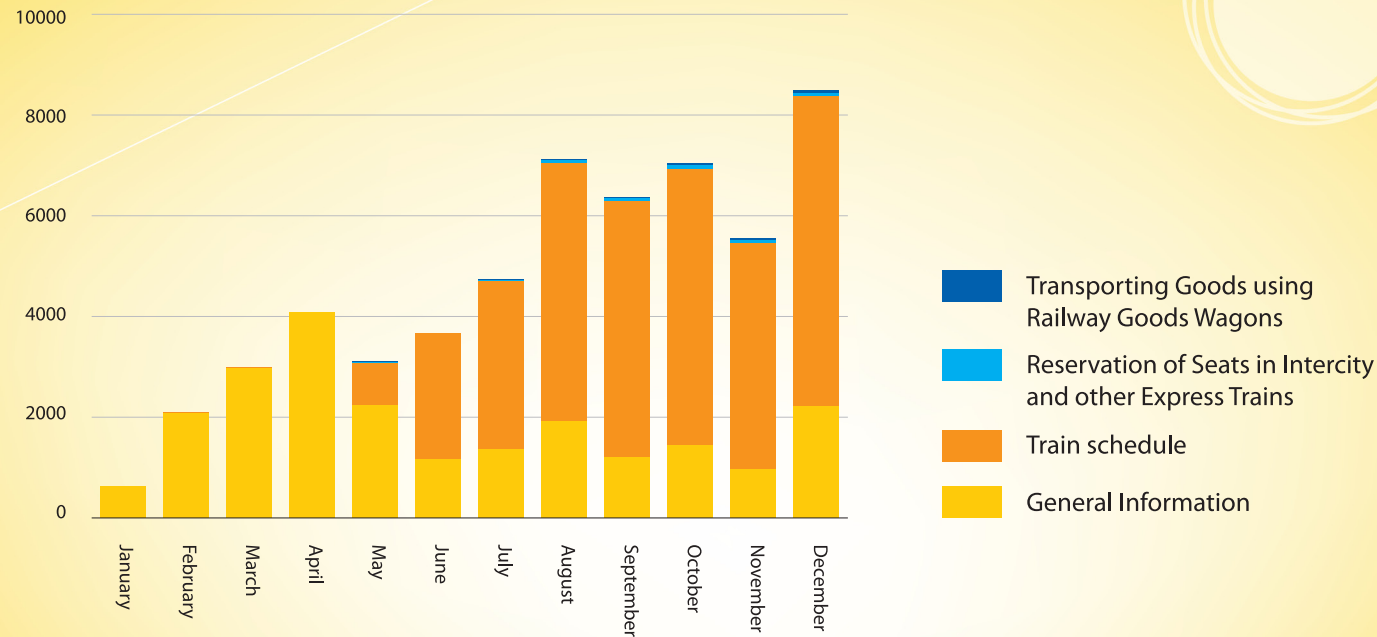
Department of Labour



The above chart illustrates monthly call volumes in the year 2009 related to the services provided by the Department of Labour. According to the above chart a very significant number of calls have been received in relation to the General Information about the department. General information in fact means inquiries about matters

which should be referred to the relevant department since they are too specific for the call center staff to answer. On average more than 2000 calls have been recorded against providing General Information service. The second service which generated most calls to the GIC regarding the Labour Department was obtaining EPF Claims.

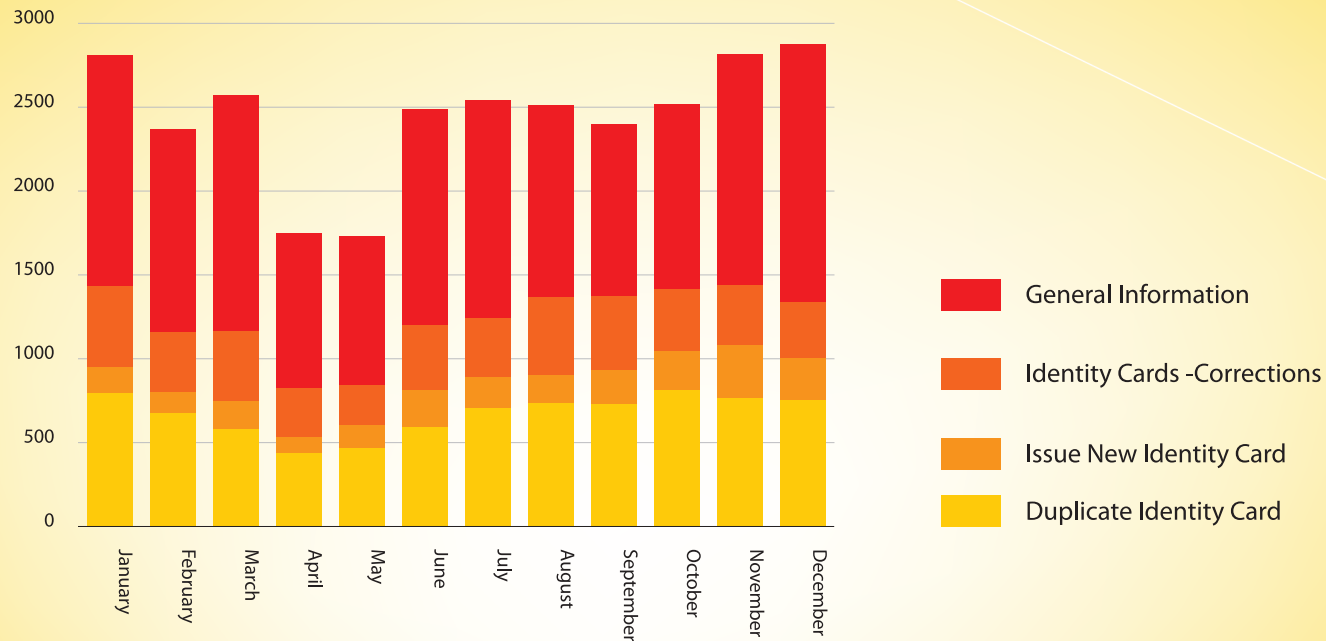
Department of Railways



This chart represents the demand for information related to the Department of Railways. According to the monthly statistics, information about Train Schedules has been the most significant service of the Department of Railway. This service, newly introduced in 2009 has been increasingly popular among the general public and it represents the second highest number of calls, out of the total

number of calls received at the GIC. Further, during the month of December the highest number of calls received were about the Train Schedule service. Apart from the Train Schedule service, providing General Information is the second highest service in terms of the demand for information.

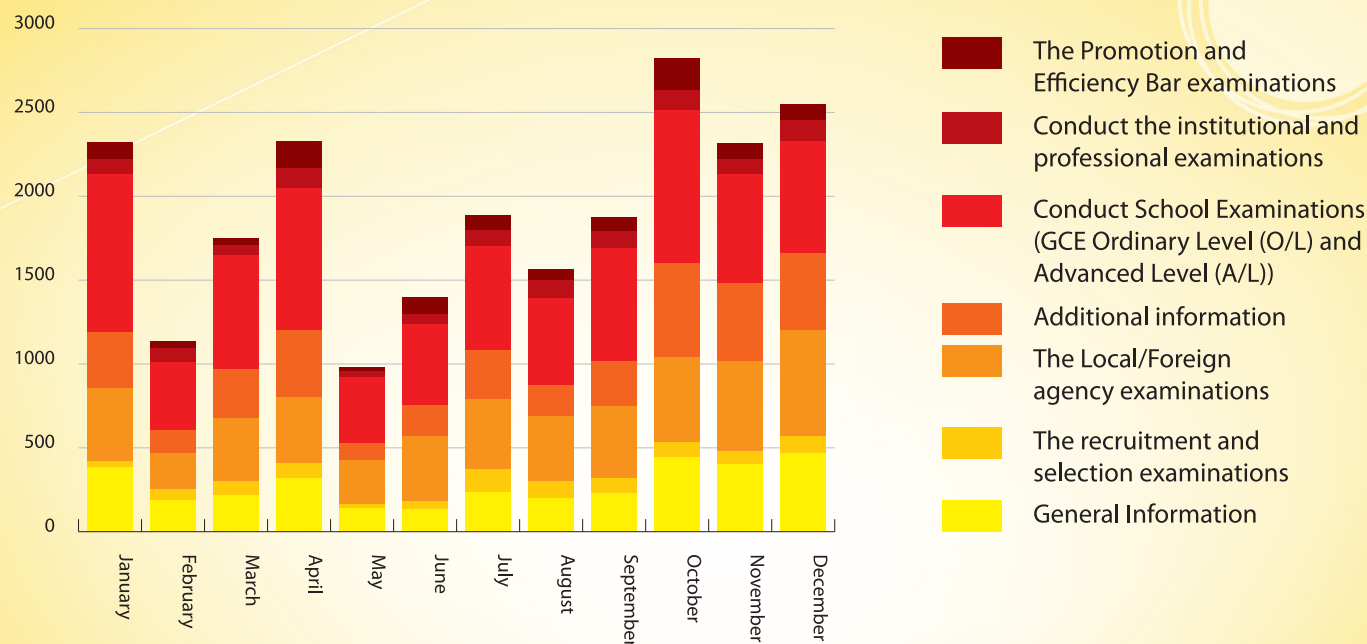
Department of Registration of Persons



The above chart shows the number of calls received by the GIC inquiring about the services offered by the Department of Registration of Persons under four categories of services. These services are issuing New National Identity Cards (NICs) to first time applicants, issuing duplicates of identity cards

to those who have lost their original IDs or to those who have got their original IDs damaged, defaced or have become illegible, and corrections to IDs with spelling or other mistakes. General Information here means all the other queries that do not fall under the three aforementioned service categories.

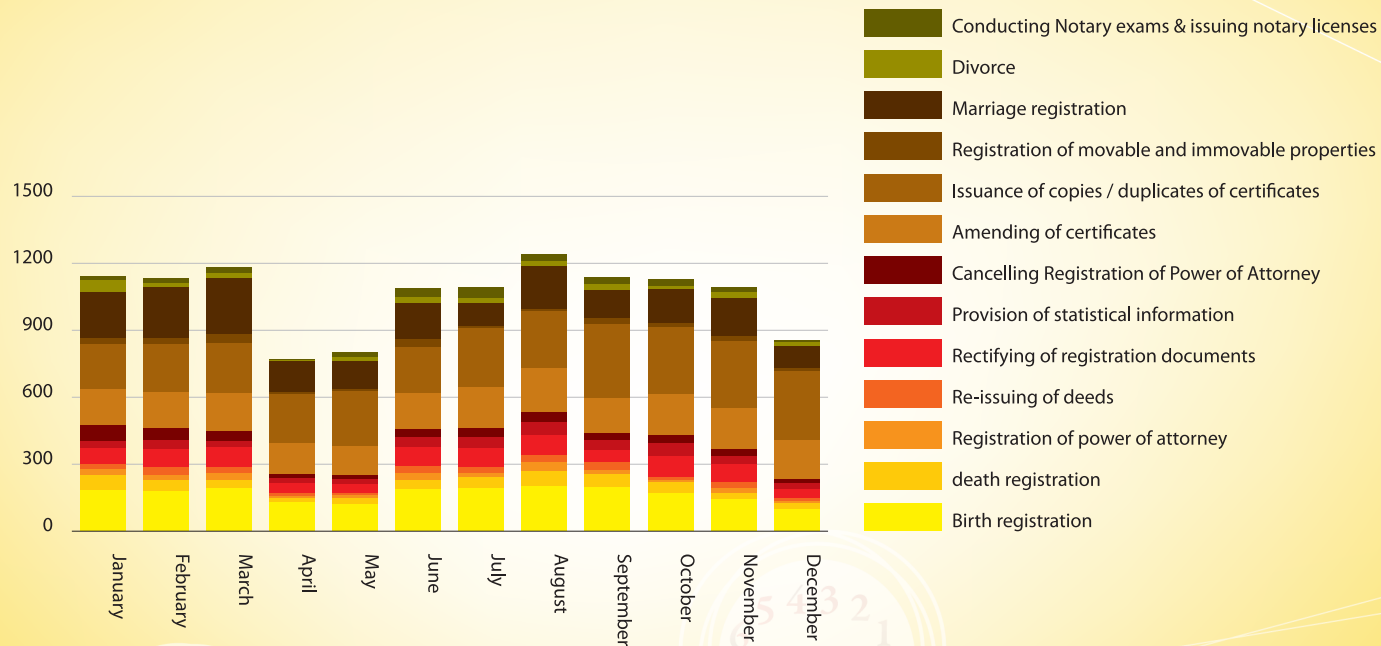
Department of Examinations



The above graph shows us information about calls received by the GIC with queries about the services of the department of Examinations of Sri Lanka. The general information category which received most calls during the year includes inquiries about applications, examination time tables and results of examinations etc. Then there are queries about recruitment and selection examinations like

the Clerical Service Examination. The Promotions and Efficiency Bar examinations such as SLAS and SLEAS, and Local and Foreign Agency Examinations have generated a higher number of calls. Most number of calls received by GIC inquiring about the DOE fall under the category of School Examinations; mainly G.C.E. Ordinary Level (O/L) and G.C.E. Advanced Level (A/L) examinations.

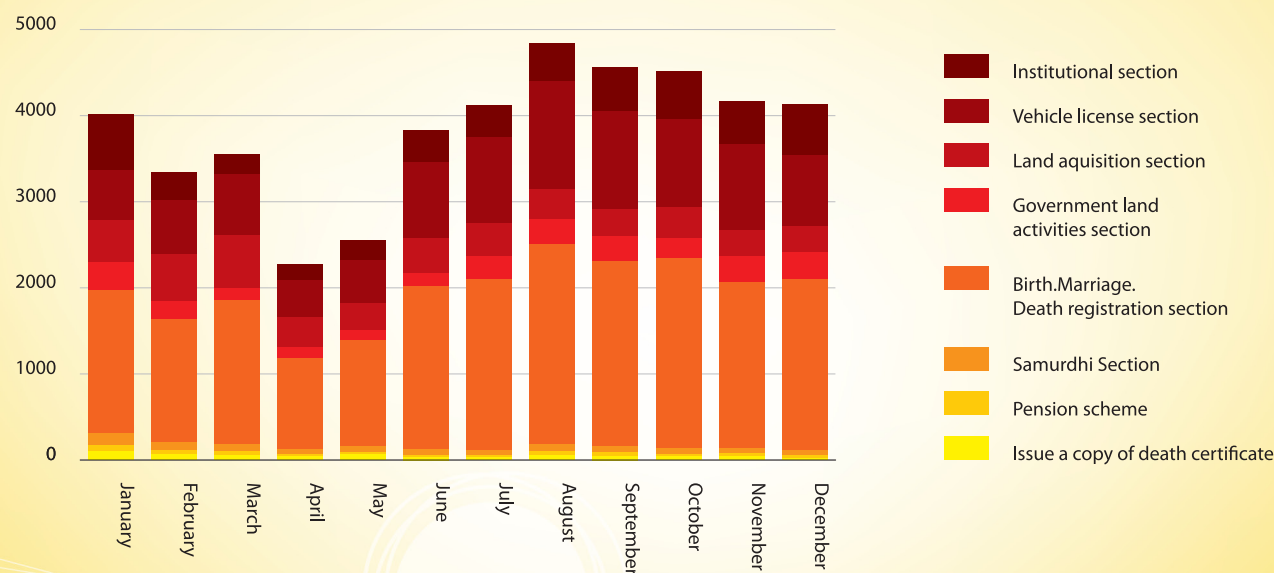
Registrar General's Department



Registrar General's Department is very important to the citizens of Sri Lanka from birth to death. Registration of a person's birth, marriage or death and the registration of their land etc. come under the purview of this department. Most of the calls received by the GIC regarding this department's

services fall under the category of Registration of Power of Attorney, mostly by the migrants to other countries. The second call generator is the Rectifying of Registration Documents. Queries regarding the cancellation of registration of Power of Attorney have drawn a number of calls too.

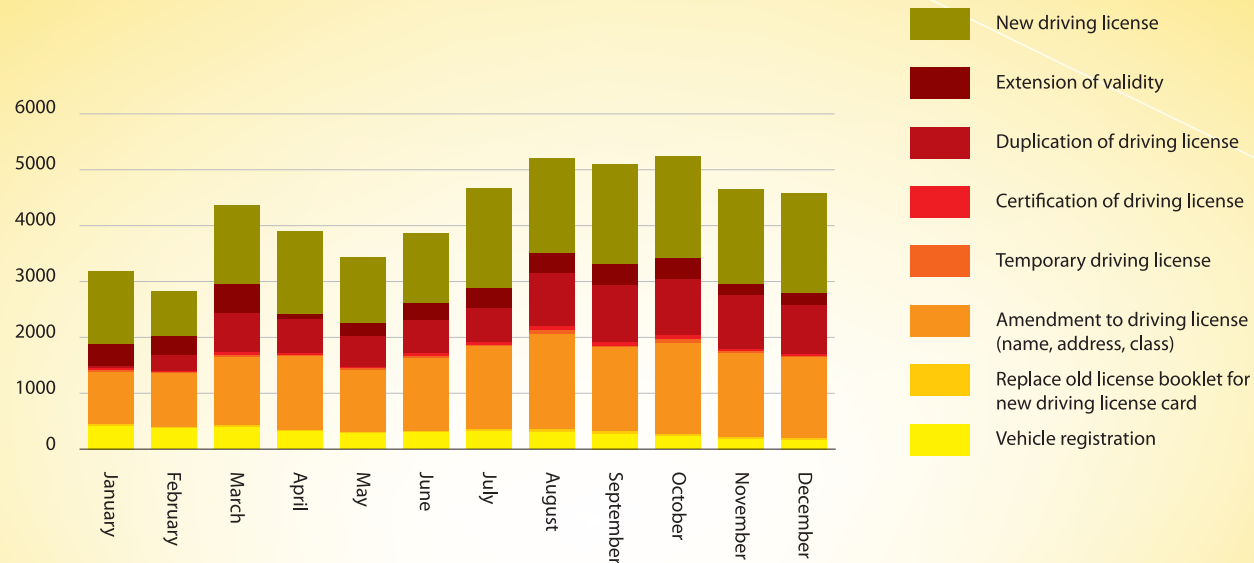
Colombo Divisional Secretariat



Divisional Secretariats are the administrative sub-units of the government of Sri Lanka and they provide a lot of very important services to the citizens. The most number of calls that the GIC received inquiring about these services are regarding the registrations of births, marriages and deaths.

Next come the queries about the issuance of death certificates. Samurdhi section and the pension scheme have got a comparatively lower number of calls. There have been a number of calls regarding the government land activities section too.

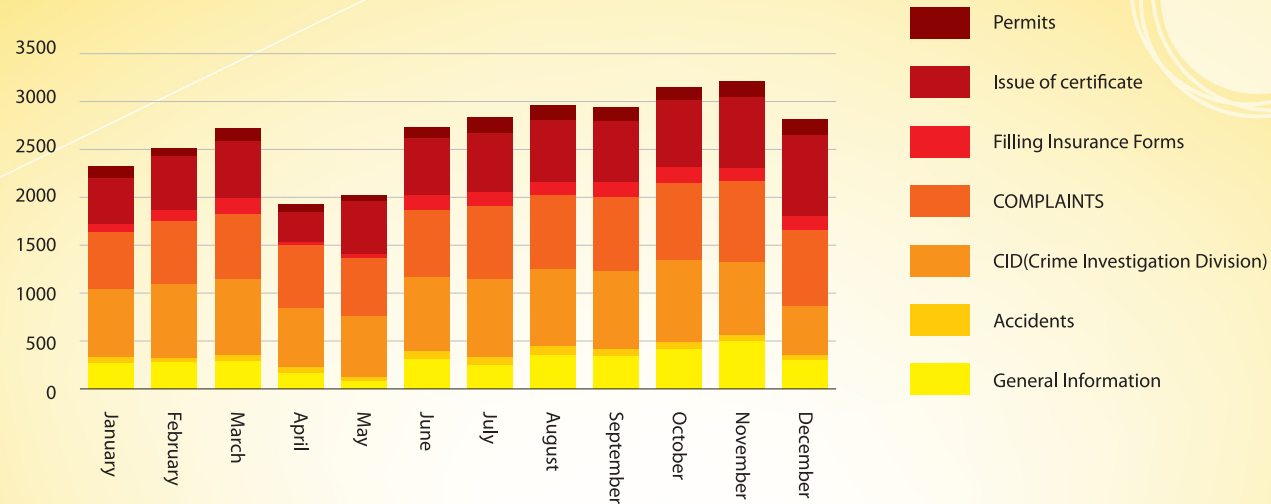
Department of Motor Traffic



Department of Motor Traffic is among the top call drivers to the GIC. Most of the calls regarding this department are inquiries about the New Driving Licenses. The second highest call driver is also about driving licenses; amendments to driving licenses such as name, address and the class of vehicles one

could drive. With the introduction of the new Smart Driving License in July, the number of calls inquiring about driving licenses has increased drastically. Queries regarding the issuance of duplicate driving licenses for the lost, damaged or defaced ones have drawn a considerable number of calls too.

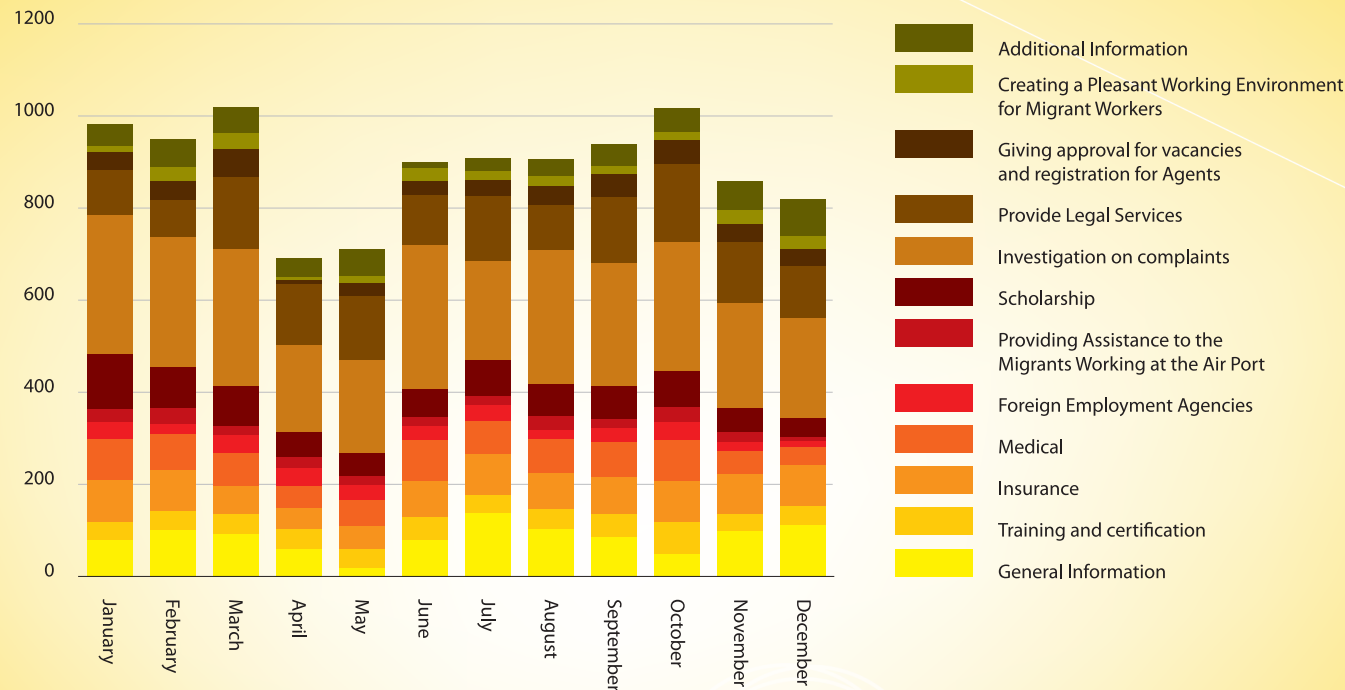
Department of Police



Department of Police is another important service provider to the citizens and GIC receives many calls inquiring about its services. Sometimes some people get 119 (the police emergency number) and 1919 mixed up and the GIC receives emergency calls. Then the operators at the GIC direct them to

the nearest police station or advice them to call the police emergency number. Most of the inquiries under the Police Department were regarding the Crime Investigation Division. The next highest number of calls was for complaints. Queries regarding the issuance of certificates come after that.

Consumer Affairs Authority



Consumer Affairs Authority (CAA) is the apex government organization mandated to protect consumers' interests and ensure fair market competition in Sri Lanka. GIC has received most calls inquiring about the training and certification programme implemented by CAA to promote

consumer education on health, safety, security, consumer rights and responsibilities. The next highest number of inquiries during the year 2009 was about insurance. GIC has received a considerable number of phone calls with queries about Foreign Employment Agencies too.

Key Performance Indicators (KPIs)

Baseline KPIs		KPI Achievements	
1	First call resolution (FCR) - More than 90% at all times.	94%	Giving out correct information at first contact point
2	Average speed of answer (ASA) : within 15 seconds of being in the queue	0.11 Sec	
3	Average handle time (AHT) - Ideally should be within 2 Minutes and 30 seconds.	1Minuit and 06 Sec	
4	Call abandon rate - This should be below 1% of total landed calls.	6.78%	Calls Getting disconnected before answered by an Agent should be bellow 1% of all Offered calls
5	Utilization and occupancy - Agent Utilization ideally should be 75% of the time, and Occupancy of seats should be equal to or more than 98% of the time.	Utilization : 78% Occupency Of Seats: 100%	Calls Getting disconnected before answered by an Agent should be bellow 1% of all Offered calls
6	Escalations - Should be done and resolved within 24 hours.	100%	
7	Average talk time - Same as handling time,	1Minuit and 06 Sec	
8	Average hold time - Part of handling time again.	2 Sec	
9	Percentage of calls answered within 30 sec - 100%	100%	
10	Percentage of calls answered within 15 sec - Equal or more than 98%	100%	
11	Average queue time - Not more than 15 seconds.	0.12 Sec	After citizen calls to 1919 citizen should be get answered within 15 seconds
12	Percentage of calls blocked - 0%	0%	

GIC Indicators

Indicators of the GIC Project: 2009

Baseline KPIS	Jan 09	Feb 09	Mar 09	Apr 09	May 09	Jun 09	Jul 09	Aug 09	Sep 09	Oct 09	Nov 09	Dec 09
No. govt. organisations (ministries and dept.)	374	374	374	374	374	374	374	374	374	374	374	374
No. of govt. org. with info in the KB	71	71	71	79	90	95	99	100	105	105	105	106
% of govt. org. with info in the KB	18.98 %	18.98 %	18.98 %	21.12 %	24.06 %	25.40 %	26.47 %	26.73 %	28.07 %	28.07 %	28.07 %	28.34 %
No. of calls index (January 2007=100%)	126.8 %	104.0 %	124.8 %	101.4 %	98.5 %	121.2 %	128.8 %	142.2 %	144.9 %	152.1 %	142.1 %	145.81 %
% of calls successfully answered	94.7 %	95.8 %	95.9 %	98.3 %	99.1 %	99.2 %	86.9 %	98.4 %	98.5 %	98.5 %	99.1 %	99.1 %
Average waiting time in queue	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec	2 Sec
Total no. of queries	31,956	2 51,773	59,468	48,690	47,580	61,778	68,377	72,687	73,614	75,698	71,415	70,506
% of queries per calls successfully answered	44.4 %	80.4 %	83.0 %	81.6 %	81.4 %	85.9 %	89.5 %	98.3 %	86.3 %	84.5 %	84.7 %	81.5 %
% of queries addressed by the KB	73.9 %	59.8 %	61.1 %	63.7 %	59.4 %	58.0 %	59.6 %	67.3 %	67.3 %	67.8 %	66.8 %	69.0 %
% of escalations (of all queries)	0.05 %	0.01 %	0.02 %	No escalations	0.01 %	0.01 %	0.02 %	0.019 %	0.012 %	0.011 %	0.003 %	0.01 %
% of escalations resolved (of all escalations)	100 %	75 %	100 %	No escalations	100 %	67 %	100 %	78 %	0 %	100,0 %	0 %	42.9 %

Adopted from the monthly M&E report

Highlights of the GIC Awareness Activity

*Billboards campaign
at North and East*



Demonstration in Jaffna



Demonstration in Batticoola



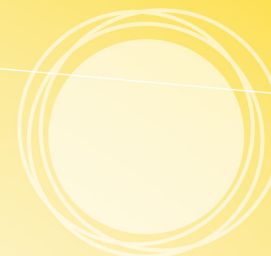
Conclusions and Recommendations

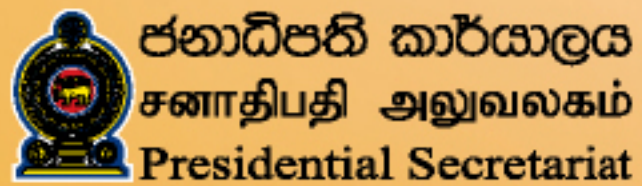
According to the current status of GIC service delivery, it can be concluded that the number of calls per day has increased significantly and the content of the GIC knowledge base has been enhanced in order to cater to the growth in demand for GIC services. Those evidence shows that there is a positive growth with regard to the GIC service.

Current demand for information shows that nearly 5000 calls have been received to GIC on a daily basis. This information would be helpful for introducing an income generation model for GIC. As an example, holding time is approximately 2 seconds which can be utilized for advertisements. Further, services can be extended to new areas such as mobile enabled services.

Applications relating to obtaining government services can be sent by post on demand and Mobile enabled services







Information and Communication Technology Agency of Sri Lanka

160/24, Kirimandala Mawatha, Colombo 05, Sri Lanka.

TP: +94 11 2369099, FAX: +94 11 2369091

E-mail: info@icta.lk, web: www.icta.lk