

The Status Quo and Thinking of Social Security Agency Service Satisfaction

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ABSTRACT

The service level and management capabilities of social security agencies are a reflection of the quality of social security public services. Efficient and convenient services play an important role in increasing the sense of gain and happiness of the public and creating a harmonious social atmosphere. In order to understand the current situation of public satisfaction with the social security agency services, this paper used a mixed research method combining questionnaire surveys and interviews, and selected Chengdu City A district to conduct a social security agency service satisfaction survey. Based on the survey results, this paper conducted empirical analysis, described the public's satisfaction with social security agency services, and talked about the author's thinking on improving social security agency services.

Keywords: *Public Service, Social Security Agency Service, Satisfaction.*

1. INTRODUCTION

With the accelerated construction of China's new urbanization and the continuous advancement of supply-side structural reforms, China's social security undertakings are also facing severe tests. In the 1970s and 1980s, the Denhardt put forward the "New Public Service Theory", which believed that the function of the government was to serve rather than to steer. It emphasized respect for citizens' rights and safeguard public interests. Accordingly, in many aspects of social security, social security agencies should have two tasks, one was to use market, technology, and organizational structure optimization to improve the efficiency of public services; the other was to be more public-centric, and strive to provide the public with more convenient services [1]. In 2017, Chengdu implemented the construction of a modern social security governance system in Chengdu with "one system, five modernizations and multiple platforms" as the core. The public could handle various social security services at one window, which significantly improved the efficiency of social security agency services. The service level and management capabilities of social security institutions were a reflection of the quality of social security public services. Efficient and convenient services played an important role in increasing the sense of gain and happiness of the public and creating a harmonious society. Henry took "citizen satisfaction evaluation method" as

one of the important methods of government performance evaluation to evaluate citizens' satisfaction with government service projects to meet their needs [2]. For this reason, this paper selected a social security service agency to conduct a social security agency service satisfaction survey through a mixed research method combining on-site questionnaire surveys and interviews.

2. SURVEY OVERVIEW

2.1. Survey Object

In order to understand the public's satisfaction with the service of the social security, this paper selected the social security service agency in district A of Chengdu to conduct a questionnaire survey, combined with interviews, and the questionnaire was issued to the public who came to handle social insurance services. The public was divided into insured units and insured individuals.

2.2. Overview of Service Agency in Area A

The social security agency in Area A is mainly responsible for the registration, transfer, reception, relationship establishment, and cancellation of social insurance business between the insured unit and the insured individual. The social security agency has 110 staff members, who serve and receive the insured units and individuals more than 500 times a day on average.

2.3. Survey Design

This paper referred to the U.S. CSI evaluation model and GB/T 39045-2020 "Administrative License Satisfaction Evaluation Guide" combined with the reality of social insurance business handling services in Chengdu, focusing on social insurance business handling service locations, information disclosure, handling service and interactive timeliness. In this regard, 14 indicators were designed to form a social security agency service satisfaction measurement model (see Figure1), then, according to the measurement model, the questionnaire items were designed. Through trial testing, the questionnaire had good reliability and validity. The questionnaire included two parts: demographic variables and satisfaction questionnaire.

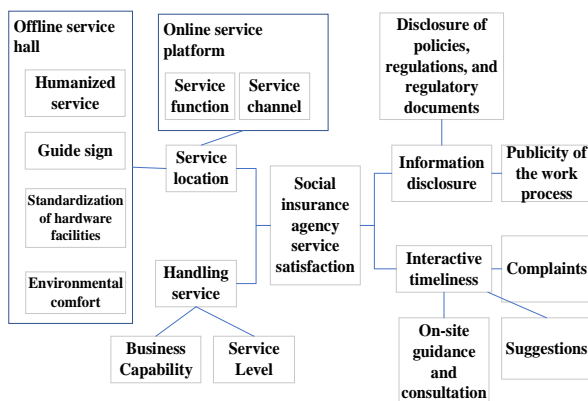


Figure 1 Measurement model of service satisfaction of social security agency

3. ANALYSIS OF SERVICE SATISFACTION OF SOCIAL SECURITY

3.1. Satisfaction of Service Locations

3.1.1. Online Service Platform

According to the survey, 88% of the insured units have handled the business on the online service platform, and 70% of the insured individuals have handled the business on the online service platform. According to public feedback, nearly 65% of the public believe that the convenience of online service platform operation needs to be enhanced, nearly 43% of the public believe that the processing speed of the online service platform needs to be enhanced, and 38% of the public believe that the aesthetics of the interface design should be enhanced, 35.8% of the public believe that personalized services should be strengthened, and nearly 32% of the public believe that the coverage of service items should be strengthened.

3.1.2. Offline Service Hall

3.1.2.1. Service Hall Guide Sign Satisfaction

According to the survey, the overall satisfaction rate of the public for the sign guidance of the social security service hall is 93%, of which the satisfaction rate of the insured units is 97%, and the satisfaction rate of the insured individuals is 83%. The main problem of the public's dissatisfaction with the logo guidance is that the logo is vague, not eye-catching enough, and the guidance is not clear. 17% of the insured individuals who believe that the logo guidance is vague and confusing are 17%, and the problem of vague and confusing logos in the handling hall should be improved in time.

3.1.2.2. Comfort of the Service Hall

The overall satisfaction rate of the environmental comfort of the service hall handled by the Chengdu Social Security Agency is 92%, of which the satisfaction rate of the insured units is 97%, and the satisfaction rate of the insured individuals is 84%. From the results of the interview feedback, the public generally reported that the environment is boring and the air flow in the service hall is poor; some reported problems such as too strong lighting in the service hall and cold seats in the service hall.

3.1.2.3. Awareness of Humanized Service Facilities

According to the survey, the public's awareness of various humanized service facilities and equipment is less than 70%. The awareness rate of caring dedicated seats and barrier-free facilities is less than 40%.

3.2. Information Disclosure Satisfaction

Chengdu Social Security Agency has gradually realized the diversification of information services, but telephone consultation and on-site consultation are still the main information acquisition channels, accounting for more than 70%. New media such as WeChat, Weibo, QQ and other channels have relatively low number of users, less than 40%. The overall awareness rate of the public on Chengdu's social security service process is relatively high, reaching 94%. Among them, the awareness rate of insured units is relatively high, reaching 98%, while the awareness rate of insured individuals about the handling process is relatively low, only 85%.

3.3. Handling Service Satisfaction

According to the survey, the overall satisfaction rate of the public with the Chengdu Social Security Agency's services is relatively high, reaching 97% and above. The following is a detailed analysis of the three aspects.

3.3.1. Business Capability Satisfaction

The public are highly satisfied with the professional competence of the social security business operators in Chengdu, reaching 99%; among them, 93% think they are very professional, 6% think they are fair, and only 1% think they not very professional.

3.3.2. Service Level Satisfaction

The public are highly satisfied with the service level of social insurance business operators in Chengdu, with a satisfaction rate of 99%. Among them, 91% think the service level is very good, 8% think the service level is average, and only 1% of the public think they not satisfied.

3.4. Interaction Timeliness Satisfaction

The interactive timeliness satisfaction includes three aspects: on-site guidance and consultation, complaints and reporting channels, and opinions and suggestions. The specific investigation is as follows.

92% of the public are satisfied with the on-site guidance and consultation service of Chengdu Social Security, and 8% of the public think they are not satisfied. The investigation of complaint and reporting channels shows that 78% of the public understand the complaint and reporting channels, and 22% of the public do not understand the complaint service channels. Among the public who understand the complaints and reporting channels, nearly 60% of the public use online and telephone hotlines to give feedback, and about 40% of the public use on-site and suggestion boxes to give feedback.

4. SUGGESTIONS ON IMPROVING SATISFACTION OF SOCIAL SECURITY SERVICES

4.1. Suggestions on Improving the Satisfaction of Service Locations

The online service platform should take into account the diversity of service items and the convenience of operation, fully consider the needs of the elderly, and have one-stop service guidelines.

Offline services should be guiding, which should consider the needs of the masses in guiding signs and convenience facilities. In addition to adding guiding signs, full consideration should be given to the installation location of signs and the improvement of humanized convenience facilities, and the construction of standardized service halls should be promoted to provide more comfortable and convenient environment. And the air environment quality of service places could be improved through appointments and diversions.

4.2. Suggestions for Improving the Satisfaction of Information Disclosure

The diversified information disclosure of the social security Agency not only facilitates the public, but also reduces the workload of consultants. In conjunction with the reform of "run once at most", new media and online publicity should be strengthened for information disclosure channels, and the convenience of the public in terms of information acquisition channels should be increased.

4.3. Suggestions for Improving the Satisfaction of Handling Service

Regular business training should be carried out for comprehensive window personnel, whose social security policy learning should be strengthened. The training of "composite" social security agency service personnel should be included in the work plan of social security agencies, and "one-window" acceptance and completion should be implemented. For on-site business handling, corresponding service evaluations should be set up, and the evaluation results should be used as the evaluation basis for the evaluation of the handling personnel [3].

4.4. Suggestions for Improving the Satisfaction of Interaction Timeliness

For on-site guidance and consulting services, it is necessary to strengthen the coordination and effective interaction between guides and service windows, and strengthen the supervision and evaluation of on-site guidance and consulting staff; in terms of complaints and reporting channels, for public complaints and reports, feedback channels on online and offline platforms should be improved, and the handling situation should be informed of the public in time; in business handling, it is helpful to set a humanized expected waiting time to facilitate the public's time allocation. It is also possible to extend service outlets by adding additional service outlets so that the public can handle business nearby. The agency needs to increase investment in intelligent terminal equipment, develop self-service all-in-one machines, and solve the problem of inconvenience for the public to do business at the counter.

5. CONCLUSION

Under the guidance of the new public service theory, this paper conducted a satisfaction survey on the social security agency services of district A in Chengdu. The results show that the public is highly satisfied with the social agency services, but there is still much room for improvement in terms of the service locations, service level and ability, information disclosure, as well as interaction timeliness. In the new era, China will fully establish a social security system covering urban and

rural residents, and the quality of social security agency services will also be upgraded to meet the diversified needs of the people for social security services. With the maturity of mobile Internet and artificial intelligence technology, government services have reformed in the ways of "cross-domain administration", "inter-provincial administration", and "non-face-to-face" management. It is believed that social security agency services will also undergo corresponding reforms in the near future. Reform and development of government service will surely become more and more convenient for the public, but we still need to work together to resolve issues such as sorting out inter-regional handling issues and dividing powers and responsibilities arising from cross-domain management.

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