Service Delivery Innovation and Citizen-Relationship Management: A Study of Taipei Non-Emergency Telephone Service

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ABSTRACT

The non-emergency telephone service is an example of service delivery innovation. Taipei’s non-emergency telephone service, 1-9-9-9, modeled on New York City’s 3-1-1, has been introduced into the service delivery mechanism of Taipei City Government, in order to meet its citizens’ needs. We use citizen relationship management (CRM) framework to highlight Taipei city’s effort to provide comprehensive, integrated service delivery innovation through its non-emergency telephone service.

Taipei 1-9-9-9 service calls enhance citizens’ satisfactions with city service; however, we do not have the data to verify this because the service areas of Taipei 1-9-9-9 are smaller and offer more limited services (e.g., health services, epidemic prevention, economic development). This is because Taipei City is a large municipality that needs to provide a variety of services. Although service delivery through Taipei 1-9-9-9 calls did not constitute a large proportion of municipal services, the non-emergency telephone service center has had a positive impact on the government organization and service delivery. The evidence from Taipei demonstrates that governments should innovate their service delivery to make it convenient and friendly.

KEY WORDS: service delivery innovation, citizen-relationship management, non-emergency telephone service, seamless government