



The office of the Ombudsman goes digital

The Development of Digitality for Economy and Society Act, B.E.2560 stipulates that “For the purpose of ensuring that the development of digitality shall be of economic and social value to the nation as a whole, the Council of Ministers shall put in place the national policy and plan on the development of digitality for economy and society in accordance with the recommendation of the Commission. The promulgation and amendment of the national policy and plan on the development of digitality for economy and society shall be done by a Royal Command and published in the Government Gazette”.

The National Digital Economy and Society Development Plan and Policy, as a master plan for 20-year country development of digitality for economy and society (B.E.2561-2580), specifies directions in sustainably driving a country development through digital technology – in accordance with the National Strategy and the National Economic and Social Development Plan – and formulates 6 strategies of development as follows:

Strategy 1 - Develop countrywide high-efficiency digital infrastructure

Strategy 2 - Drive the economy with digital technology

Strategy 3 - Build an equitable and inclusive society through digital technology

Strategy 4 - Transform the public sector into a digital government

Strategy 5 - Develop workforce for the age of digital economy and society

Strategy 6 - Build trust and confidence in the use of digital technology

The vision of Ombudsman office in the 4th National Strategic Plan (B.E.2560 – 2564) is to address and resolve difficulties and injustice for people through a development of innovation and an execution of digital technology in a delivery of speedy and convenient services, a development of highly competent personnel, an improvement of academic work for a development of learning organization, and an extra proficiency and productivity with less working time. This Ombudsman policy is conforming to the National Digital Economy and Society Development Plan and Policy in following 4 strategies of development:



Strategy 1 - Develop countrywide high-efficiency digital infrastructure

The office of the Ombudsman establishes a policy – for the Information and Communication Technology Bureau – in monitoring and increasing an efficiency of network maintenance, internet server, wi-fi system, and the office of the Ombudsman’s database security system.

Strategy 4 - Transform the public sector into a digital government

The office of the Ombudsman is a public organization transforming towards digital organization. The office executive establishes a policy – for the Information and Communication Technology Center – on using digital technology in the office routine operation and in thoroughly providing public services to completely transform towards digital organization. The established system consists of two portions – the management system for the office routine operation and the public services delivery system – as follows:

1. The management system that supports the duties of investigator.

1.1 The Office Automation System supports overall duties of staff in the Office of Ombudsman. This system includes the complaints database management system which is in use for more than 20 years and will be replaced by an e-Office system which is currently being developed.

1.2 The Complaint and Investigation Management (CIM) system involves database management, planning, inspecting and monitoring the management of complaints submitted into the Office of the Ombudsman and consists of 2 major sub-systems: Investigation Plan System and Complaint Roster System.

1.3 The Identity Verification System via the Linkage Center of citizen database and government services in order to verify the complainant’s identity.

1.4 The online meeting system via “Zoom Cloud Meetings” program which is used in discussion with related agencies for the purposes of case’s facts finding and costs saving on site visits.

1.5 Networking – for the purpose of judicial data exchange – with Data Exchange Center (DXC). This system offers an authorized user with data searching feature. It uses QM (Query Manager) system to pull data from each exchange databases and process output to the user.



1.6 The Government Data Center and Cloud Service (GDCC) is provided by Ministry of Digital Economy and Society through the collaboration of the Office of National Digital Economy and Society Commission and CAT Telecom Public Company Limited. This system is a centralized virtual computer service for state agencies which prefer carrying their demands of information technology out of maintaining their own database.

1.7 The complaint management system supports the linkage and exchange of complaint data among the Office of the Ombudsman and other independent agencies.

1.8 The tracking system on the project of occupational skills development for needy students after a completion of compulsory schooling, in the fiscal year of 2022 (B.E.2565). It is the tracking on an operation of the Ombudsman's recommendations for this particular program.

2. The management system that supports the support staff to perform their duties.

2.1 The human resources management system e.g., personal information management, working experience including other types of information of the Office of the Ombudsman staff.

2.2 The Office of the Ombudsman's operational calendar system via electronic mail system in order to commonly publish news and updates for all staff.

2.3 The execution of QR Code for the economy scale of budget and paper expenses, including for the environmental conservation purpose.

2.4 The IT Access Management system in managing the Office of the Ombudsman equipment and supplies.

2.5 The government advance payment system (advance - return) in managing the Office of the Ombudsman budgetary disbursement system.

2.6 The performance evaluation system for drivers in order to develop their competence, knowledge and skills.

2.7 The program and budget management system in managing the budget disbursement in each program of the Ombudsman Office.

2.8 The Executive Order Management (EOM) system which supports the accurate and thorough execution of the Ombudsman orders.



2.9 The feedback system – which is specifically provided to the Secretary-General of the Office of the Ombudsman – to encourage the staff participation in managing the Office of the Ombudsman.

2.10 The reminder system for staff in arranging the meeting rooms.

2.11 The Active Directory system to support thorough communication among staff.

2.12 The electronic mail (email) system

2.13 The active directory in OMB App Center

2.14 The data collection system of the Information and Communication Technology Center in providing support to users.

2.15 The library system

2.16 The wi-fi system

2.17 The IP-Phone system

2.18 The management system of equipment and supplies data

2.19 The digital signature system

2.20 The attendance recording system via OMB App Center

2.21 The data backup system, in case of lost or damaged originals.

3. The public services delivery system

3.1 The complaint intake system via “Ombudsman” mobile application, as a channel – for people – to submit their complaint.

3.2 The complaint tracking system, as a channel – for people – to recent update their complaint status.

3.3 The Contact Center system, as an alternate channel – for people – to submit their complaint.

3.4 The satisfaction assessment on the operation of 1676 hotline – to get the complainant’s feedback – for further development of the Office of the Ombudsman staff working efficiency.

3.5 The Internet Complaint System (ICS), as an alternate channel – for people – to submit their complaint.



3.6 The presence of QR Code in responding letter to allow the complainant – by themselves – instantly catch up their case status through scanning that QR Code.

Strategy 5 - Develop workforce for the age of digital economy and society

The Office of the Ombudsman executive establishes a policy to develop its staff competence for the digital economy and society. The academic study in developing digital system for the Office of the Ombudsman, in the fiscal year of 2021 (B.E.2564), specifically addresses the staff training on knowledge and expertise of digital technology to ensure more recent and efficient work performance. Recently, the Office of the Ombudsman has had specialized instructors deliver following training courses to its staff.

1. Digital Leadership for Executive Level
2. Chief Digital Officer for Management Level
3. Skills Development for Digital Workplace
4. Government Open Data
5. Government Big Data
6. Digital Organization Transformation
7. Presentation as a professional via Microsoft PowerPoint

Strategy 6 - Build trust and confidence in the use of digital technology

Since the establishment of the Ombudsman Office, all Chief Ombudsmen, Ombudsmen and office executives have continually built confidence – to their staff – in the use of digital technology. There is a policy establishment on the use of digital technology to ensure their recent and efficient performance. The Information and Communication Technology Center puts its annual plans in the development of digital technology to support the staff performance in terms of accuracy, speedy and efficiency as well as participation in building confidence of people about digital technology as follows:

1. The development of digital infrastructure for digital government

1.1 In accordance with the Digitalization of Public Administration and Services Delivery Act, the office establishes related policies and regulations, and appoints the Ombudsman



Data Governance Council per order no. 261/2563. Per #1/2564 Council meeting, dated 5 February 2021, the council agrees on a group seminar of “Data Governance for Government” for the staff of the Ombudsman Office – delivered by the expert e.g., Director of Government Data Solution Department, Chief Data Officer (CDO), Digital Government Development Agency (Public Administration) – DGA and Director of Government Big Data Institute (GBDi) under Digital Economy Promotion Agency (DEPA).

1.2 The Office of the Ombudsman reviews and establishes policies and regulations on cyber security as set forth by Electronic Transactions Development Agency (ETDA).

2. In the situation of the pandemic of Corona Virus Diseases 2019 (COVID-19), the Office of the Ombudsman has announced its preventive measures for COVID-19 which allows the staff to work – through electronic platforms – from home as follows:

2.1 The staff is allowed to use email in submitting jobs to immediate supervisor.

2.2 The staff is allowed to use e-signature.

2.3 The staff is allowed to attend meetings via Zoom Cloud Meetings program.

3. Cyber Security Act and cyber security policies and regulations - though the cyber security of the Office of the Ombudsman is not part of the Critical Information Infrastructure (CII), the Office of the Ombudsman still establishes its cyber security policies and regulations in accordance with the Cyber Security Act, B.E.2562 to ensure its readiness of preventive measures on cyber threat.

4. The Personal Data Protection Act (PDPA) – the Information and Communication Technology Center is putting action plans on its implementation.

From all facts above, the Office of the Ombudsman is able to utilize digital technology at the maximum level to move its development towards digital organization, according to 4 objectives of Digital Economy and Society Development Plan as described below.

1. Enhancing Thailand’s competitiveness in the global arena by using innovation and digital technology as major tools to create innovations in production and services – This corresponds to the Office of the Ombudsman in its use of innovation and digital technology as tools in performing and providing public services; for example, the electronic mail (email) system,



the Complaint and Investigation Management (CMI) system, the complaint intake system via “Ombudsman” mobile application and the complaint tracking system.

2. Creating equal opportunities in society by upgrading people’s quality of life through news, information and services via digital means – this corresponds to the Office of the Ombudsman in its actions on updating news and services through digital medias to upgrade people’s quality of life; for example, the website of the Office of the Ombudsman and the website of the Institute of Ombudsman Studies.

3. Equipping every group of staff with appropriate knowledge and skills in preparation for a life and career in the digital age – This corresponds to the Office of the Ombudsman in its delivery of training and skills development on digital technology – both internal and external programs - to all staff in order to improve their performance and productivity.

4. Reforming the paradigm of operations and services of the public sector by means of digital technology and data utilization to ensure transparency, efficiency and effectiveness – this corresponds to the Office of the Ombudsman in its actions on further utilizing of digital technology to improve working processes and delivery of public services.