

การพัฒนาการบริการประชาชนเชิงรุก :
กรณีศึกษาศูนย์บริการร่วมเคาน์เตอร์บริการประชาชน (GCS)

**The Proactive Public Service for Citizens :
A Case Study of the Government Counter Service (GCS)**

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Executive Summary

Due to the increasing complexity of social change, population increase, scattering locations of public sector offices everywhere, in conjunction with a need for speedy and reliable public service, and fierce competition from private sector, a proactive public service emerges. Its principle is to provide the public service in the manner of one-stop service. This is an approach of the proactive public service in the form of the counter service with representatives from the public sector usual sites to cluster at one spot and provide a variety of services. This service point is called “service counter” and it requests certain space from the big department store to be used as service area.

The critical success factors include:

- 1) Commitment of the government officials with service mind who are already overwhelmed by work load in the office but are willing to work beyond the regular office hours without any holidays.
- 2) The availability of the counter service sites which is provided by means of a cooperation with entrepreneurs who allot the space for the counter services at free of charge.
- 3) The good technology system which has high capacity for data and information search and retrieval, linking database from the head office and the Government Counter Services location which make the services real-time.

Critical Problems :

This activity has some legal obstacles. There is a need for an amendment for the head of the counter service to have an authority to perform on behalf of certain government offices under the necessary and appropriate circumstances as needed. Ubolratchathani Province has achieved considerable success in this respect and is in the phase of further development.

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