

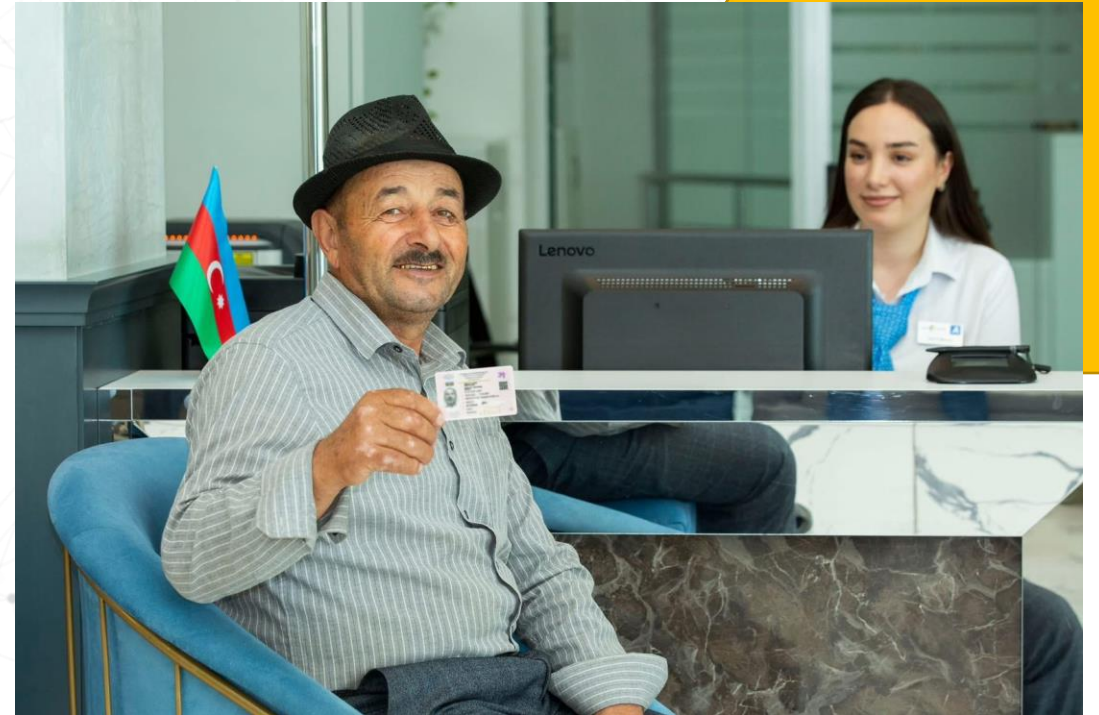


Mindsets and Competencies Behind Excellent Public Service: “The ASAN service model”

asan xidmat

How do we turn government service from a source of frustration into a source of pride?

Reimagining public service for the 21st century.





PUBLIC-PRIVATE PARTNERSHIP

ASAN Service Centers

210 services

15 public organizations

+

190 services

30 private organizations

=

400 services

Number of applications by 2025: 85+ mln.



28 SERVICE CENTERS



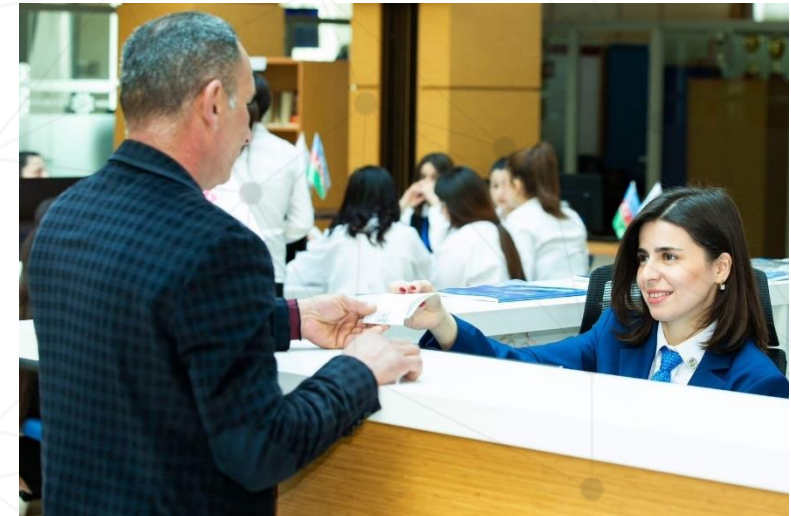
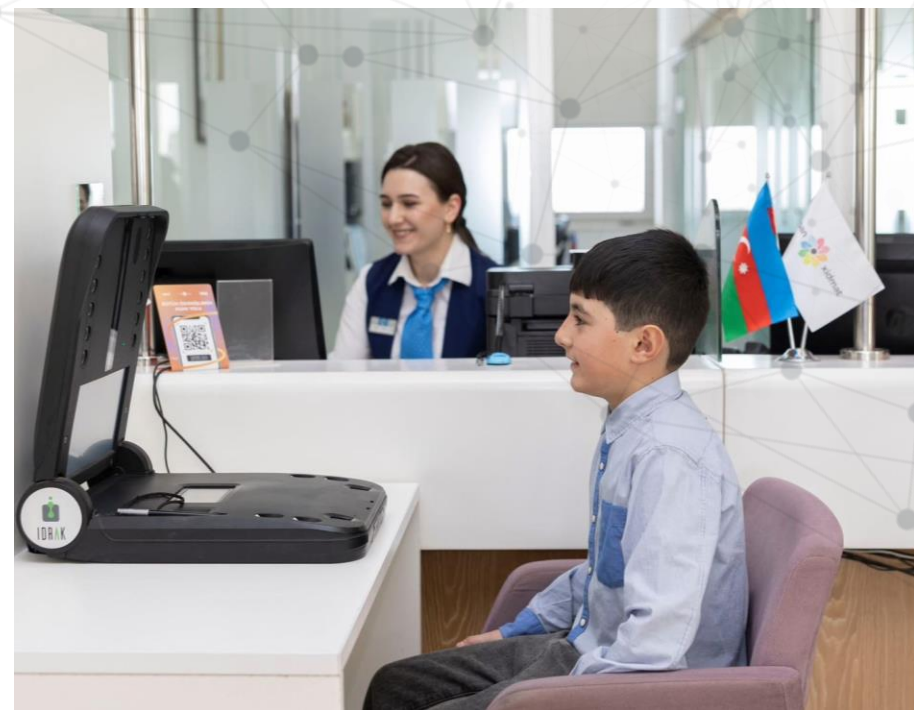
1 ASAN TRAIN



10 ASAN BUSES

Delivering Excellence Requires More Than Process – It Requires People with the Right Mindset.

"Technology enables service, but people define its quality."



Mobile Services



VOLUNTEERS



40000+
VOLUNTEERS

3300+
EMPLOYED



1000+
EMPLOYED
BY ASAN

850+
SOCIAL
PROJECTS

60 VOLUNTEERS WITH DISABILITIES

Mindset #1: Service Mindset – Turning Duty into Purpose

Citizens deserve dignified, respectful, and efficient service delivery that simplifies their daily lives and enhances trust in the public sector.

Key Competencies :

- **Transparency and accountability** – ensuring services are clear, traceable, and trustworthy.
- **Integrity and zero tolerance for corruption** – every citizen is treated equally.
- **Citizen-first approach** – placing people's needs at the heart of every process.
- **Proactive and innovative problem-solving** – constantly improving through feedback and creativity.

Sources of feedback mechanisms



Feedback
surveys



Complaints and
suggestions
journal



108

Call
Center



Mobile
application



Direct
application



E-mail



Social
networks

Level of satisfaction:

99.8%

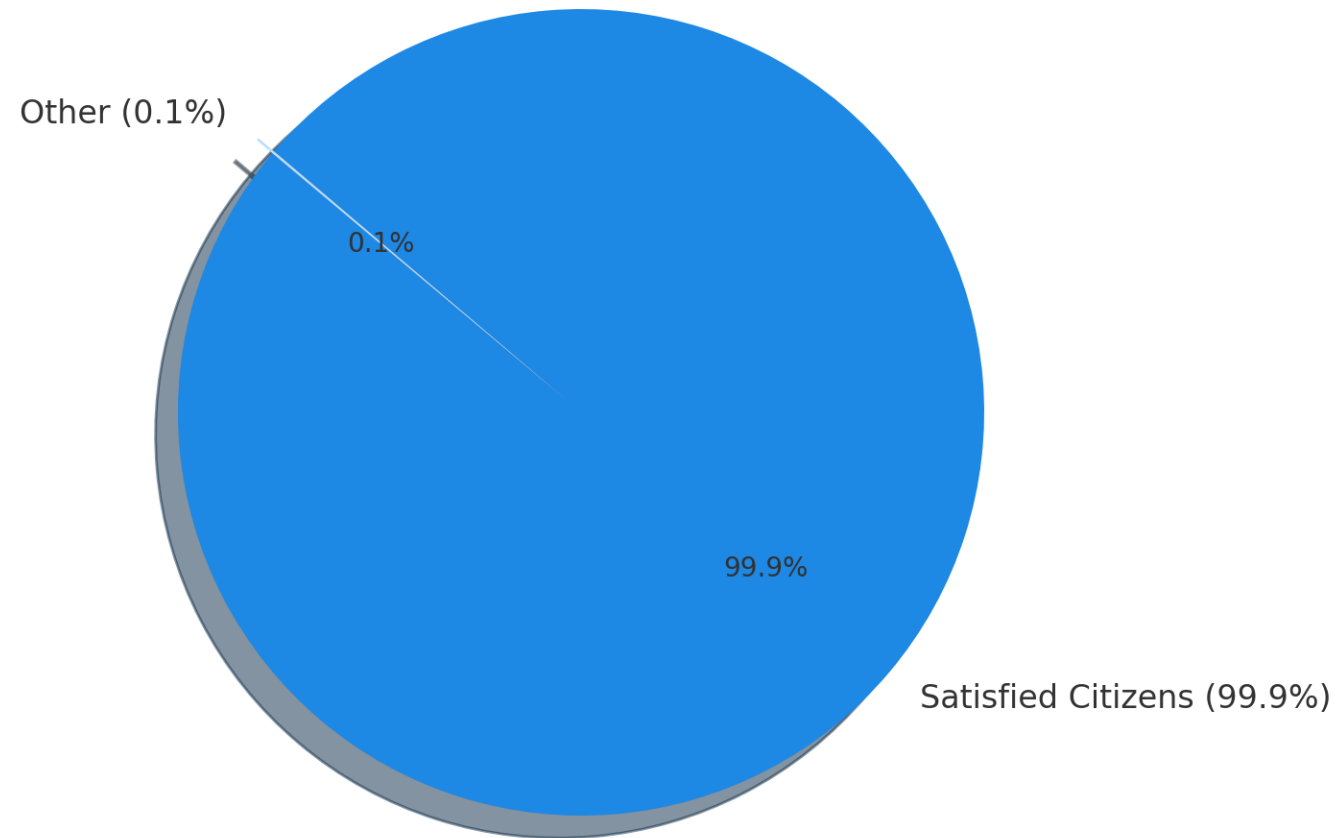
Mindset #2: Emotional Intelligence: Leading with Empathy

Citizens often come to ASAN in moments of urgency or frustration. An emotionally intelligent approach helps de-escalate tension, build rapport, and provide human-centered care that respects both feelings and needs.

Key Competencies:

- Self-awareness – understanding how our mood and tone impact service delivery
- Active listening – genuinely hearing the citizen's concern before reacting
- Empathy in action – responding with understanding and patience, not just politeness
- Conflict resolution – managing difficult situations constructively and calmly

Citizen satisfaction rate in ASAN service centers



Mindset #3: Digital Skills: Powering Smarter Service Delivery

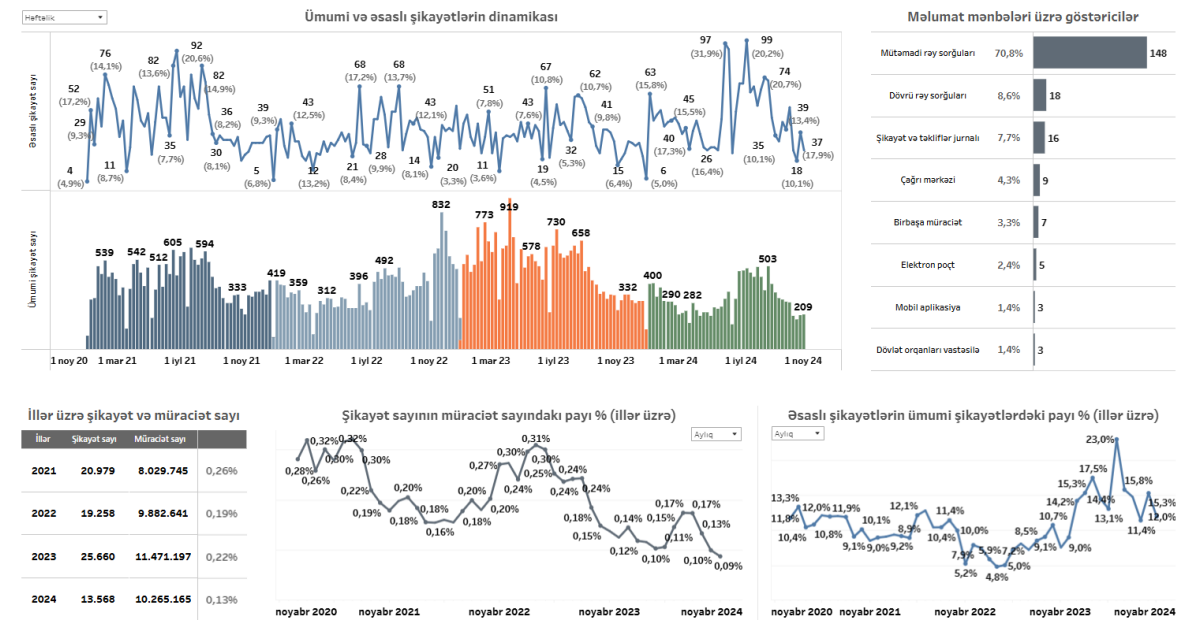
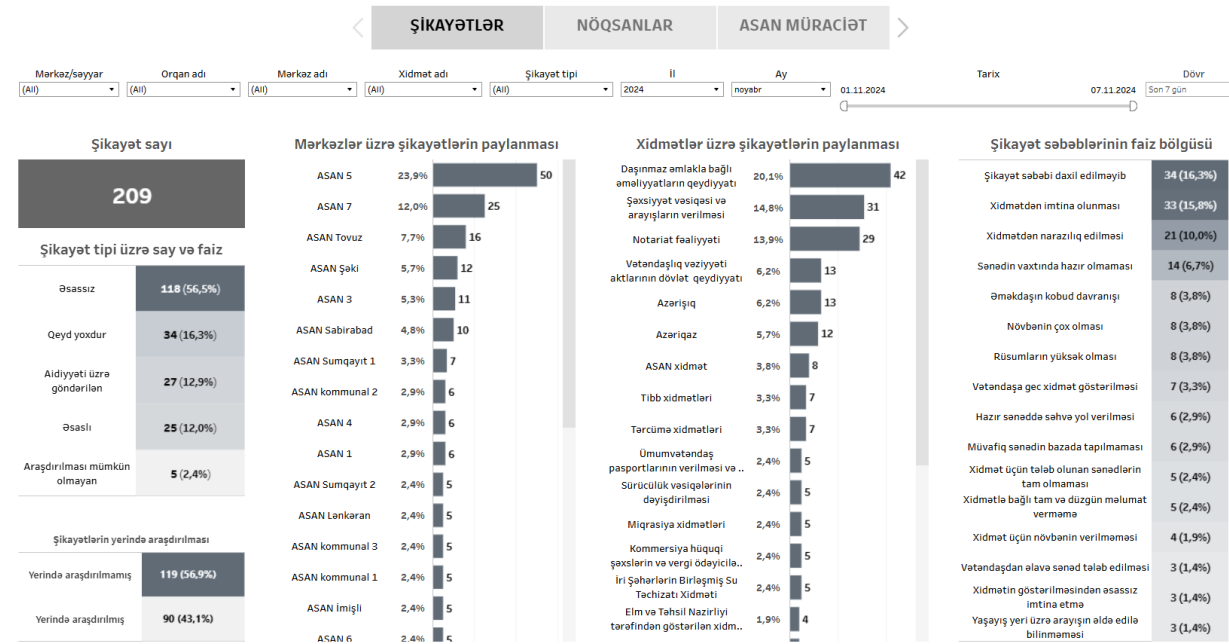
In today's fast-paced world, citizens expect convenient, fast, and digital-first services. ASAN's digital transformation helps eliminate long queues, excessive paperwork, and unnecessary bureaucracy—delivering accessible and seamless public services.

Key Competencies:

- Digital literacy – understanding and using government tech tools with confidence
- Efficient use of ASAN's e-platforms – mobile apps, online queues, e-payment systems
- Data-driven decision making – using analytics and citizen feedback to improve services
- Cybersecurity awareness – ensuring citizen data is protected and systems are secure

COMPLAINTS MANAGEMENT SYSTEM

- 1 Real-time monitoring of the citizens' complaints
- 2 Solution of the complaint while citizen is in the service process
- 3 Immediate correction of discrepancies



MANAGEMENTG OF SERVICE DELIVERY STANDARDS

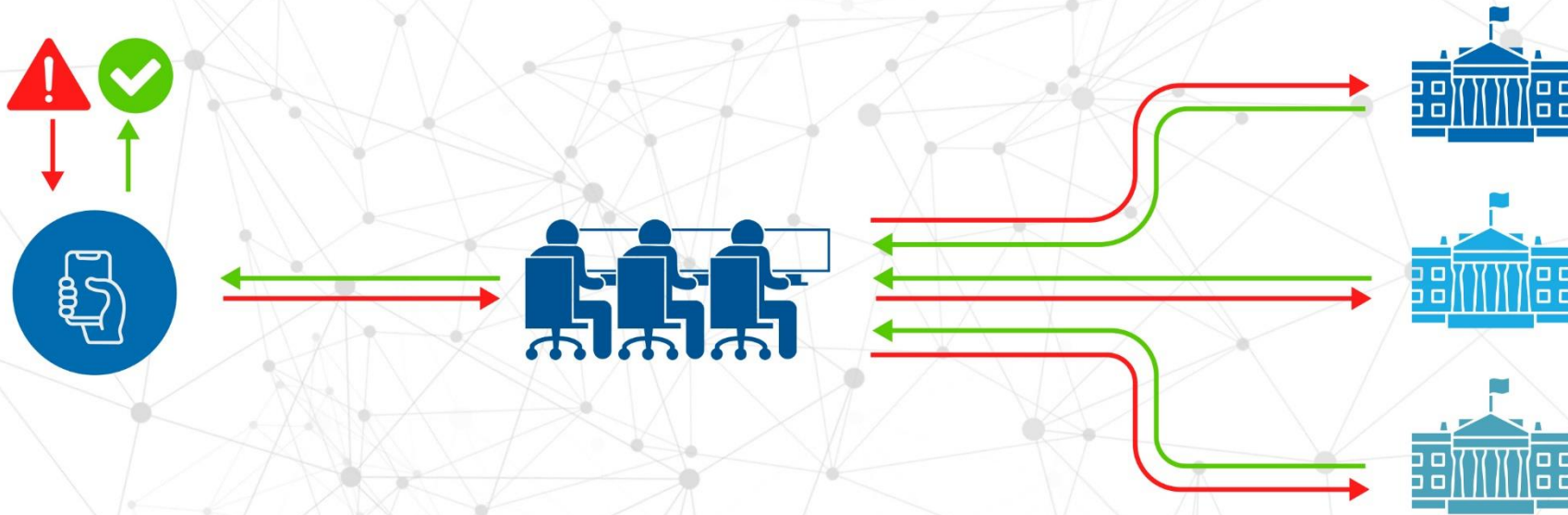
"ASAN xidmət" - İcmal Statistika



Each service has a standart execution time

below than standart
within standart
faster than standart

ASAN Appeal Information System



Various problems we encounter in our daily life

Infrastructure problems

Utility problems

Accidents

Other problems





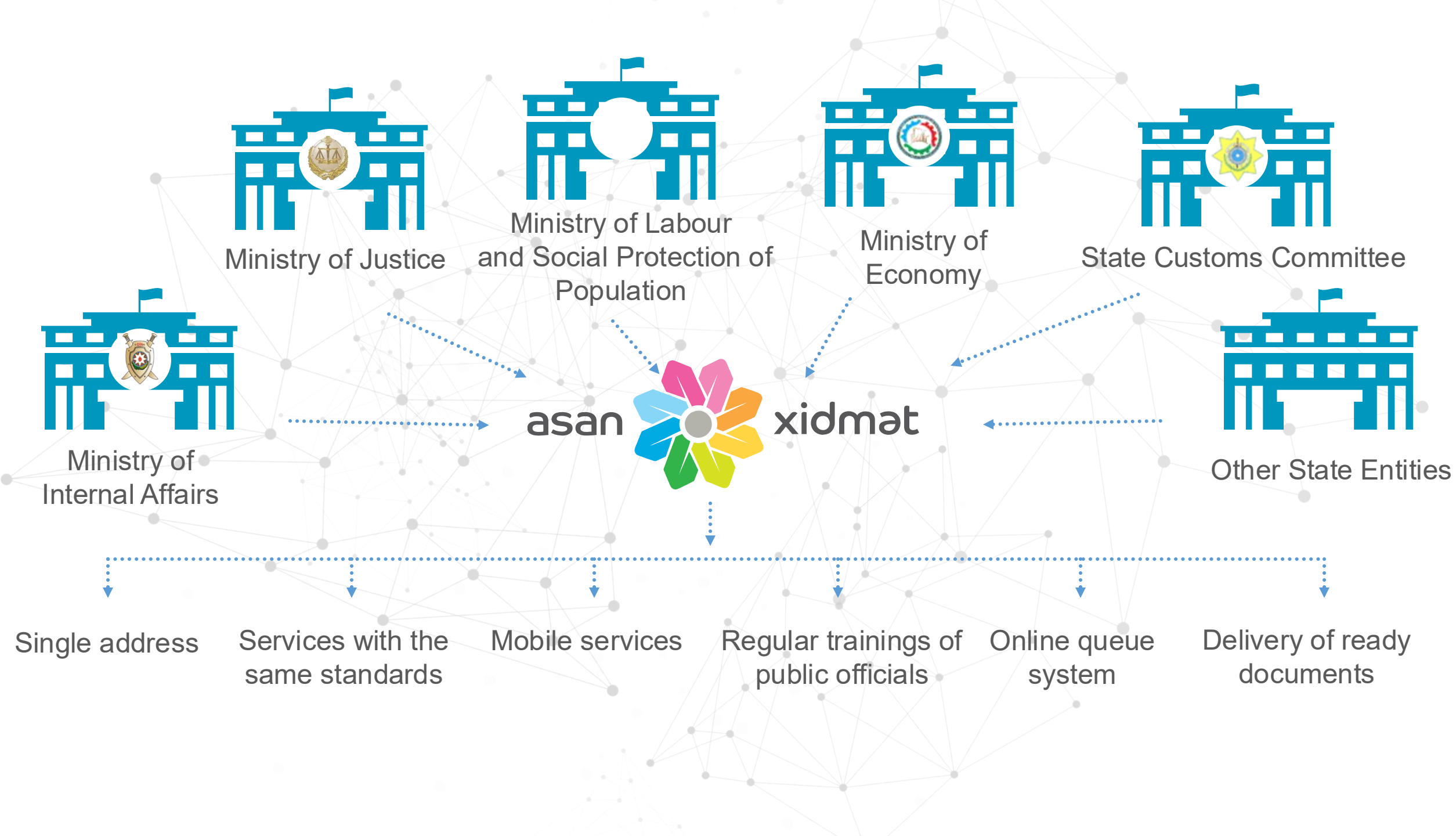
Mindset #4: Collaboration & Teamwork: Delivering Together



ASAN's success comes from co-creation, multi-agency coordination, and a spirit of partnership.

Key Competencies:

- Effective team communication across diverse service providers
- Cross-sector cooperation – from ministries to municipalities
- Unified service delivery goals centered on citizen satisfaction
- Trust-building and transparency between partners and with citizens



INTERNATIONAL RELATIONS

**30 agreements signed for the exchange
of experience and promotion of the ASAN Service model**

 Republic of Türkiye
 United Arab Emirates
 Republic of Uganda
 Republic of Uzbekistan
 Kingdom of Morocco
 Republic of Montenegro
 Republic of Indonesia
 The Federal Democratic Republic of Ethiopia
 Kyrgyz Republic
 Republic of Kazakhstan
 Islamic Republic of Pakistan
 Republic of Senegal

 Kingdom of Eswatini
 Romania
 Federal Republic of Somalia
 United Kingdom of Great Britain
and Northern Ireland
 Republic of Estonia
 Italian Republic
 Republic of Korea
 Republic of Columbia
 Republic of Guinea-Bissau

Centers based on the "ASAN service" concept



**Afghanistan "ASAN
Khedmat" center**

2016



**Indonesian Public
Services Center**

2017



**Center of Public
Services of Uzbekistan**

2019



**Uganda Public
Service Centre**

2023

MESOB CENTER IN ETHIOPIA BASED ON “ASAN service” concept





State Agency for Public Service
and Social Innovations under
the President of the Republic of Azerbaijan



United
Nations

Establishment of Trust Fund between the United Nations and the Government of Azerbaijan within COP29





State Agency for Public Service
and Social Innovations under
the President of the Republic of Azerbaijan



**United
Nations**

Through the Trust Fund, global capacity-building initiatives will be supported and citizen-centric public service delivery based on the ASAN model will be promoted.

Develop the potential of "ASAN service" model implementation among the following groups of countries:

Least Developed UN
Member States (LDC)

Landlocked Developing
Countries (LLDC)

Small Island Developing States (SIDS)