



## SSNIT pursues digital agenda for informal sector

By Samuel Ohene Ewur

**T**HE Director-General of the Social Security and National Insurance Trust (SSNIT), Kwesi Afreh Biney is pursuing a digital agenda designed to serve contributors more efficiently.

This includes the forthcoming launch of SSNIT's first virtual branch,

which will operate 24 hours a day.

The platform, Mr Biney said, would accommodate workers in the informal sector and those in the gig economy who often faced difficulties in accessing services during traditional working hours.

"There are many people in the informal space, for that reason, we feel that a virtual branch provides you with an opportunity to engage us at any time of the day," he said.

Mr Biney, however, said that physical expansion alone would not guarantee service penetration due to the high cost of infrastructure.

"As a result, SSNIT has initiated conversations to partner with selected banks. The proposed arrangement would allow SSNIT staff to offer full services from designated banking halls across the country, enabling the Trust to reach more clients quickly and economically," he said.

### Branch opening

He said this at the opening of a new branch at Spintex in Accra.

The new office building, which was inaugurated yesterday, is the 52nd

branch of the Trust in the country.

The Director-General of SSNIT, Kwesi Afreh Biney, described the new branch as a significant step for SSNIT to reach more contributors, especially in high-demand urban areas.

He explained that the decision to establish the office was because "Spintex has become a vibrant and rapidly growing urban industrial hub. It is a space that no one can decide not to recognise. So we felt that it was good to situate a branch in this space to serve this community well".

"This inauguration of our 52nd branch nationwide is a clear testament to our goal to increase accessibility and bring convenience to the people we serve. It is also part of SSNIT's efforts to extend coverage and enhance customer satisfaction," he said.

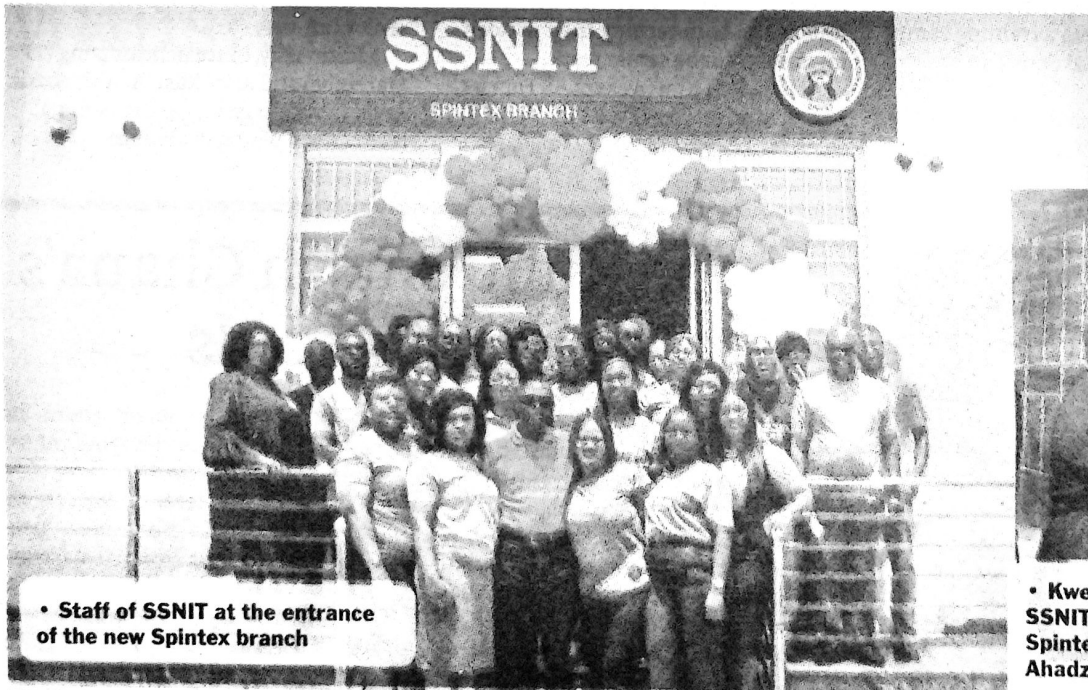
### Commitment

Mr Biney reiterated his administration's commitment to deliver quality and professional services across all branches.

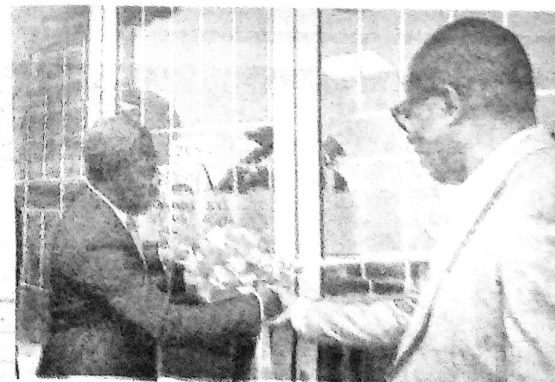
He encouraged members of the public to offer feedback to help improve service delivery, saying "feedback is good for champions".

The D-G also called for collaboration between the Trust and its clients, describing the latter's input as vital to ensuring that SSNIT continued to meet expectations.

He expressed gratitude to the Pensioners' Association, staff and partner institutions for their presence and support.



• Staff of SSNIT at the entrance of the new Spintex branch



• Kwesi Afreh Biney (left), Director-General of SSNIT, cutting the ribbon to inaugurate the Spintex Branch office. Assisting him is Peter Doe Ahadzi, former Accra North Area Manager