

## ABSTRACT

E –customer solutions, not especially among fixed age range, is a dynamic topic that has been linked to overall organizational effectiveness. But at least a little amount of research has been done in this regard in the Sri Lankan context. Thus, the main purpose of this study would be to investigate the effectiveness of e-customer service solutions for the Employees' Trust Fund Board customers, as the mean of social security. Through the purpose, the researcher tried to identify the factors to measure the effectiveness of e-customer solutions concerning customers of the Employees' Trust Fund Board.

To arrive at selected independent variables, the researcher engaged in an extensive literature review. Thereafter, the researcher was able to develop a conceptual framework, comprising of four independent variables which are E-services platforms, E-services availability, E-services quality and social security features along with the dependent variables of Cost-effectiveness, Time effectiveness, and Compatibility (Customer service preference).

The current research has followed the Positivism research approach because the results of the study can be proved through evidence. The present phenomena based on the quantitative research method because it analyzed the data using numbers and it represents the results statistically. The current study followed the deductive approach. Due to the limitation of time and academic purpose, the researcher has selected the deductive approach for conducting the study. Case studies and surveys have been used as research strategies in the current study.

A simple random sampling method has been used for collecting data. Data can be collected through primary and secondary data sources. Primary data researchers will collect new data through respondents of the study. All the primary data is collected based on the self – administrated questioner. Secondary data sources were journal articles, news reports, websites, annual reports, and any other third-party data sources to develop the literature review and conceptual framework of the study.

According to the analysis chapter of the study, the researcher found that significant impact of E-service platform, E-service availability, E-service quality, and Social security features on Cost-effectiveness, time effectiveness, and compatibility.

ETF board should redesign or update the system according to the suggestions presented in this study. These are eliminating waste and obsolete or inefficient process, a significant reduction in cost and time, revolutionary improvements in many business processes as measured by the quality and customer service, and increasing the competency of both top - and low - level companies.

**Keywords:** e-Governance, e- Customer Service, Employees' Trust Fund Board, Critical Success Factors, Social Security.