

KWANHATAI SIRISINSUK

(ขวัญหทัย ศิริสินสุข)

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PROFILE :

- More than 30 years of experience in the insurance industry and special expertise in the process of motor (E2E).
- Knowledge and skills to improve processes to increase productivity and efficiency.
- Knowledge and skills in data preparation for analysis.
- Dedicated, results-oriented Professional in managing multiple projects in a fast-paced, high-pressure environment.

EDUCATION :

Ramkhamhaeng University

Master's Degree in Business Administration (Year 2012)

Major: General Management

GPA 3.51

Siam University

Bachelor's Degree in Business Administration (Year 1994)

Major: Accounting

GPA 3.01

COMPUTER SKILLS :

- MS Office (Macro Excel, Word, Powerpoint, Project, OneNote, Visio)
- Manipulate data using SQL
- Internet, E-mail and Office Equipment

STRENGTHS :

- Strong analytical skills, creative skills, systematic thinking, and Problem-solving.
- Insurance Process and System knowledge
- Excellent interpersonal, communication, and consulting skills

STRENGTHS FINDER Testing results by

The Gallup Organization

Developer, Focus, Includer, Relator, and Restorative

WORK EXPERIENCES 34 years (since Apr 1988 – Feb 2022)

South East Insurance Public Co., Ltd. (July 2017 – Feb 2022)

Position

- **Vice President Claim Motor** ผู้อำนวยการฝ่ายอุบัติเหตุรถยนต์

Responsibilities

- Bring new technology to help in the motor claims.
- Continuously re-design and improve the motor claims process for better control and increase competitiveness, productivity, and customer and partner satisfaction.
- Design and control the development of the web for garages, and parts shops.
- Design claim systems for productive use of data and effective results.
- Control the work process to be in accordance with the OIC's requirements.
- Verify the accuracy of motor claims statistics presented to top management.
- Determine plans and budget of Claim Motor Department.
- Check the KPIs of other divisions in the claim department.

Project Management

E2E Motor Claim Process Improvement (Survey, Adjuster, Payment, and Recovery)

- D-Insurance System - A system for a customer to buy insurance.
- Line Claim - A system for a customer to report an accident
- Prochecker System - A system for claim inspectors.
- e-Claim System(eMCS) - A system for car repair system.
- Body Claim System - A system for Body Claims.
- Property claim System - A system for non-vehicle property claims.
- Digital Invoice System - A system for paying repairs to garages and parts shops.
- Online Billing System - A system for paying survey fees to survey companies.
- KFK Motors System - A system for interface data motor claims between insurance companies.

Syn Mun Kong Insurance Public Co., Ltd. (Dec 2014 – July 2017)

Position

- **Vice President System Development and Service**

ผู้จัดการฝ่ายพัฒนาระบบงานและบริการ

Responsibilities

Digital Insurance

- Bring new technology or tools to help in the work. Both in sales, production of policies, collection of premiums and claims (Application on mobile phones, agents paying via card with MPOS, payment via Payment gateway)
- Design and control the development of web/App on mobile for garages, parts shops, agents, claim employees, claim inspectors, and customers to use.
- Bring new technologies to trial (Measurement of Driving Behavior, Measure Life-Health Behavior)

Make an annual plan

Check the KPIs of other departments.

E2E Insurance Process Improvement (Sales department, Data entry, Underwriting, Policy production, Policy delivery, Premium collection, Claim process, etc.)

- Continuously re-design and improve business processes for better control and increase competitiveness, productivity, and customer satisfaction.
- Design systems for productive use of data and effective results.
- Coordinate and assist Business Units to get requirements from Partners e.g. Agent, Broker, Bancassurance to develop and enhance IT systems to serve their business requirements.

Project Management

Business Process Improvement Projects (E2E)

- Advise the fast and efficient working process for the organization
- Leading and being responsible for projects – targeting for improvements and simplification across the organization
- Work with process owner e.g. officer, manager, AVP, or VP to initiate process improvement and develop implementation approach, plan, and schedules
- Provide project leadership for business process improvement/reengineering methodology
- Monitor and track the progress of projects in the development system team according to the plan.
- Manage the assigned projects within stringent deadlines

Others

- Determine plans and budget of Business Process Improvement Department.
- Support Management team to drive business growth through process & service improvement.
- Verify the accuracy of motor statistics presented to top management.
- Provide advice and solutions towards the step of a work process.

The Thai Insurance Public Co., Ltd. (Apr 2002 – Nov 2014)

Position

- **Senior Manager Business Process Improvement** ผู้จัดการอาวุโสแผนกพัฒนาระบบงาน

Responsibilities

- Write and update E2E cross-functional workflows and operations manual
- Responsible to identify waste/issues in Branch and Backend processes.
- Coordinate and assist Business Units to get requirements from Partners e.g. Agent, Broker, Bancassurance to develop and enhance IT systems to serve their business requirements.
- Gathering all user requirements, conditions, and specifications from users to Communicate with IT to develop and enhance systems
- Preparing UAT and supporting the execution of UAT in consultation with IT and users.

Thai Commercial Insurance Co., Ltd. (Apr 1988 – Mar 2002)

Position

- **Claim Management Supervisor**

Responsibilities

- Verifying the validity of claims payment.
- Assisting Claim Department Manager who is responsible for overall setting up and operation of claims processing.
- Providing requirements for computer program developments based on the expected workflow of both group and ordinary vendors.
- Supervising, training, and supporting staff.
- Proposing further improvement on workflow to Claim Department Manager.

TRAINING / SEMINAR PROGRAM

Y2014

- **Coaching and Performance Feedback Techniques**, In-house Training

Y2013

- **TIC Leadership Development Program**, In-house Training

Y2012

- **Six Thinking Hats**, Creativity Center Co., Ltd.
- **Lateral Thinking**, Creativity Center Co., Ltd.
- **Smart Personality**, BTC Training Center

Y2011

- **EQ AQ & MQ** เพื่อการพัฒนาตนเองและองค์กร, In-house Training
- **Financial Literacy**, In-house Training

Y2009

- **Business Process Management / Improvement**, Thailand Productivity Institute
- **Positive Thinking**, In-house Training
- **Analytical Thinking**, In-house Training
- **Management Psychology Course**, Management and Psychology Institute
- **Customer Service Excellence**, APM