

# Pramote Wongwaiamornwech

Senior Vice President, Business transformation solution department

Thai Group services company limited.



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Education:

- Master in Management, College of Management, Mahidol University.
- BBA in Management Information System, Thammasat University

Experience:

10/22 – Present SVP, Business transformation solution, Thai group Services.

- To be leader for managing projects under Thai Group both Life and Non Life business.
- Key projects are changing Core insurance business and system related, Automate underwriting, Automate Claim process, Agent portal, Sale agent, New claim process for Life with Government and support customer engagement function. Also, implemented Sale force and Genesis for Call center and pushed new service to align with OIC regulations.

01/21 – 09/22 SVP, Branch Management Support, Indara Insurance PCL.

- To manage branch's staffs, meet target of each year both sale volume and regulation related. Majority are sale volume on products and channels and over all operation control under this channel.
- Act as Data lab to support branches and MD's needs for decision making such as sale volume separate by channels and area, weekly and monthly basis.
- To be project leader/business development for core business in 3 categories, Motor, Accident & Health and Other insurance. Major projects for branch and agent such as PDPA, Labor insure for foreigner, Digital sale platform for Covid (result over 1 million policies in one month) and agent portal as sale platform for agent.
- To be leader for handle customer crisis from Covid, Claim amount over twenty thousand million baht and impact to customers over 300,000 policies.

10/12 – 12/20 SVP, Customer Engagement Center, Southeast Insurance PCL.

- To give a single view of service and create engagement between Southeast Group (Southeast Insurance, Southeast Life Insurance and Southeast Capital), our customers, partners and agents, focus directly on Claim Notification Center and Customer Care Center. (2012 include Customer Service Center as branch also)
- To be "Project leader" for Digital roadmap of SEG and expand to Thai Charoen Corporation (TCC) group in 2015, set up strategy, goal and implementation plan in next 5 years. This roadmap not only insurance business but penetrate to all business related in TCC and Thai lifestyle.
- Work as innovative and IT steering committee, give recommendation/guideline/suggestion and also, business benefit to support new change of system and application.
- To be "Customer journey leader" in a cross business in TCC group, find an opportunity and implement product and service into other company in group such as leasing for a farmer thru agriculture segment and etc.

#### Key Accomplishments:

- Implemented telesales and cross sale to support life and non-life insurance products.
- Implemented Quality assurances team to evaluate quality of service and advise action plan for improvement, focus on Customer care center, Customer service center, Surveyor, group call for accident issue, garage team and branch team in 2014.
- Implemented new loan business among TCC group with a billion THB loan size, agriculture sector.
- Initiated and implemented new structure to support major goal of SE Group by outsourcing call center to Samarts group. Finally, we run with run “Hybrid Model”, SEG still manage on performance and KPI such as abandon call less than 3%, pick up call within 20 seconds.
- Win awards of best complaints center 2015&2017 from Office the Consumer Protection Board. Also, passed first round from Contact center world awards in Malaysia in 2017.
- Implementing new Core insurance system (EBAO, Life and Non Life system), specialize in Claim and customer touch points.
- Implementing as project manager for Digital insurance (Chatbot platform) for Southeast Group and target finish at the end of 2018.
- Initiated and to be project manager for implementing “Line service platform” to cover claim notification, services for all Southeast Group include customer journey along the way.
- To be head of customer complaint for all business under SEG thru all channels, seek solutions to support customers and find preventive to reduce risk to company.

01/06 – 10/12 VP, Head of Internet Banking, UOB (Thai) PCL.

- To be business manager for retail online internet banking, to deliver excellent service and generate fee income to bank. Also, align with headquarter in term of regulatory and strategy. Develop and explore relationship with new partners to support business with limitation of budget. Furthermore, utilize benefit from partner and sharing to other business under bank.
- Manage UOB Thai’s public website, this includes new initiative of service, maintenance, update all contents on website especially in marketing campaign and new product launching.
- Act as a special projects manager for any projects assigned that includes business requirement preparation, financial analysis, customer communication, internal staff training and UAT testing.

#### Key Accomplishments:

- Reduced numbers of complaints and increased customer satisfaction by initiating “UOB Cyberbanking Call Center Team” to handle all technical issues in 2006.
- Established new scheme of working period for FX staffs, work 4 days and rest 2 days, no any holiday. Now, implemented in all FX Booths under UOB Thailand.
- Implemented set up new FX center both Phuket and Pattaya, process, financial related and staff relates in 2009.
- Implemented new security, 2 Factor Authentication for both personal & corporate Internet Banking & opened new service, fund transfer to third in UOB and to other Bank, lived in November 2010.
- Implemented of new core banking system in July 2012, personal internet banking module.

09/05 – 12/05 Head of E-Banking, TMB Bank PCL.

- Introduced marketing campaign with partner to increase usage and new customers, including partner selection, marketing program creation and performance evaluation.
- Acted as a leader in payment project thru e-Banking system, including project management, business requirement preparation and UAT testing with internal and external team.

#### Key Accomplishments:

- Implemented a Usage Program with strategic partners (AIS & KSC) to increase bill payment and fund transfer transaction especially in educational industry, Ramkamhaeng University.

07/02-08/05 Channel Manager, Channel Management - Citibank, N.A.

- To be owner of “Citibank online” and Initiated new payment channels through project management, including business requirement preparation for system enhancement, agreement preparation, customer communication, internal staff training and support, as well as marketing program launch to shift the customer to the most profitable channel.
- Introduced marketing programs to bring the existing customers to online platforms/ services, including online acquisition and SMS usage.

Key Accomplishments:

- Cost savings from payment fee 120 Million Baht in 2003 and 60 Million Baht in 2004.
- Acquisition Citibank Credit Card thru Citibank online and alliance in 2003.
- Implementation of new payment channels thru PAYPOINT, BANKTHAI and BAAC for all products, direct debit channel for Personal Loan and Power Cash in 2003, as well as Counter Service & PAYPOINT for Citifinancial in 2004
- Implementation of charge fee at Counter service, PAYPOINT, BANKTHAI, BAAC and KBANK e-Channel in 2003 and for Citibank Personal Loan in 2004

10/99-06/02 Electronic Channel Professional - Kasikornbank PCL.

- Developed corporate products/services strategy to penetrate into the market.
- Analyzed opportunities, strength and weakness of competitors for E-Banking industry.
- Repositioned and improved an existing service for the Internet Technology.
- Cooperated with strategic alliances to build marketing campaign for E-Banking system.

Key Accomplishments:

- Project manager for KBANK e-Mobile Phone Banking with DTAC, AIS and Hutch, KBANK e-Commerce Service with INET and KBANK e-Internet Banking.

11/96-09/99 Computer Officer - Thai Petrochemical Industry PCL.

- Coordinated with Price Waterhouse Coopers to analyze and redesign costing processes and other systems such as Power Plant, Project costing and Petrochemical costing. Analyzed user requirements & redesign AS-IS & TO-BE process flows in Power Plant & Petrochemical.
- Developed and support the implementation of Payroll System and LAN Network

04/96-10/96 Sales Engineer - Thaisoft Co., Ltd.

- Developed strategic plans with Oracle (Thailand) to define marketing direction. Also, managed and developed Oracle's channel business for expansion business

Reference: Dr.Lisa Patvivatsiri, Chief Digital Officer, The Able by King Power