



> **BANGKOK INSURANCE: BEST INSURANCE SOLUTIONS ADVISORY TEAM THAILAND 2016**



**กรุงเทพประกันภัย  
Bangkok Insurance**

**In business since 1947 and serving the nation with a comprehensive palette of products and services, Bangkok Insurance is one of Thailand's premier risk management providers. Customer-centric and equipped with world-class technology, the company has established a solid reputation that underwrites its continued expansion.**

Known for its integrity and recipient of the Royal Garuda Emblem, Bangkok Insurance has led its industry in innovation. The company was the first to introduce novel services such as an insurance web portal, a teleclaims service,

and the BKI iCare application for smartphones which enhance user experience and convenience. Moreover, Bangkok Insurance introduced policies tailored to the needs of specific demographic segments to serve the company's strategic direction in respect of regional business expansion where each region has its own unique challenges.

Bangkok Insurance was an early adaptor of comprehensive corporate governance processes that aim to increase transparency and take into consideration the interests of all stakeholders – investors, policyholders, staff

and the wider community. This has enabled the company to deepen its long-standing commitment to excellence in the delivery of its services.

The CFI.co judging panel is pleased to note that Bangkok Insurance remains true to its heritage whilst continuously adapting to changing market dynamics. The company has also displayed an impressive nimbleness as it navigates shifts in customer demands. The judges are unanimous in their decision to grant Bangkok Insurance, for the second year running, the Best Insurance Solutions Advisory Team Thailand Award.