



INVESTMENT

Bangkok Insurance, RS widen net with telesales

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Bangkok Insurance plans to collaborate with RS Plc to strengthen its marketing strategy and broaden sale channels through home telesales.

"We've succeeded in developing Channel 8 TV into a department store by selling health and beauty products over the past three years," said Surachai Chetchotisak, chief executive of RS Plc.

The company operates a multi-platform commerce (MPC) strategy through a direct-to-consumer model via its media platform and call centre. The next step is for the company to develop new business alliances for products, including health and beauty, home and lifestyle and ornamental items.

The system is secured via cash on delivery. Owning both media assets and call centres will allow the company to generate sustainable revenue and profit growth, he said.

This year the company reached its highest revenue and profit numbers since being founded 37 years ago.

The two companies signed a memorandum of understanding to launch an

innovative insurance sales channel, said Mr Surachai.

The insurance business, despite fierce competition, is still experiencing strong demand as reflected by the overall insurance premiums of 292 billion baht this year, he said.

"RS will take advantage of its large customer database so the company can select products and services, and launch promotional campaigns to meet consumer demand," Mr Surachai said.

Consumers have confidence in the products, services and brands introduced by RS, he said.

The company expects that the introduction of this new service will help consumers make their insurance policy decisions more easily.

Apisit Anantanatarat, president of Bangkok Insurance Plc, said the alliance will help it expand its market, helping the company respond to a variety of consumer demands by designing insurance plans that match their lifestyles.

The company offers a variety of insurance products for individual customers and large organisations, and is equipped with

modern technology to swiftly and conveniently serve customers, he said.

Bangkok Insurance also utilises a customer data management system to analyse customer demand and design insurance plans and premiums according to the risk profile of each target group.

The system has been installed to serve customers via the omni-channel to ensure service, Mr Apisit said.

The company is confident it can increase the efficiency of its business operations through MPC and direct consumer operations.