

Jobs boost for Nakhon Ratchasima as AIS plans to set up second call centre

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THE NATION

ADVANCED INFO Service (AIS) plans to set up a second call centre at a cost of around Bt1 billion on a 10-rai land plot in Nakhon Ratchasima.

The centre is expected to get off the ground in July 2017, Bussaya Satirapipatkul, 54, AIS executive vice president for customer and service management, said recently.

Its first main call centre is located in Phaholyothin Place on Phaholyothin Road and employs 3,000 staff. Half of the staff from the first centre will be moved to the second centre when it is completed. Both centres will back each other up as part of the company's business continuity plan.

Most of the staff at the second centre will be recruited from Nakhon Ratchasima in keeping with AIS' pol-

icy to bring benefit to local communities where it has a presence, she said.

AIS' customer service faced a crisis in 2016 when it found out in September that one of its employees allegedly breached the company's policy on security of customers' personal data. AIS then notified the Bang Sue Police Station on the case in the same month and fired the employee.

Bussaya said AIS had turned the crisis into an opportunity by stepping up its customer data protection measures. She added that such a breach of policy would never happen again with the new security measures in place.

Under the new security system, only one person is authorised to access the customer analytic system and that person needs the company's permission first to secure access. The person is also strictly prohibited from bringing the sensitive information out of

the office either using online or offline methods. As AIS is a new player in the broadband Internet service market, its call centre reportedly gets complaints from some of its broadband Internet subscribers at times about failure to give them satisfactory technical answers.

Bussaya said that AIS has now increased the number of broadband Internet experts among its call-centre staff to help provide technical answers to customers. She added that AIS now has a better understanding of broadband Internet customers' needs.

In a related matter, she said that the number of AIS 'Serenade' mobile-phone subscribers had risen to 8 per cent from 2015 to 2.95 million in 2016. Serenade customers are loyal and high-spending subscribers to whom AIS gives a lot of privileges, she said.



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