

AIS says it is enhancing customer service

SIRIVISH TOOMGUM
THE NATION

ADVANCED INFO Service (AIS) says it is continuing to introduce new innovations in its customer services to serve the digital lifestyles of its customers.

Bussaya Satirapipatkul, executive vice president in charge of customer-service management, said yesterday that AIS recognised that its customers need fast service and convenience, available anywhere and at any time. They also prefer personalised services.

Among the newly launched customer services are a "My AIS" mobile application that enables customers to check their mobile-phone activities easily, such as voice, data, charges and AIS points that they can collect from their usage.

Another is AIS IVR (interactive voice response) speech recognition, which allows customers to go straight to their specific need by using voice command. They can simply say the service that they want, and the speech-recognition system will bypass the usual voice menu and bring them to the service requested in seconds.

This service is now available from its 1148 call-centre line for its Serenade premium customers, and will be made available at its 1175 call-centre line for general customers in May.

Thailand's largest cellular operator has also implemented an omni-channel concept. Any inquiry by an AIS customer placed at one contact point will also be shared with other AIS channels instantly, including online, such as Facebook, Line, the AIS website, and offline

channels such as the AIS call-centre system and AIS shops.

This means all AIS customer-service channels can get instant updates on a customer's preferences and inquiries, allowing AIS agents to offer the desired services to the customer promptly and accurately, the company says.

Bussaya added that although AIS had embraced digital technology to strengthen its customer service, the company had not reduced the number of customer-service staff. In fact, they had been trained to be "gurus" giving insightful advice to customers.

She added that AIS had budgeted Bt2 billion this year for customer service, the same as last year. Of that amount, 55 per cent is for customer-service management, while the rest is for bringing in new technology.