

# AIS Army Marching into the Future

## Communication Flow in the Digital World

In today's digital world, there is no doubt that we live with communication technology almost 24 hours. From waking up until sleeping, our mobile phones function as if they were our living organ involving in almost everything we do every day.

As Thailand's leader in Digital Life Service Provider, AIS must adapt to stay in the lead of constant and rapid changes. We are the first to provide the best and widest 4G coverage across the country, and the only telco to offer world-class entertainment that exceeds customer expectation. Along the way, we build corporate culture and foster employees to become professional. Ms. Kantima Lerlertutthitham, Chief Human Resources Officer of Advanced Info Service PLC (AIS), said, "We look back to our successes in the past and use them as challenge to exceed. Our spirit of leadership is urging us to transform ourselves to move forward. AIS employees must be eager to do new things out of the box and display professionalism ready to take on any type of changes in the future."

## Staying Alert in Every Situation

Organizational skill is crucial for the company to leap forward and achieve its goals. The most important is people skill. In the midst of fierce competition where many companies are competing in technology, services, and new contents constantly developed, AIS recognizes that the key to stay competitive is to sourcing competent workers and providing necessary supports for them to grow and succeed. At AIS, Qualified applicants should possess positive attitude, self-motivation, and readiness to deal with social and technological changes. Ms. Kantima Lerlertutthitham, Group Chief Human Resources Officer of Advanced Info Service PLC (AIS), said, "AIS Successions Plan begins with successors' preparation process prior to the hand-over date. Our HR Department classifies employees into five categories:

1) Blooming - Refer to new hires who just enter the workplace and have plenty of new ideas ready to be a part of AIS future.

2) Emerald - Refer to employees with 3-5 years of work experience and demonstrate leadership skill.

3) Gold - applies to managerial positions who have potential to become team leader taking on more responsibilities.

4) Diamond - applies to Assistant Vice President to Senior Vice President who continually develop themselves ready to become company executives capable of taking charge of the whole business unit.

5) Platinum - refers the elite employees who are highly competent and qualified for the chief role (C-level), overseeing his business unit(s), and setting company policies."

With a variety of businesses, AIS needs to fill in the missing links with new players who can contribute new

ideas and effective executions. Company employees are like soccer players - they are in and out of the soccer field depending on their strength and weakness. Most importantly, AIS staff must be alert and ready to adapt with constant changes.

## Resources to Enhance Employee Skills

At AIS, we expect our employees to work progressively and increase competency at the same time. These qualities are crucial for the company to stay competitive and adaptable to changes in economics and digital society. Hence, AIS has established AIS Academy as its education center mainly for knowledge sharing through Digital Knowledge Base. E-Learning channel featuring multimedia which is easy and fun to learn will empower AIS employees to choose subjects matching their interests and study to increase personal skills at their own convenience.

## Human Development at World Standard

Part of AIS transformation is collaborating with world-leading institutes in human development. Massachusetts Institute of Technology (MIT) under Industrial Liaison Program and Harvard University under Business Publishing



## Empowering AIS Staff through E-Learning

are among the first institutes to maximize AIS executive competency amidst technology-driven environment.

Revitalizing our strengths in the past and understanding and adapting ourselves to local and global changes are essential to improving AIS-DNA. Today's business is highly competitive, requiring employees to demonstrate skill in adaptability to changes. Those who are too slow to change or cling on to conventional ways of working, comparing to a soccer player who doesn't adapt to the way the opponents are playing, will be replaced by a flexible and competent player. Such treatment is necessary for AIS to remain top performance and deliver the best customer experience as we promise.

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