

AIS Winning World's Best Employers Awards 2017 from Forbes Magazine for its Organizational Revolution to Meet Young Workers' Needs

In today's digital world, we see products and services come and go and companies transforming themselves to cope with changes. Managing a company today requires readiness and promptness in various aspects to stay competitive. One of the most important components is "people" who can single-handedly drive the company forward and sustainably. The art of human resource management no longer belongs to just one department but every department must get involved, from executive to officer. It is crucial that employees leave previous successes behind to get on with new challenges.

Realizing that successes in the past can be deceiving, AIS has begun to steer its organization by giving emphasis on human development constantly. Courses for self-learning and training programs for personal development have been introduced ongoing to blend employee's competencies with knowledge in modern technology. Such preparation paves way to ideas for new products and services that meet consumer's lifestyles and bring about staff engagement through experience sharing from one generation to another.

Somchai Lertsuthiwong, Chief Executive Officer, said, "AIS is transforming ourselves to avoid traps from our successes in the past. We have embraced an



AIS Employees are the key to company's success

important skill in instant adaptability to cope with changes and to remain sustainable. Most importantly, we must acquire number one title in digital service which is a very challenging task."

Today's society connects us with all types of technology from the moment we wake up until we go to sleep. AIS is dedicated to providing solutions that meet customers' desires and behaviors. Our usual ways of working hinder

us from adopting new trends. We need courage to break away from routines to be successful. Hence, AIS management has come up with four aspects:

- 1) Working with every employee as a coach.
- 2) Restructuring corporate culture to harmonize with digital society, implementing Generation Connected and sharing work experiences from one generation to another including F-I-N-D-U culture.
- 3) Providing total care services to AIS employees including career path; leadership skill; physical and mental development by AIS Academy; high quality, hygiene and safety in workplace; and overall employees' well-being.
- 4) Promoting high morale through social engagement and sustainable development especially designed to match AIS way of doing business with sustainability.

Owing to these approaches, AIS has been recognized by Forbes magazine as one of the 50 most outstanding companies in the world to receive World's Best Employer Awards 2017. AIS is ranked 30 out of 2,000 companies worldwide, and it is one of only two companies from Thailand. The award was conducted using Statista program, which collected survey data from more than 360,000 comments around the world for evaluation. Some of the criteria included employee awareness of diverse aspects both inside and outside the organizations. The first 500 companies with highest scores were honored as World's Best Employers 2017.

This award reiterates AIS as leader in human resource development, which is one of the key components to driving the organization to achieve its goals as well as gaining social and employee acceptance.

In addition, JobsDB (Thailand) limited company, Asia's leading job search engine, has also selected AIS as one of the top-ten most admired companies among Thai applicants in 2017. The result came from a survey conducted among job seekers who were asked from May 2017 to describe a company you wish to work for, and factors enticing you to join such company such as growth, stability and culture of the company.

AIS is determined to developing and promoting employees to meet world's competency standard and gain social acceptance sustainably. Therefore, we never stop recruiting high-potential prospects and specialists to join us in creating innovations that fulfill digital lifestyles and take part in shaping the country according to Thailand 4.0 roadmap.

ADVERTORIAL