Business Characteristics

The major customers at about 99 percent of the total customers are retail customers with the insured property in the range of not exceeding 5 million baht with the type of the loss insurance product that the customers used the service are Motor, Personal Accident, Fire and Home insurance. Such the groups of customers came from various channels e.g., bancassurance, brokers, online and including other channels according to the company's market expansion strategy.

As for the commercial sector such as the institutions and the private organizations doing business in diverse fields both commerce and industry. We provided the main service products for this group of customers with Group Personal Accident. Referring to the customer base as mentioned above can be summarized that ever since our company has started the non-life insurance; it did not depend on a particular case in excess of 30 percent of the total revenue of the company. Moreover, it has opened the service operations for domestic customers only.

Channels

The company operates all types of non-life insurance through distribution channels covering all channels.

- bank (bancassurance)
- broker- internet sales (internet)
- by phone (tele marketing)
- customers contact the company directly (walk in)
- agent (agent)

Furthermore, the firm's branch offices and extensive service networks in major cities nationwide are always available to provide customers with the best services and experiences.