



## **ENGLISH SUMMARY**

**Publication:** Phuket Post(Southmedia)

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**English Headline:** KSK Insurance begins nationwide panel garage tour in Southern Thailand

### **Summary:**

Knowing customers expectation and aligning the processes to ensure a customer centric environment is part of KSK Insurance (Thailand) PCL's Transformation strategy to strengthen their operational efficiency, gearing towards being the Thailand's top 10 insurers in 5 years.

With this in mind, KSK Insurance made SuratThani Province in Southern Thailand the first stop as part of their nationwide tour to meet its garage partners in striking a better understanding platform to better serve their mutual customers.

KSK management represented by Ratchakrit Benjapichidate, manager of the motor claims department; spoke to panel garage owners and operators from the Southern region, including Chompom, Nakorn Sri Thammarat, Songkhla, Satul, PhangNga and SuratThani. This meeting was held at Banjong Grand Ballroom, BanjongBuri Hotel on May 30