

ABSTRACT

Chumthong 24 is one of the business units of American International Assurance Public Company (AIA), which is the leading life assurance company that has been serving the Thai people with quality insurance products. Chumthong 24's objective is to increase sales volume, increase retention of its customers, maintaining and increasing its agents. The existing system of Chumthong 24 is based on the manual process. Most data are stored on paper and CD-ROM, which is called Agency management System 2.0. Secretary and agents can use the existing system for only inquiry information. Besides, it also faces the problem of untimely data, uncomfortable for agents to access data and print proposal, Claim process is too late and customers do not has loyalty.

This system development project focuses on developing a computerized information system to replace the existing system through the implementation of Internet-based computing or Network computing. All data are kept in a database server and accessed through a web browser on remote clients workstation.

The proposed system helps to reduce the time delay and human errors, increase agents and customers satisfaction. It also serves to provide accurate and timely information to authorized persons through an online system with an adequate security control.