

ABSTRACT

The purpose of this project is to present the application of wireless technology concerned with the Personal Digital Assistant or PDA in life insurance selling at Muang Thai Life Assurance Co., Ltd. The result of that application technology leads to the achievement of company's goals of providing products and services on the customization basis. Complementary with the proposed technology, this project also provides the working process of restoration implemented during the time of the proposed system's development.

The system is designed to give superior selling standard and to improve the services that Muang Thai Life Assurance Co., Ltd. can give to its clients which will improve the company's image of profession. This will also result in higher productivity and less dependent upon papers and office supplies which are considered as the cost of the insurance agents in selling their products. For the company, it can save the cost of utilities and building rent considered to be very high overhead costs since the insurance agents have no need to come to the office frequently to make quotations or to follow up the claims for their clients like before.