

## **ABSTRACT**

This project is to study the feasibility to replace existing telephone communication system with IP telephony for AIA (Thailand).

The corporate strategy of AIA needs to improve customers', agents' and staffs' satisfaction on service to top quality, and to remain company as the forefront of technology. The focus on communication system – Network Services and Telephone Services is important to support for all their needs. The management has an expectation that the company's communication system will be more flexible, available, easy and manageable.

And nowadays, Voice over IP (VoIP) technology is quickly becoming a viable and acceptable technique for transporting voice. What was once thought to be an economical approach for incorporating this platform has drastically shifted.

The contribution to the project, the organization can be benefited in terms of reducing cost (calling cost), and quality of voice communication. It also enhances the employee efficiency.