

Research/Project Problems								
No	Topic	Problem statement / Pain points / Business case	How can the project support or benefit Krung	Project Owner	Group / Entity	Unit	Expected Timeline	Required Skill(s)/ knowledge / tool
1	Optimum stock of cash for all Krungsri branches	Krungsri branches may want to find the minimum stock of cash each day, so we can reduce the time of counting and re-use the cash for other business purposes.	1. Opportunity cost 2. Enhancing Krungsri's productivity	Dr. Kreecha Puphaiboon	Information Technology Group / กลุ่มงานเทคโนโลยีสารสนเทศ	IT and Operation	1/12/2020 - 31/5/2021	Statistics, Mathematics, Algorithm and Programming
2	POC products of the systems and hardware	To track asset or cash can be tedious so we need to build a hardware and system to track all in order to save time and stolen goods.	1. Enhancing Krungsri's productivity 2. Creating new business model/ innovation 3. Enhancing / bringing in new knowledge for community / banking and financial industry 4. Business process improvement	Dr. Kreecha Puphaiboon	Information Technology Group / กลุ่มงานเทคโนโลยีสารสนเทศ	N/A	2/11/2020 - 1/7/2021	Operation research (Statistics, mathematics, computer algorithms) and hardware to build RFID and Geofencing,
3	Topic in Financial Inclusion	Current banking business model can serve only employee in formal sector, there are many people are not be able to access to formal banking in Thailand. There are at least 16 millions people living with informal banking, or loan shark. To be able to tap this untapped market, the understanding for consumers' behavior in informal economy is important.	1. Creating new business model/ innovation 2. Enhancing / bringing in new knowledge for community / banking and financial industry	Dr. Somprawin Manprasert	Corporate Strategy and Planing Group / กลุ่มงานกลยุทธ์และวางแผนธุรกิจองค์กร	Research Division	1/12/2020 - 31/5/2021	Literature and field survey of consumers' behavior in informal economy for their financial transactions.
4	Statistical Model/AI	We would like to utilize Krungsri group-wide data (i.e. Bank, KSC, Auto, etc) to predict low-quality customers for collection efficiency and financial responsibility purposes.	Enhancing Krungsri's productivity	K. Anshera Chumchaivate	Krungsri Consumer	Data Intelligence & Customer Insights (DICI)	4/1/2021 - 30/6/2021	1. Computer skill(s) and statistical knowledge that can cope with a vast amount of data manipulation, AI/ML modeling, and model implementation. 2. Intensive skill on a relational database is a must, and experience with unstructured data and cloud computing.
5	Insights Analytics	Gen Z is very new to credit card portfolio, so spending & payment behaviors of this segment is not well understood yet. We would like to get insights re card spending e.g. on-line shopping experiences, financial management, etc. of this segment.	Customer centricity	K. Anshera Chumchaivate	Krungsri Consumer	Data Intelligence & Customer Insights (DICI)	4/1/2021 - 30/6/2021	1. Computer science and statistical knowledge that can cope with a vast amount of data manipulation, AI/ML modeling, and model implementation. 2. Intensive skill on a relational database is a must, and experience with unstructured data and cloud computing.
6	Smart robotic assistant for future branches model	1. To introduce the innovative and delightful experience to customer at branches. 2. Improve productivity and offload tasks from staffs. 3. Being self-service kiosk for customers, for example, providing basic/promotional information, receive/provide some documents, self-serve application.	1. Enhancing Krungsri's productivity 2. Creating new business model/ innovation 3. Business process improvement	K. Pramuk Jamjantuk	Krungsri Consumer - AYCAP.	Innovation and Fintech	1/12/2020 - 30/6/2021	1. Robot which can serve customer seamlessly. 2. To streamline or improve productivity on the branches process. 3. Robotic, Face Recognition, Speech-Recognition, Voice AI etc. which can equip the robot to be as a 'new staff' for Krungsri consumers' branches.