

Abstract

The research on “Building Work Maintainance for Insurance Sale Agents; Case Study: AIA (Thailand)” had objectives to study 1) the insurance sale agents’ attitudes towards career security; 2) the proper approach to strengthen the career security. The sampling data was collected from 144 insurance sale agents working in Thupthoranee 15 C Group. The data was obtained from questionnaire. Statistical analysis of the data was carried out by using Frequency, Percenta ges, Means, Standard Deviation, t-test, F-test.

The study found that the majority of the sampling were female, aged 31 – 40 years. They were married and graduated Bachelor Degree with work period between 1-5 years with salary between 10,000 – 30,000 baht. Some had household expenses between 10,000 – 30,000 baht while others expenses less than income. Each family had 1 – 3 members, mostly were parents to be supported. Working as insurance sale agents was viewed as secured. The opportunity for work progress was ranked top advantage of this career. The opportunity for higher rank in career was possible when sales volume achieved the target. The income was ranked as the second top. The sample viewed the income from this career as worth their work.

From the study on the proper approach to strengthen the career security, it was found that the samples accepted this career could build up the maximum security by welfares and incentives. The best incentive was the presentation of successful cases while the second one was the trainings to improve knowledge and skills of agents. However, the samples requested the training aim should focus on continual self-improvement.

It was suggested that the common working area in the office was provided more. The training courses should comply with the agent demands. The criteria for newly-recruited agents should be set up by regarding their convenience. The training course should contain the welfare plan and various skill improvement subjects. The agents should be recruited more for quick services. The saving project should be initiated for agents when retirement. The working rooms and common inputs should be equipped more. The working atmosphere should be improved.