

Thesis Title	Factors Influencing Effectiveness of Reengineering : A Case Study of Thai Farmer Bank (Public Company), Thapae Road Branch, Chiang Mai	
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ABSTRACT

The objective of this research is to study effectiveness of reengineering : A case study of Thai Farmer Bank (Public Company), Thapae Road Branch, Chiang Mai by testing the theory what factors can be influencing the effectiveness of reengineering, such as roles and responsibilities, measurement incentives, organization structure; information technology, shared values and skills.

To study in primary data, the researcher employed questionnaires to collect data from the 47 works of all levels and 100 clients. This research has an interview with 5 managerial persons of the bank including manager and vice managers. Also collecting data by observation of 329 clients is introduced in this research.

Analysis of those data by questionnaire, it found that every factor has an influence on reengineering. What play roles and responsibilities are the flexibilities in operation and responsiveness to client's satisfaction. What will effect on measure incentives is the proper compensation plan and promotion to higher level position. The factor which affects and influences on organization structure is the cleanness of client room, the service of "One Stop Service", any complicate operation reduce to more easily, and one officer must take care and has abilities to handle serveral works by his

own. The factor which affects and influences on information technology is the reduction of operation time. The factor affecting sharing value is the respect of regulation and policy within organization. The factor which affects and influences on skills is the study new software and application for using the computer.

The result of customer analysis shows that nearly 83.3% of all clients can fulfill and are satisfied in the reengineering system.

The result of data observation can be found in the mid of the month.

: Spending time of filling in the order form	1.10	min.
: Spending time of contacting with front officer	2.06	min.
: Spending time of standing in the line for	1.00	min.
waiting on service	Total 4.16	min.

The result of data observation can be found in end of month.

: Spending time of filling in the order form	1.33	min.
: Spending time of contacting with front officer	2.23	min.
: Spending time of standing in the line for	2.49	min.
waiting on service	Total 6.05	min.

The public relation department of the headquarters of Thai Farmer Bank said that each service time had been around 10 minutes before the service system was reengineered. The result of this reengineering will make the service of Thai Farmer Bank : Thapae Road Branch, Chiang Mai better service and more convenient in their facilities.

In the world of high progressive computer involving to the economic and social situation, Thai Farmer Bank should be well-prepared the trained staff to adjust to the progressive high-technological world and develop the qualification of staff in order to expand their works and branches and to prepare themselves to use high-technological machine instead of human being labour.