



ALSMA MEMBER UPDATE REPORT

TMC Successfully Enters the World of Digital Media!



A long-standing member of ALSMA is the company, Teleinfo Media Public Company (TMC) in Thailand. Since 1991 TMC has been the official publisher of the Thailand YellowPages.

In 2017 TMC was acquired by Advanced Info Service (AIS), the largest mobile phone operator in Thailand.

In February 2017 TMC published and distributed its final printed version of the YellowPages directory. The comprehensive business database and advertisers are now provided as an online directory service, primarily to the Business-to-Business market. Thailand YellowPages has successfully evolved to become a Digital Media Solutions provider.

In addition to the online YellowPages service TMC has for more than 15 years offered an outsourced Call Centre service. TMC OCC service is in the top 4 contact center provider in Thailand which services comprise of outbound voice agent, inbound voice agent, social media management service, Call Center as a Services (CCaaS) and Omni-Channel service to serve a variety of large corporate clients' needs.

Since her appointment as MD in 2018, Kamolkarn Niltasuwan has successfully developed the TMC business to meet the demands of a digital business world.

We asked Kamolkarn which have been the major challenges to transform the YellowPages business into a digital marketing services company.

She described her first major challenge to convert the advertisers in the printed YellowPages to continue to advertise in the online version. A large majority of advertisers failed to follow the transition. However, Kamolkarn told us; "Since we ceased the printed publication of the YellowPages, we have added a multitude of new products and services to enhance the value of the TMC offering, including SEO creator, Web creation, advertorials, VDO production, 3D Banner animation and Facebook page creation."

Kamolkarn continued; "It is clear to us that in the digital world there is an ongoing need to add new products and services continually to keep pace with customer expectations. In 2021 we will increase our product range by adding Chat Bot, Digital Name Card, E-Book Creator and Credential Presentation Graphic Design."

We will all remember 2020 as year in which the restrictions required to combat the effects of the COVID virus had significant impact on the way in which we conduct and manage our businesses. We asked Kamolkarn how TMC had dealt with this.



“It is clear to us that in the digital world there is an ongoing need to add new products and services continually to keep pace with customer expectations.”

“Customers were trying to cut their costs by reducing their advertising expenditure. This had a serious impact on our sales activity. Due to the need for social distancing salesmen were considerably restricted in the nature of their contact with customers. To manage this issue, we changed our sales strategy by strengthen telesales to avoid the negative effect of this restriction. We placed great emphasis on serving our large customer accounts.”

We discussed the competitive environment in Thailand for similar services to those offered by TMC.

Kamolkarn indicated that whilst there is no direct competition for the supply of a comprehensive database covering all categories, there are indeed many indirect competitors who offer services in each particular area, like SEO and social media programmes.

We asked how the acquisition by AIS had contributed to the TMC businesses of YellowPages and Call Centre. Kamolkarn: “There is synergy with AIS regarding the customer base and GTM. AIS provides valuable support for technical infrastructure, technical know-how, and specialist advice when seeking new vendors

or partners to enhance the YellowPages service.”

Faced with the same ongoing challenges confronting many businesses, particularly the transition to digital services and the seemingly never-ending impact of the COVID virus, it is encouraging to hear from Kamolkarn that she sees a very positive future for the TMC business. Whilst continuing to offer the most comprehensive and largest Business-to-Business database and advertising portal platform in Thailand, she forecasts a continuation of the revenue growth that TMC has achieved over the past four years. “We forecast revenue will grow in 2021 at 20% (YOY).”

ALSMA is delighted to hear that our well-established member is achieving its goals for growth and sees a sustainable future for its ever-increasing range of products and services. ALSMA congratulates Kamolkarn and her management team on a successful transition and continued growth.

If ALSMA members have questions for Kamolkarn and her management team, she will be pleased to respond accordingly.

www.yellowpages.co.th/en



KAMOLKARN NILTASUWAN

Kamolkarn is a Thai national. She joined Teleinfo Media on 01 January 2011. She was appointed Managing Director of the company on 01 January 2017. Quite naturally she enjoys Thai cuisine, especially spicy food and seafood. In her spare time, she likes gardening and playing with her cat. She also enjoys reading and listening to music.

