

# KASIKORN Business – Technology Group





TECHNOLOGY RESEARCH  
AND INNOVATION



TECHNOLOGY  
DEVELOPMENT



INFRASTRUCTURE  
MANAGEMENT



PARTNERSHIP



TALENT DEVELOPMENT



# KASIKORN BUSINESS TECHNOLOGY GROUP

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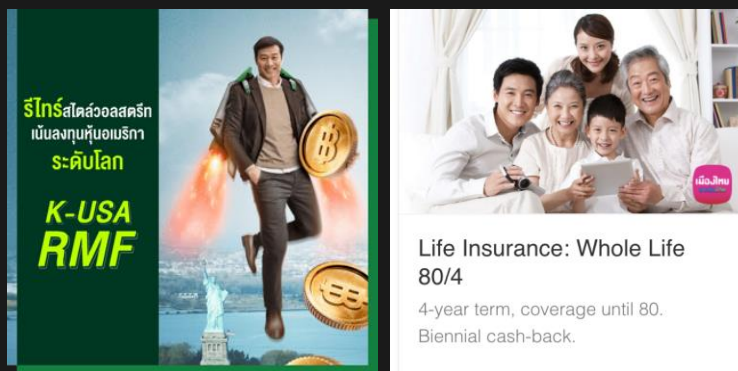


# AI Use Cases : Revenue Generation

## Sales Lead Generation



## Product Recommendation



## Promotion Recommendation



# AI Use Cases : Risk Management

## Income Estimation



## Credit Scoring



## Debt Collection





# AI Use Cases : Operation Efficiency

## Car Damage Detection



TECHSAUCE  
TECHSAUCE.CO

**KBTG**  
KASIKORN  
BUSINESS-TECHNOLOGY GROUP

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**เมืองไทย**  
ประกันภัย  
MUANG THAI INSURANCE

ยิ้มได้ เมื่อภัยมา

KBTG จับมือ เมืองไทยประกันภัย  
พัฒนา InsurTech ตรวจสอบรถยนต์  
ด้วย AI รายแรกในไทย

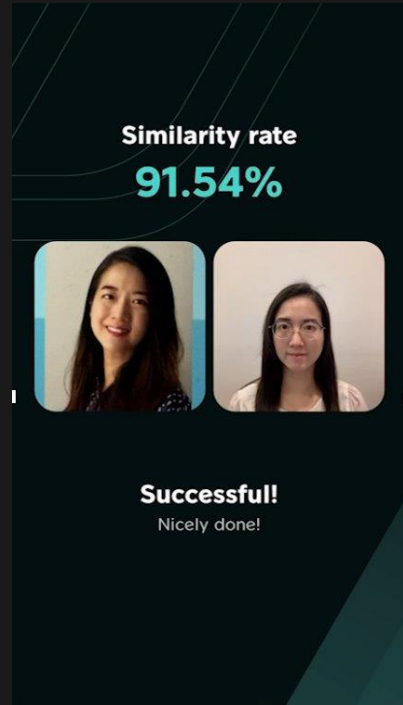
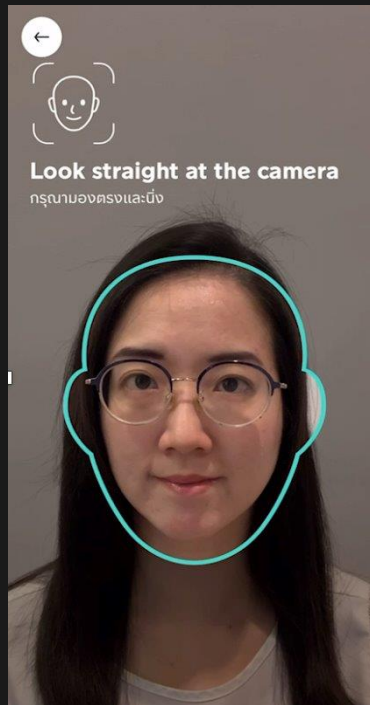
The image shows a smartphone screen displaying a car in a parking garage. A white outline highlights the car's body, and a green checkmark is placed on the front right side, indicating successful damage detection. The background is a dark green grid pattern.

## Image Enhancement



# AI Use Cases : Customer Experience

## Face Verification



## Chat Assistant

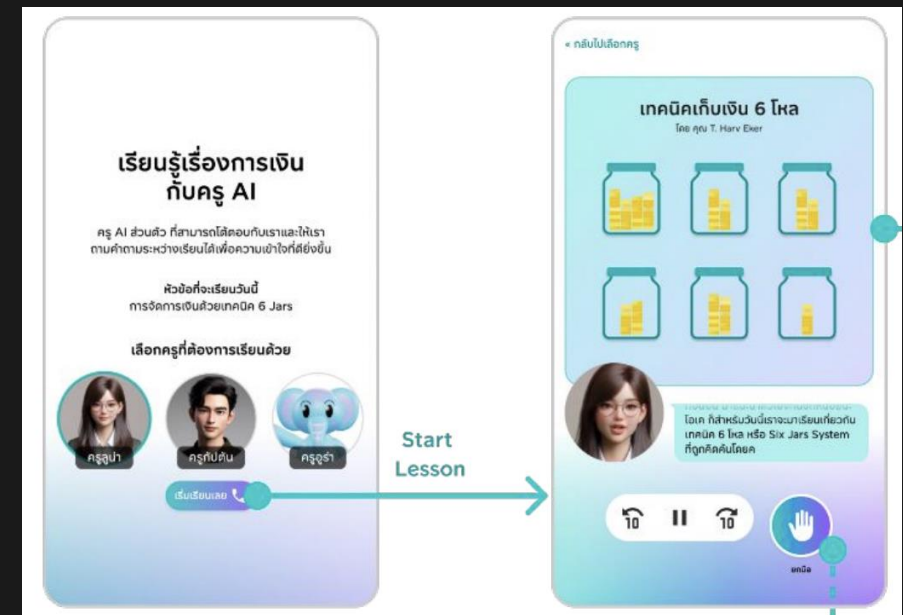


# AI Use Cases : New Product Innovation

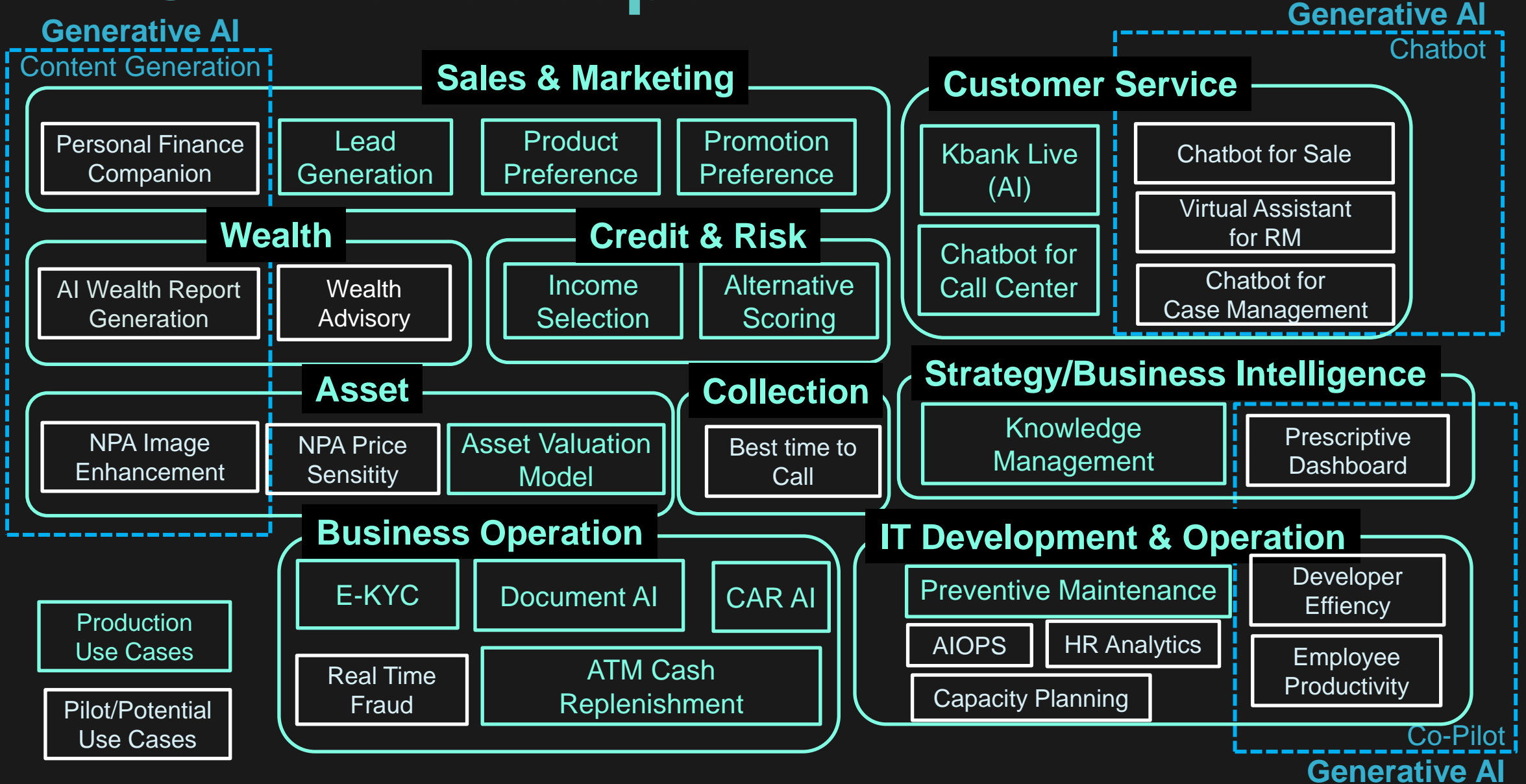
## Virtual Human Motivator



## Virtual Coach



# KBTG AI Landscape





# KBTG AI VISION 2025

## Augmented AI

Uplift Marketing Conversion  
4x, creating XX+ Bn Bth



AI Chatbots to save 300k  
hours per year



## Trustworthy AI

AI Principles & Governance



Privacy Tech



## Inclusive AI

AI Literacy for everyone



KBTG Tech Kampus &  
University Degree ++

TECH  
KAMPUS

NECTEC

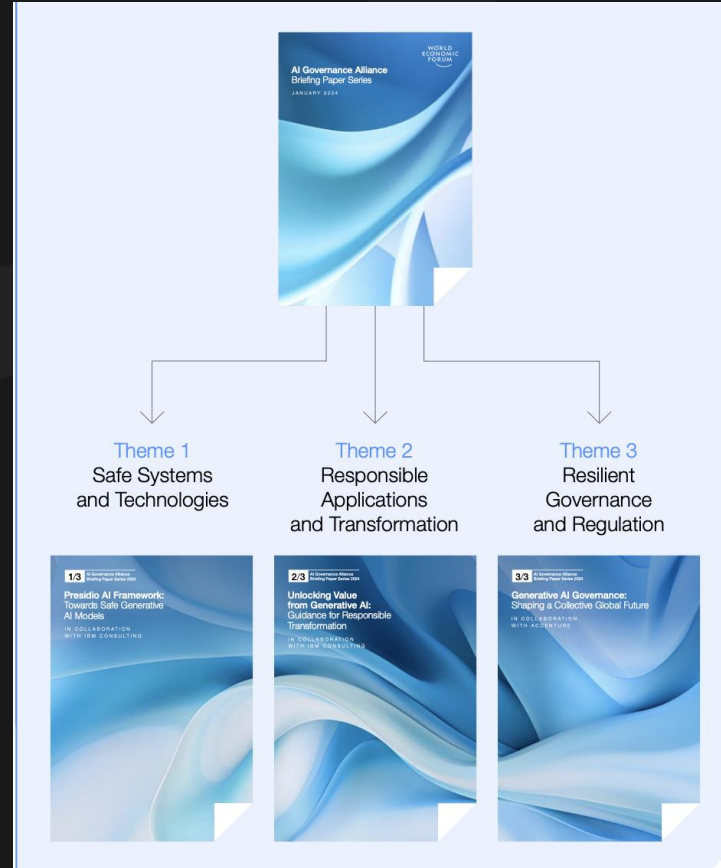


# AI Governance Guideline & Standard

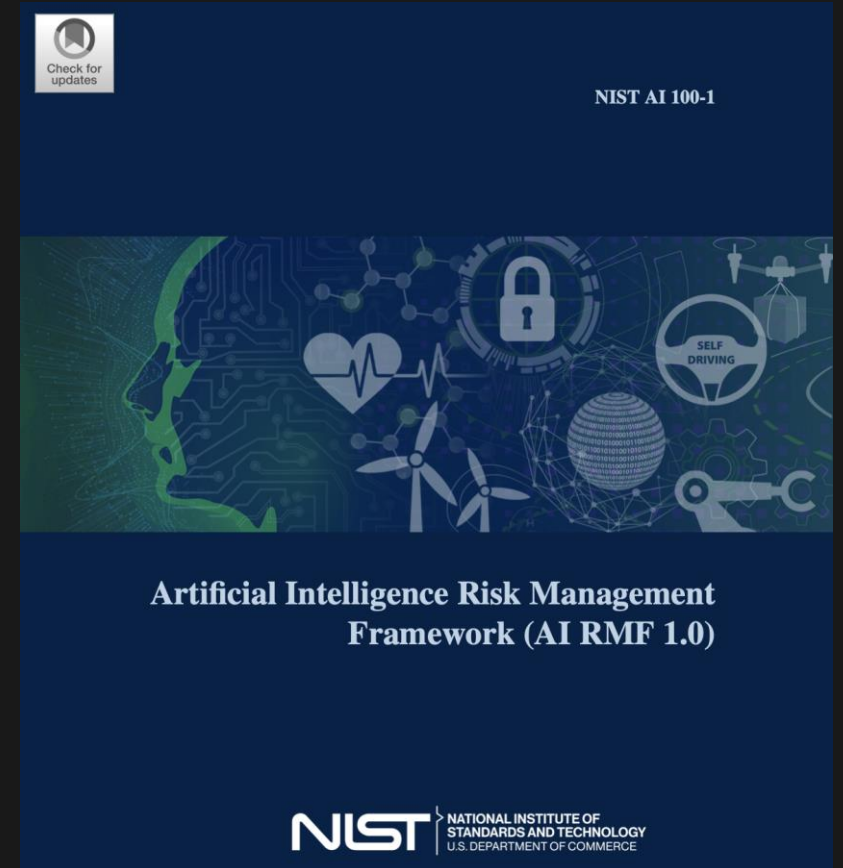
KBTG



AI Governance Guideline  
by ETDA



AI Governance Alliance  
by WEF



Artificial Intelligence Risk Management  
Framework by NIST

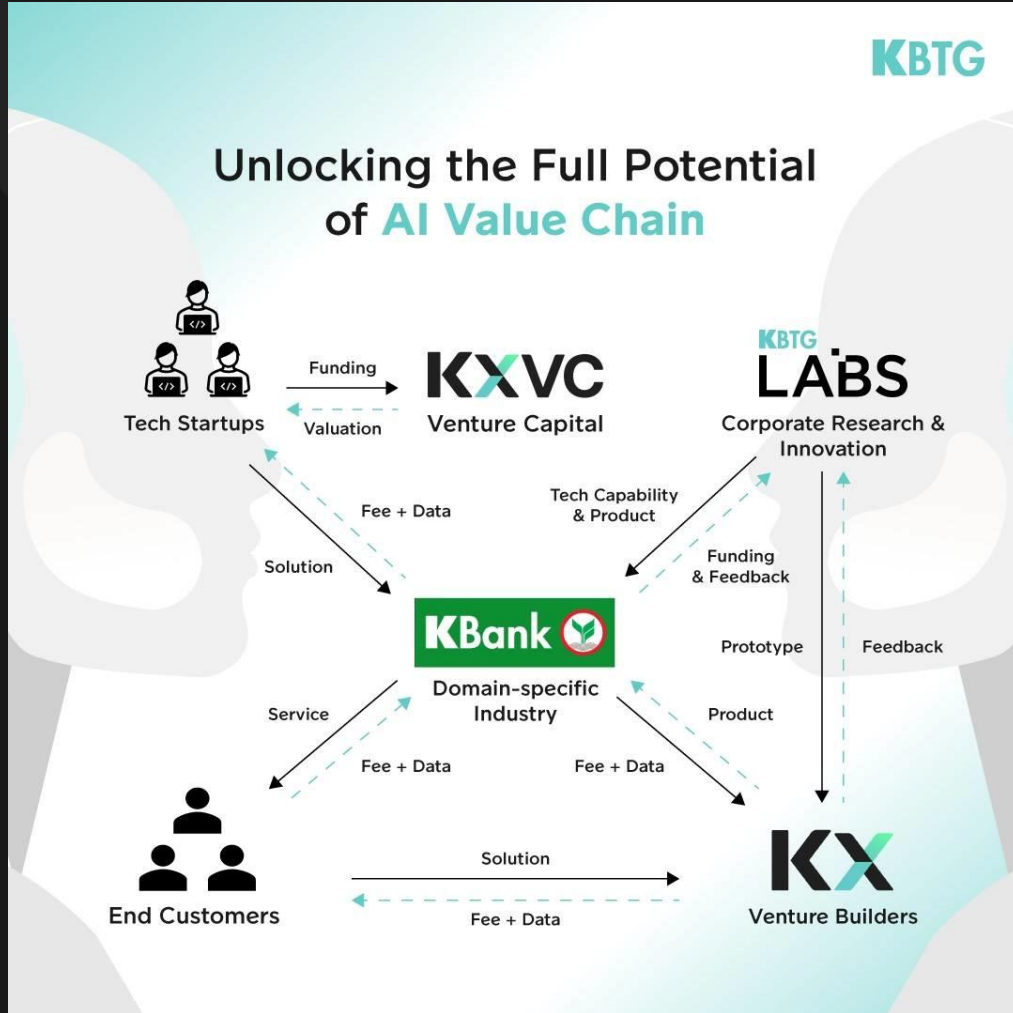
# AI Governance Framework : Example



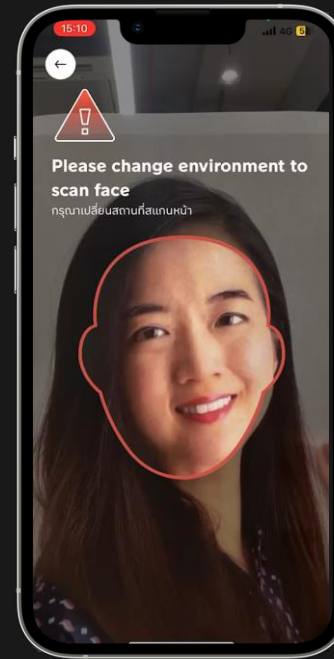


# AI Ecosystem can Lead Thailand to World-class AI

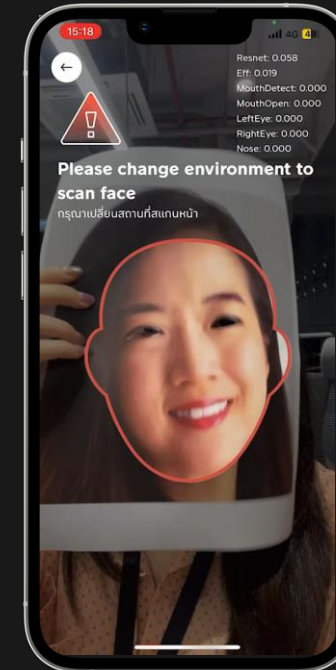
# KBTG



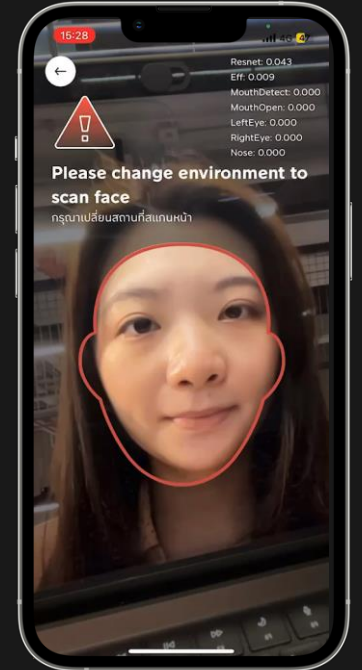
Image



Paper Mask



Video replay



Empower your business with AI





Empower your business with AI

## Verification Solution

Experience the convenience of verifying users faster than ever before.



9:41

Hello,  
Welcome to AINU



Face Liveness  
Video Fraud  
Detection



Thai ID OCR  
Converts Thai ID  
card to Text



Face compare  
Match Face to  
Thai ID Card



Stay tuned  
More features coming  
soon..

9:41



Look straight ahead

กรุณามองตรงและนิ่ง

# De-risking Digital Onboarding

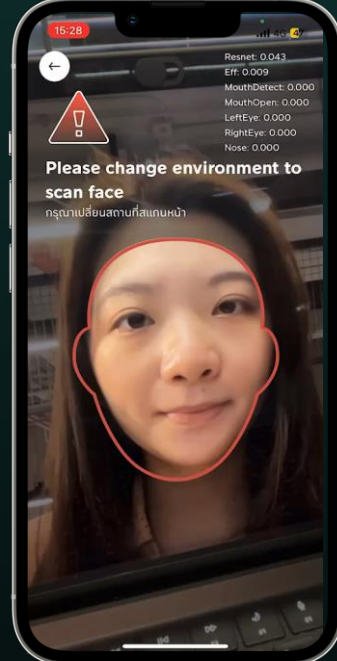
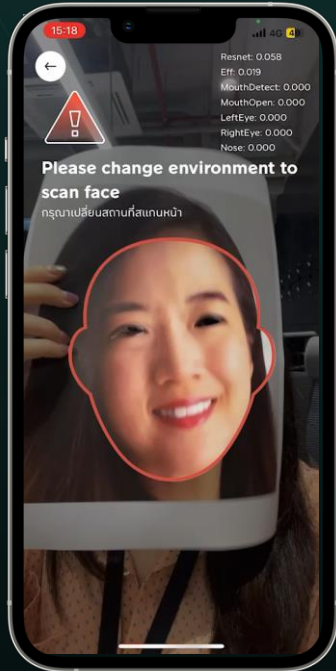
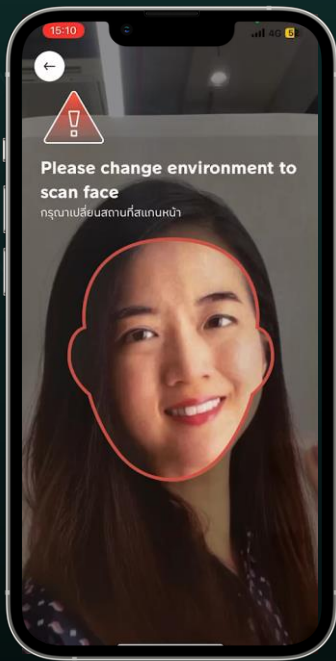


Tested by iBeta, and is compliant with ISO 30107-3

Image

Paper Mask

Video replay



## Liveness Detection AI

- Photo
- Video replay
- Deep fake video
- Paper mask (2D)
- 3D mask

