



BANK OF THAILAND NEWS

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Bank of Thailand extending information service through Interactive Voice Response (IVR)

Mrs. Thanya Suraswadee, Senior Director, Public Information Office, Information and Public Relations Group, Bank of Thailand (BOT), announced recently that “Since the beginning of the year 2001, BOT has extended its information service incorporating the Stock Exchange of Thailand (SET) Index information through the IVR system; moreover, the IVR telephone lines have been expanded from 30 to 48 lines in order to facilitate the customer service and to speed up BOT's entire public information system”.

BOT's IVR service was launched on August 5, 1999 with 30 phone lines. The service is 24 hours and bears the telephone number 283 - 6789. The service has been so popular that the number of users increased rapidly from 864 calls in August 1999 to 17,832 calls in December 2000, a 21-fold increase. In the year 2000, there were 144,000 calls in total, or an average of 9,600 calls per month. In order to increase the IVR customer satisfaction and convenience, the BOT, therefore, has increased the phone lines to 48 lines since the end of November 2000.

Furthermore, by cooperating with the SET and Reuters, the BOT also has provided the transaction information of SET through the IVR system since the beginning of January 2001. The main objective of this additional service is aimed to develop the domestic capital market as well as to help the investors in managing their businesses.

The publicized SET information includes the SET Index, SET 50 Index, sectorial indices, and market overview, the information of which has changed every 5 minutes. Apart from this, the almost 400 quotations are publicized at the end of every trading session, for instance the closed, changed, high and low price as well as volume and value.

The IVR system continues to contain the financial and economic information, including FOREX, Indicative Rate of Baht compared with other major currencies - this is hooked with the Reuters' information system and it is updated automatically every 10 minutes. There are also information on the exchange rates of the last 8 years, interest rates, economic statistics, implementation of monetary policy, financial institutions, debt restructuring, BOT press releases, financial laws and regulations, Thai bank notes, payment system, and other information about the BOT.

Following is the instruction for using the BOT information service as well as the usage of the IVR's manual.

Telephone number (48 lines all 24 hours)

a. In Bangkok, dial 283-6789 in case of dialing from other provinces, dial prefix area code (02).

b. In Chiang Mai, dial 931-000 in case of dialing from other provinces, dial prefix area code (053) and then follow by 6789.

c. In Songkla, dial 236-200 in case of dialing from other provinces, dial prefix area code (074) and then follow by 6789.

d. In Khon Kaen, dial 241-840-6 in case of dialing from other provinces, dial prefix number area code (043) and then follow by 6789.

To obtain an IVR's manual

Those who are interested in getting the IVR's manual can contact the Public Information Office, ground floor, BOT's headquarters, Bangkhunphrom or dial 283-6789 and follow by dial *8500, for the financial and economic data. Dial *8501 for SET information.

The IVR instruction is also available on the BOT web site at www.bot.or.th under the IVR 283-6789 sub-heading.

Bank of Thailand

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