



16 JUN, 2020

Service the tipping point for Sansiri real estate

Bangkok Post, Thailand

Page 1 of 1

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“ **Leading real estate developer joins hands with Plus to upgrade service with ‘Hailing Safety’ front and centre in consumer minds.** ”

Sansiri PCL has announced it is rolling out LIV-24 to 60 projects within 2020 while partnering six security firms in realising a new security standard.

“Sansiri has proceeded to expand its prowess by implementing its Made for Life...Made for Everyone strategy, which aims to create a more approachable image for the brand and position Sansiri as the brand accessible to everyone,” explained **Mr. Uthai Uthaisangsuk, Chief Operating Officer.**

“Sansiri strives to deliver more expansive residential lifestyles and has laid out important tactics that respond to the demands of clients.”

“Product-wise, Sansiri is committed to developing quality residential projects that provide the solutions to diverse requirements. It also seeks to apply its “Made for You” concept that places customers at the heart of the company’s thinking and reasoning. The upshot is “Sansiri Service” answering demands and ensuring a good life for every customer profile.”

In the latest development, **Sansiri Security System** has been upgraded to as 360° security architecture. Intensive security for customers has been achieved by drawing on the knowledge and experience of specialist personnel coupled with cutting-edge safety innovations and technologies.

One of the components of the system, **LIV – 24** technology enables full suite management of security oversight and building

services engineering in real time and around the clock.

It’s the first time the technology has been deployed within the Thai real estate circle and the intention is to expand on the system and bring it into use at 60 PLUS-administered projects nationwide, from 33 currently.

At the same time, advanced security-related technology has been implemented under the “**Security Tech**” concept. In addition, “**Security Guard**” personnel vigilantly maintain safety and conduct patrols.

Concurrently, safety specialists trained on “**Sansiri Security Inspection**” (SSI) concept and who meet high professional standards are placed on duty.

PLUS is tasked with controlling and managing the entirety of the Security System so residents are assured of full implementation of Sansiri’s 360° security enabling them to enjoy contemporary living to the fullest.

Ms. Suwannee Mahanarongchai, Deputy Managing Director, Business Strategies and Asset Management, Plus Property Company Limited, the full-service professional property and facility management agency, said, “PLUS and Sansiri are aware of the importance of safety at residential properties and have been continually making improvements to the security services. Most recently, **Sansiri Security System has been upgraded to a 360° security standard.** PLUS is prioritising this initiative in its management of residential properties”

Sansiri is pursuing the new security standard by driving its two main core instruments:

1. Personnel who are knowledgeable, skilled and experienced.

To this end, PLUS selected highly proficient personnel and continually develops their competency so they possess well-rounded

skills and are able to grow alongside the organisation in the long term.

Recently, PLUS created a new standard for the Property Management business by partnering with specialist allies that comprise six exclusive partners. It is the first time this has been attempted in the Thai property sector. The partners include Bodyguard Strongman, Prasit Guard, PGS Service, Rich Security Guard, V.P.C Inter Group, and Intent Security Guard (Thailand). The aim is to create assurance and reinforce the confidence of residents living at PLUS-managed projects in the long term.

Before each security guard team from any of the six partners is placed on duty at any community, its members must undergo training until they pass the standard designated by Sansiri and PLUS. In addition, the guards must undertake extra training from the Sansiri Security Inspection (SSI) team in order to augment the scope of their duty-related skills. The extra training includes aquatic rescue, reptile capture, firefighting and a first aid course delivered by The Thai Red Cross Society.

Confidence is enhanced by knowing that the teams are coached by the SSI team, whose members are professionals have completed level 4 training from the Thailand Professional Qualification Institute (Public Organisation) which is the highest level.

“Teams from all six partners have already been deployed to handle security at 43 projects, and the aim is to expand this collaboration to encompass every project administered by PLUS. There is also a plan to procure more specialist companies as PLUS partners.

2. Security innovations and technology that are efficient.

Every Sansiri project makes early use of safety technologies and the Sansiri Security System, starting at the development phase of each project so as to deliver safety in all dimensions of living.

PLUS had the role of being the operator who utilise these technologies in maintaining security at projects after sale has completed.

Sansiri and PLUS have also been continuously building on the existing security system, for example by launching the LIV-24 monitoring and command centre for safety and building services engineering that operates in real time and around the clock. Features continue to be developed in order to increase the scope of care to better respond to the demands of residents.

The Home Service Application continues to receive new features, with the latest addition being a Visitor Pass feature that enables residents to register their visitors before arrival and allows the latter to enter the project using a touchless approach. The new addition responds to both the physical and the hygiene aspects of safety requirements, and contributes to improving the level of security delivery.