Your **Innovation**

Is Our **Pride**

At IM Impower, every project is a **meticulously crafted** masterpiece. We approach each task with the dedication and precision, ensuring top-quality results for our clients.

We are **business and objective-oriented**, always thinking like owners to align our efforts with your goals. Our belief in **innovation** drives us to unlock **growth and scalability** for your business.

We strive to be an integral part of your journey, using cutting-edge technology to propel your success. At IM Impower, your **innovation is our pride, and your growth is our mission.**

IM IMPOWER Co., Ltd.

Contact Details:

- **Email:** officemanager@imimpowerconsulting.com
- **Phone:** +6681-666-8903
- **Book a Free Discovery Call:** Schedule here

Follow Us On:

- **Facebook:** www.facebook.com/impowercompany
- **Website:** www.imimpower.com

Please feel free to reach out to us via email or phone, and don't hesitate to book a free discovery call to learn more about how we can empower your business.
Connect with us on social media and visit our website for more information.

W

We embarked on our journey as consultants for large corporations, engaging with numerous executives, managers, and fellow consultants. It was during these interactions that we identified the knowledge gap between management and execution, particularly in the realm of technology.

Many IT solution providers solely offer tools or software as a service. While they excel at execution, they often lack managerial vision. Simultaneously, numerous management consultants excel at crafting impressive strategies in their polished PowerPoint presentations, but these strategies are seldom executed.

We are here to bridge these gaps and genuinely propel your business forward
with our expertise in both consulting and execution.

Everyone can DREAM BIG, and each dream deserves to be IMPOWERED by technology, whether you belong to a startup, an SME, a family business, a university, or a large corporation. Let us IMPOWER you today!

Our Clients
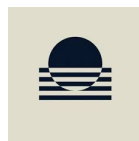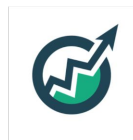
The Team

A Unique Fusion of Talents

Core Team

JOE APIWIT PUANGSRICHARERN

Founder and Managing Director,
IM IMPOWER Co. Ltd.

"Transforming tech firms with over a decade of consumer insight expertise, pioneering AI strategies, and proven leadership in scaling businesses in Thailand"

Strategist in Scaling and Automation: Pioneered effective scaling strategies and AI solutions for firms in Thailand and SEA.

Expert in Consumer Insights: Over 10 years of experience in IT and tech product insights, driving data-driven strategies.

Transformational Leadership: Former consultant with a proven track record of business transformation and operational excellence.

Core Team

The1 | **CENTRAL RETAIL** | **LINE** | **GE Capital**

agoda | **THOMSON REUTERS**

TANIYA TRIWATANA

CRM Strategist

"Renowned loyalty programs strategist with over 15 years of experience driving successful loyalty initiatives at The One, Central Retail, LINE, and Agoda."

Expert in Loyalty Programs: Extensive experience in developing and managing loyalty programs that enhance customer retention and engagement.

Proven Track Record: Successfully launched and managed loyalty programs for global companies, increasing user engagement and revenue.

Strategic Innovator: Creator of reward systems that keep customers coming back, delivering tangible benefits and driving business growth.

Core Team

K-Lab   neuromatch

VISTEC   AI BUILDERS

TITIPAT ACHAKULVISUT, Ph.D.

Managing Partner and Lead Scientist

"University of Pennsylvania-trained AI expert revolutionizing practical AI and large language models."

Pioneering AI Expertise: AI scientist and professor at Mahidol University, renowned for his groundbreaking research at the University of Pennsylvania.

Practical AI and LLM Specialist: World-class experience in developing practical AI solutions and expertise in large language models.

Frontline Researcher: Leading frontier AI research with a global impact, driving advancements in the field.

Core Team

YODYOD WONGPIM

Project Manager & Consultant

" Versatile leader with cross-industry expertise, driving innovative AI and emerging technology projects, and developing high-performing teams."

Cross-Industry Expertise: Experience across various industries, bringing a wealth of knowledge and versatility.
Leadership in Innovation: Spearheaded cutting-edge projects integrating AI and emerging technologies to deliver innovative solutions.
Team Development: Exceptional skills in mentoring and developing high-performing teams.
Client Relationship Management: Strong track record in building and maintaining long-term client relationships.

Core Team

NUTCHAPOL KITSATHAN

Lead Developer

"Former Krungsri Bank developer with expertise in scalable app development, full-stack frameworks, and UX/UI design driven by business and customer insights."

Expert in Scalable App Development: Proven experience in developing robust, scalable applications with expertise in both front-end and back-end frameworks.

Full-Stack Proficiency: Comprehensive skills in multiple frameworks, ensuring seamless integration and functionality across the entire tech stack.

UX/UI Design Specialist: Skilled in creating user-centered designs that enhance user experience, driven by deep business and customer insights.

Core Team

SURACHET YUKTIRATNA

Machine Learning Engineer & Educator

"Accomplished ML engineer and educator with expertise in scalable AI solutions, practical prompt engineering, and multidisciplinary AI applications."

Scalable AI and ML Solutions Expert: Proven experience in developing robust, scalable AI and ML solutions tailored for various industries.

Versatile ML Expertise: Proficient in multiple AI domains including NLP, signal processing, computer vision, and more, with applications across e-commerce, medical, engineering, and materials industries.

Educator and Workshop Leader: Experienced in coaching and conducting workshops in collaboration with renowned universities like Mahidol, bringing practical and theoretical knowledge to aspiring ML professionals.

Our Solutions

Our Solutions

Funnel Hack

"Your Entire Sales Army"
Automate your entire sales process, from initial contact to payment collection. Increase efficiency and maximize revenue effortlessly.

CRM Automation

"Your Automated Customer Relationship Builder"
Streamline customer interactions and data management. Enhance satisfaction and retention without the manual effort.

Influencer Campaign Automation

"Your Influencer Engagement Specialist"
Automate influencer identification, collaboration, and tracking. Boost brand visibility and engagement with minimal effort.

Company's Knowledge AI

"Your personal Jarvis"
Get instant, precise answers from your custom knowledge base with AI Insight. Seamlessly integrated with your documents and databases, it acts as your personal curator, making information retrieval effortless.

Booking Software for Hotel and Tour

"Seamless Booking Solution"
Manage hotel bookings and activities with flexible software. Enhance efficiency and boost guest satisfaction seamlessly.

Consulting & Custom Software Solution

"Your Custom Innovation Partner"
Build custom AI solutions tailored to save you time and make you more money. Achieve your business goals with precision.

Funnel Hack

Why Funnel Hack?

This Solution is for You If...

- **Hiring and Training New Sales Staff is a Nightmare**

- **Drowning in Leads with Not Enough Hands**

- **Spending Too Much on Sales Salaries**

Sales Funnel Automation

AI Chatbot

"Boost Sales and Capture Every Lead"

Maximize your sales with our AI chatbot. Deliver instant, personalized responses, **reduce missed lead**s, and **close deals faster**. Ensure every potential customer feels valued from the start.

Lead Management

"Effortless Sales Automation for Higher Revenue"

Automate follow-ups, schedule appointments, and process payments effortlessly. Maintain consistent communication, **boost conversion rates**, and **drive revenue growth**.

Lead Information Capture

"Focus on High-Potential Prospects for Maximum Profit"

Gain deep insights into lead intent and prioritize top prospects with advanced lead capture and scoring. Ensure your sales team targets the **most promising opportunities.**

Sales Funnel Automation

Your 24/7 Sales team
A virtual sales assistant available around the clock, ensuring no lead is missed and every inquiry gets a timely response.

›1000x faster response time
Instant responses to customer inquiries, dramatically improving engagement and satisfaction.

Increase conversion rates by more than 50%
Automated follow-ups and seamless lead nurturing result in significantly higher conversion rates.
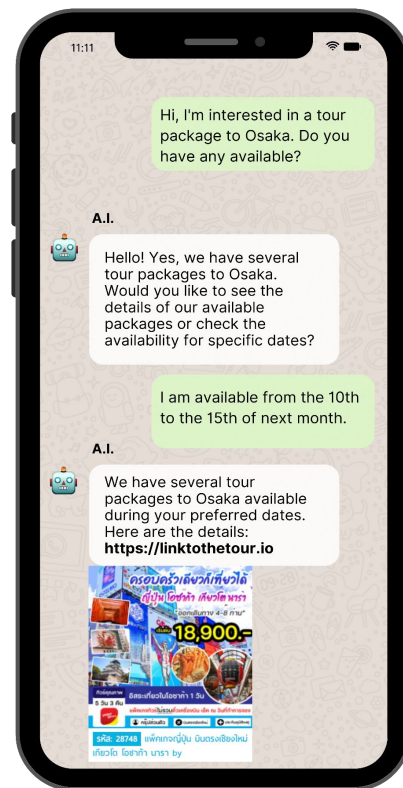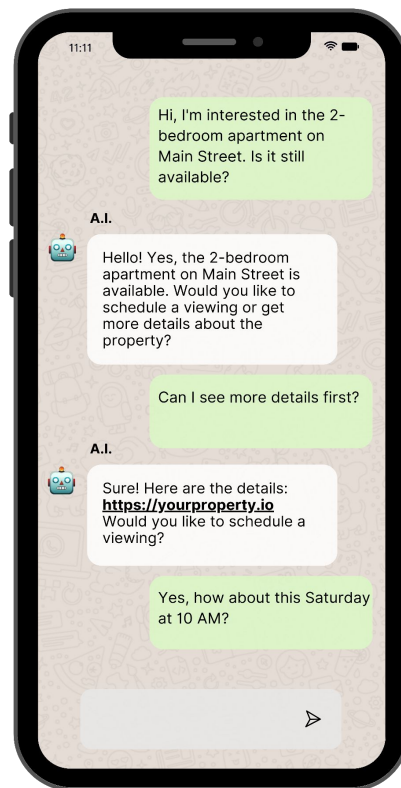
CRM
Automation

Why CRM Automation?

This Solution is for You If...

- **Struggling to track repeat purchases and identify your top customers**

- **Difficulty Mapping and Identifying Customers Across Platforms**

- **Building Customer Loyalty is Tough**

CRM Automation

Customer Data Platform

"Unlock 360-Degree Customer Insights for Better Decisions"

Centralize all customer data for a complete view. Make **informed decisions** and **personalize interactions** based on comprehensive insights.

Personalized Marketing

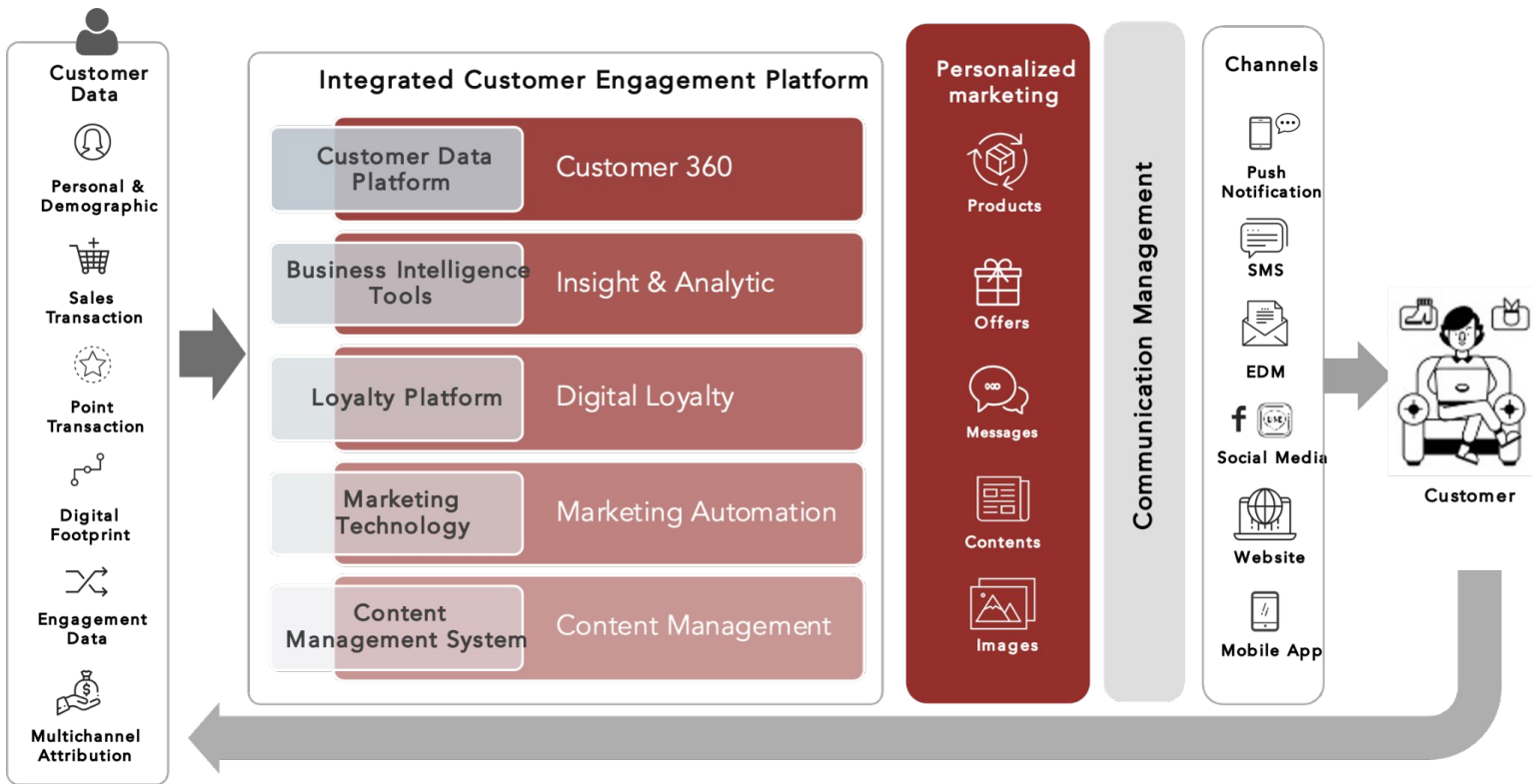"Boost Engagement and Conversions with Personalized Marketing"

Deliver targeted, personalized campaigns based on customer behavior and preferences. **Increase engagement and conversion rates** by addressing each customer's unique needs.

Loyalty Platform

"Drive Loyalty and Repeat Business with Exclusive Rewards"

Implement a rewards system with coins, tiering, and exclusive offers. Encourage repeat business and **enhance customer loyalty** by recognizing and rewarding your best customers.

Integrated Customer Engagement Platform

Customer Data
- Personal & Demographic
- Sales Transaction
- Point Transaction
- Digital Footprint
- Engagement Data
- Multichannel Attribution

Integrated Customer Engagement Platform

Platform	Capability
Customer Data Platform	Customer 360
Business Intelligence Tools	Insight & Analytic
Loyalty Platform	Digital Loyalty
Marketing Technology	Marketing Automation
Content Management System	Content Management

Personalized marketing
- Products
- Offers
- Messages
- Contents
- Images

Communication Management

Channels
- Push Notification
- SMS
- EDM
- Social Media
- Website
- Mobile App

Customer

CRM Automation : Customer 360

Suzy Wu

Total Purchase: $1,345

Average Order Value: $150
Total Orders: 9

Last Purchase Date: June 10, 2024
Preferred Products: Sunscreen, Facial Cleanser

Loyalty Points Earned: 675
Loyalty Tier: Gold Member

Engagement Level: High (Opened 80% of Direct Message, Clicked 50% of links)

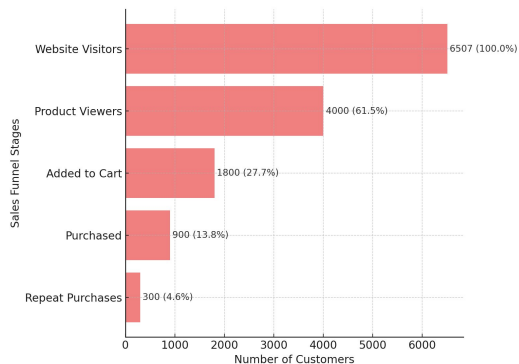**Preferred Communication Channel:** Messenger

Recent Activity:

- Browsed new skincare products on June 15, 2024
- Added items to cart but did not complete purchase on June 12, 2024

Customer Notes:

- Prefers eco-friendly products
- Interested in seasonal promotions and discounts
- Recently inquired about anti-aging products
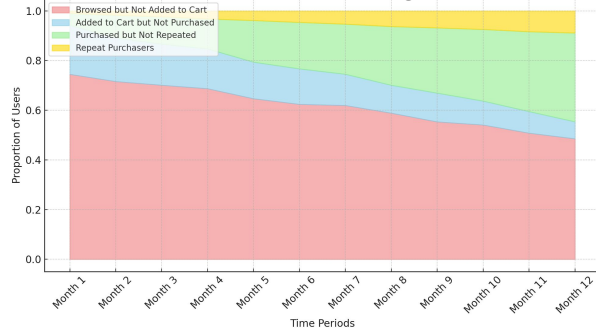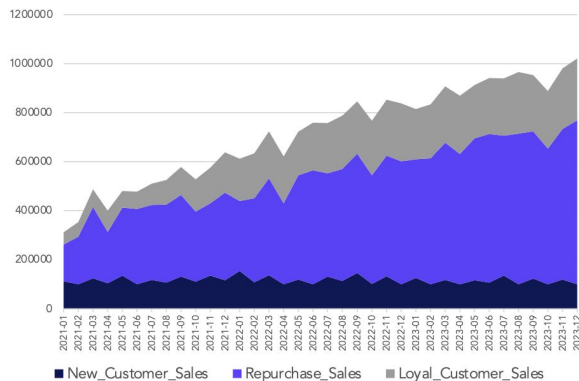
CRM Automation : Dashboard

Funnel Analysis

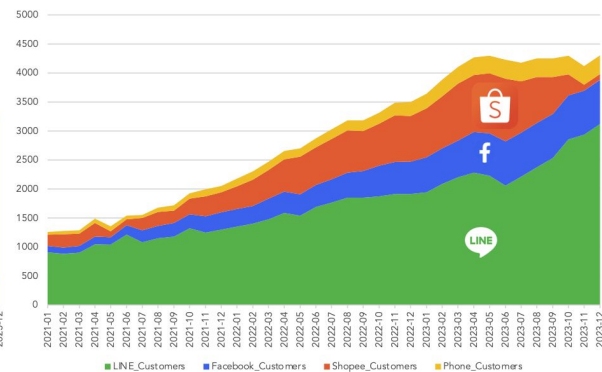| Sales Funnel Stages	Number of Customers
Website Visitors	6507 (100.0%)
Product Viewers	4000 (61.5%)
Added to Cart	1800 (27.7%)
Purchased	900 (13.8%)
Repeat Purchases	300 (4.6%)

Cohort Analysis

- Browsed but Not Added to Cart
- Added to Cart but Not Purchased
- Purchased but Not Repeated
- Repeat Purchasers

Overview Sales Report & Channels Report

Total customer	Monthly repurchase order	Monthly revenue from old customer	Top Fans	Customer Lifetime Value
4,256	426 (10%)	546,790	315 (9%)	5,678 (increase by 7%!)

Sales Breakdown by Customer type

- New_Customer_Sales
- Repurchase_Sales
- Loyal_Customer_Sales

Sales Breakdown by Channel

- LINE_Customers
- Facebook_Customers
- Shopee_Customers
- Phone_Customers

CRM Automation : Customer Management

Total purchase	Likely to repurchase	Points	More

Name	LINE Contact	Total Purchase Amount	Stars	Last Purchase	Province
ประภัทร์สรณ์ พานเกล้า	minty2535	4,125.63	⭐⭐⭐⭐	2022-03-21	กรุงเทพฯ
ยุศรอน นิลเสนา	yusronamy	3,966.09	⭐⭐⭐⭐	2022-02-02	นนทบุรี
ประจิน สันตะวงศ์	pracheenjean	3,314.04	⭐⭐	2023-03-14	ชุมพร
ศุภชัย ทัศนสุทธิ	supachai677	2,653.52	⭐⭐⭐	2021-12-10	พิษณุโลก
เพ็ญพรรษา ธาราธร	ellietop	2,590.99	⭐⭐	2020-09-08	กรุงเทพฯ
อรุณี ไม้แดง	aruneeoffice	2,217.68	⭐⭐	2021-06-08	กรุงเทพฯ
สุพัตร ถนอมมนุษย์	supatrasai	1,768.88	⭐⭐	2022-01-15	กรุงเทพฯ
ศิรินันท์ ทำประดู่	nunsirinun89	1,686.03	⭐⭐	2021-01-25	กรุงเทพฯ
เกียรติก้อง นวลเพ็ง	axe_jazz	1,339.82	⭐⭐⭐⭐	2021-01-12	พระนครศรีอยุธยา
จีรยุทร ธัญเสถียร	jeerayut_thansa	786.11	⭐⭐	2023-03-19	นครศรีธรรมราช

MacBook Pro

Retarget Navigator

Guiding your customer outreach. Segment and understand your customers to craft personalized connections that bring them back.
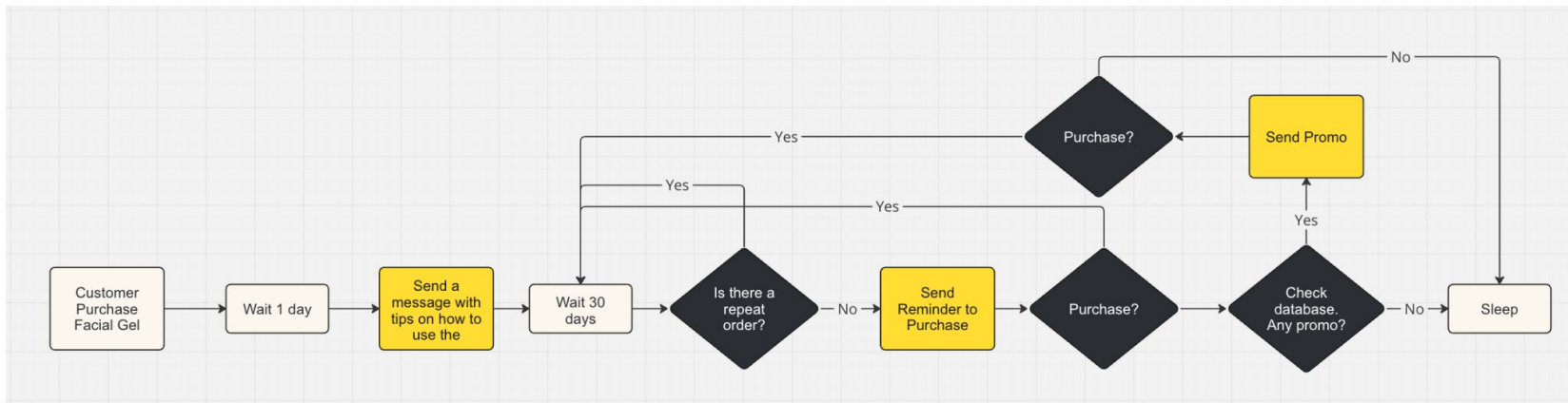
Example : Marketing Automation

Enabling automated & real-time engagement with target customer when specific criteria is met

1 **Define Target**

Target :
- High spending customers
- Never bought accessories

2 **Define Trigger**

Trigger :
- Made Apple products purchase

3 **Define Message**

Message :
- Get 10% off Apple accessories

4 **Define Subsequent Journey**

No response in 7 days

Message :
- Get 12% off Apple accessories
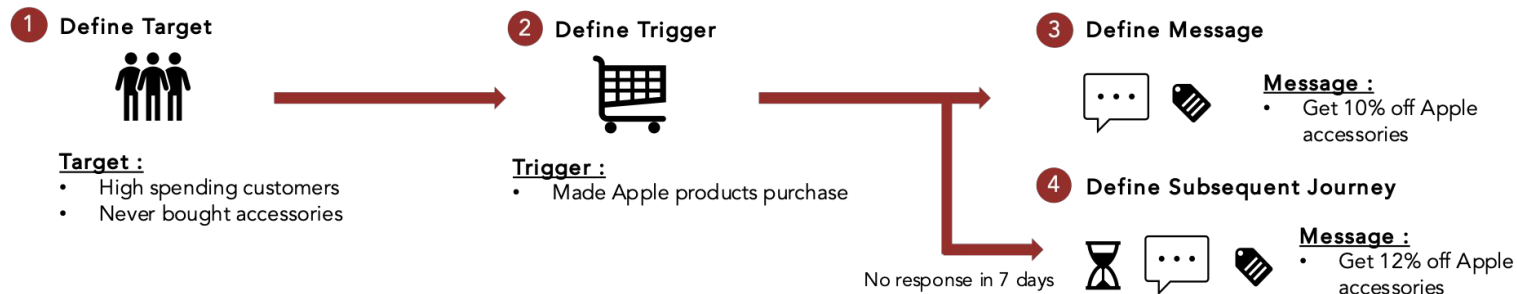
Trigger Mechanics	Description	Key Use Cases
Schedule (date / time)	Send out pre-set communication to target on date & time	•Product launch •Happy Birthday, monthly rewards

Purchase	Send out real-time communication to target audience when make specific purchase including :
	
	•First purchase
	•Accumulate purchase > certain amount
	•> min. purchase/ticket
	    •Specific category, brand, item
	    •At specific location
		•Welcome/Thank you + 2nd purchase offer
		•Cross-sell/ up-sell
		•Acquire new customers in proximity

Non-purchase (Lapsing/ reminder)	Send out communication to target when inactive for a certain duration	•Lapse prevention/ Reactivation •Reminder of available offer •Re-engage target with stronger offer

CRM Automation : Sandbox

Build Your Custom Marketing Loop. Unlock the full potential of your CRM strategy with our CRM Automation Sandbox. Design and implement tailored marketing loops that drive engagement, boost sales, and maximize customer lifetime value.

status `On-going`

cohort size: 3,406 (customers)

duration: 368 days

ROAS: 4.8

Total Revenue Generated from Loop: $ 3,546,790

CLTV: $1,041

CRM Automation : Sandbox

CRM Automation : Sandbox

"From fitting rooms to living rooms: our AI makes fashion and beauty a personalized daily companion, transforming customer needs into their achieved goals."

For example, our client in a skincare brand might offer a personalized daily routine, optimized based on the customer's specific skin type, concerns, and preferences. An AI system can regularly check in with customers, remind them when to apply products, and even notify them when it's time to replenish their stock. It can also offer timely advice on adjusting their routine based on changes in weather, stress levels, or skin condition.

Hey Suzy, don't be fooled by the rain! ☔ UV rays can sneak through. Remember, sunscreen on and keep your skin singing with moisturizer. Stay glowing! ✨

CRM Automation : Consulting Service

Unmatched Expertise:

- 15+ years leading loyalty programs development, programme and product management at Central Retail, LINE, and Agoda.
- Proven track record in driving successful Loyalty Programs for global companies.

Business and Tech Savvy:

- Master at translating business & customer needs into innovative product designs
- Delivers Loyalty & CRM systems that boost customer loyalty and engagement.

Services We Offer:

- Customer Data Centralization: Get a 360-degree view of your customers for smarter decisions.
- Personalized Marketing: Increase engagement with targeted, behavior-based campaigns.
- Loyalty Programs: Create reward systems that keep customers coming back.

Success Stories:

- The 1 Central: Launched group wide VIP program benefiting over 60,000 members.
- LINE: Incubated innovative services to drive user engagement on the platform.
- Agoda: Expanded loyalty partnerships in the travel sector to increase revenue.

Taniya Triwatana
Loyalty Specialist & Consultant

Example : Loyalty Platform
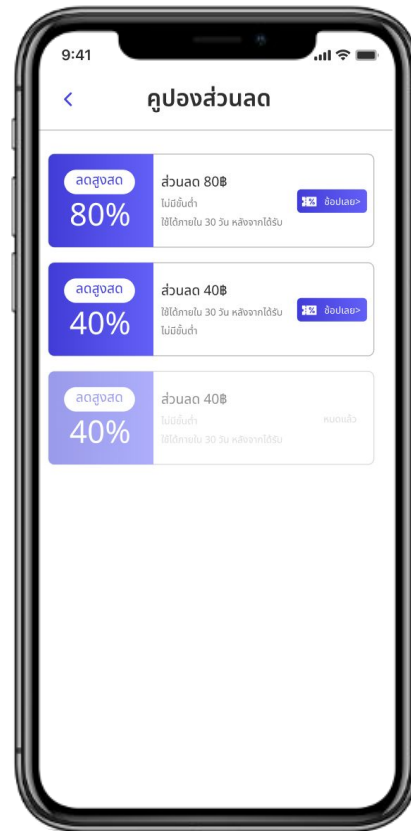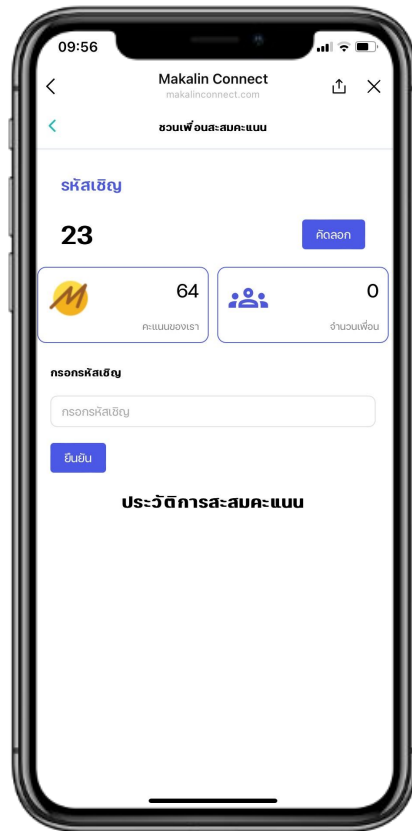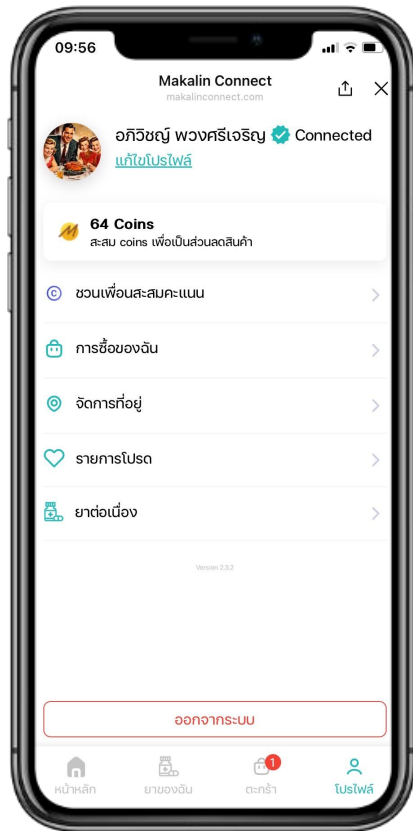
Influencer Campaign Automation

Why Influencer Campaign Automation?

This Solution is for You If...

- ● **Overwhelmed by Manual Outreach and Management**

- ● **Managing Multiple Influencer Relationships is Complex**

- ● **Difficulty in Tracking Campaign Performance**

Influencer campaign automation

Smart Influencer Discovery

"Maximize Campaign Success with AI-Driven Influencer Selection"

Utilize AI to rate and select influencers based on impact, engagement, and audience relevance. Automate the selection process to focus on the most **promising influencers**, **ensuring maximum campaign effectiveness**.

Automated Influencer Content Creation

"Streamline Influencer Partnerships for Maximum Results"

Simplify and automate outreach, deal management, and collaboration with influencers. Ensure **efficient**, **productive partnerships without the manual workload**, driving **superior results**.

Influencer campaign automation

ลุงเด้ง ป้าไก่ กิน เที่ยว ทั่วโลก

Personal blog · Rating · 4.8 (72 reviews) · 217K followers · 7 posts in the last two weeks
รวมรีวิวบอกเล่าประสบการณ์จริง โดยล

Page · Personal blog

รวมรีวิวบอกเล่าประสบการณ์ จริง โดยล

uncledeng.com

217K followers

Most Recent 100 Posts

90% match

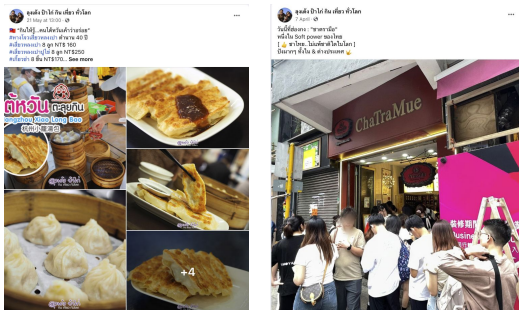Average Engagement - L:66, S:4, C:7 (score 50%)
Average Engagement (Sponsored) - L:66, S:4, C:7 (score 33%)
Average Engagement (Non-Sponsored) - L:66, S:4, C:7 (score 88%)

80% Food   **20%** Travel destination
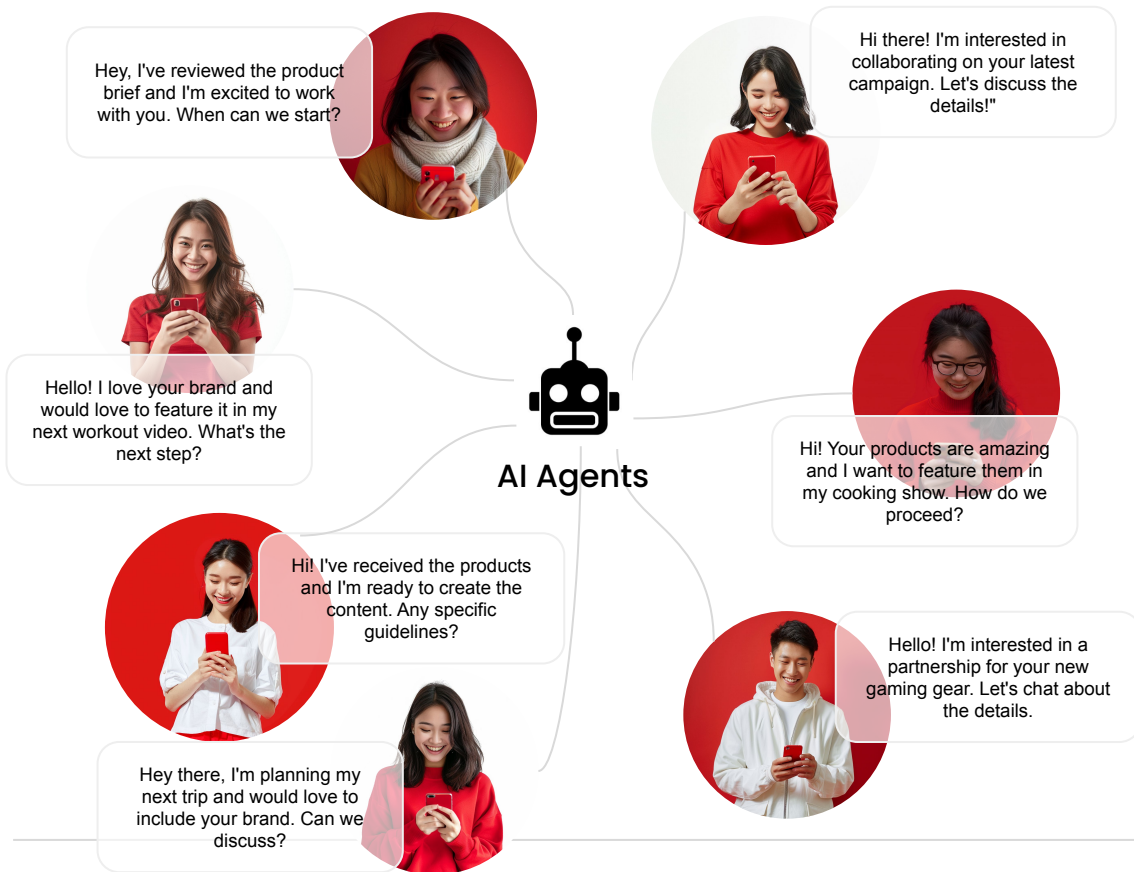
Key Characteristic Posts

Description

Lung Deng and Pa Kai are a famous Thai couple known for their blog about travel and food called "Eat and Travel Around the World." They share their travel and culinary experiences from various places, offering interesting tips and reviews. Their content has gained significant popularity due to its detailed information and engaging storytelling, resulting in a large following on social media platforms. They have become influential figures in Thailand's travel and food community, inspiring many people to explore new destinations and try different cuisines.

Message Now!

Influencer campaign automation

Hey, I've reviewed the product brief and I'm excited to work with you. When can we start?

Hi there! I'm interested in collaborating on your latest campaign. Let's discuss the details!"

Hello! I love your brand and would love to feature it in my next workout video. What's the next step?

AI Agents

Hi! Your products are amazing and I want to feature them in my cooking show. How do we proceed?

Hi! I've received the products and I'm ready to create the content. Any specific guidelines?

Hello! I'm interested in a partnership for your new gaming gear. Let's chat about the details.

Hey there, I'm planning my next trip and would love to include your brand. Can we discuss?

Our AI solution revolutionizes the way you manage influencer collaborations. From cold outreach to lead management and handling influencer incentives, our AI automates the entire process, ensuring seamless and efficient operations.
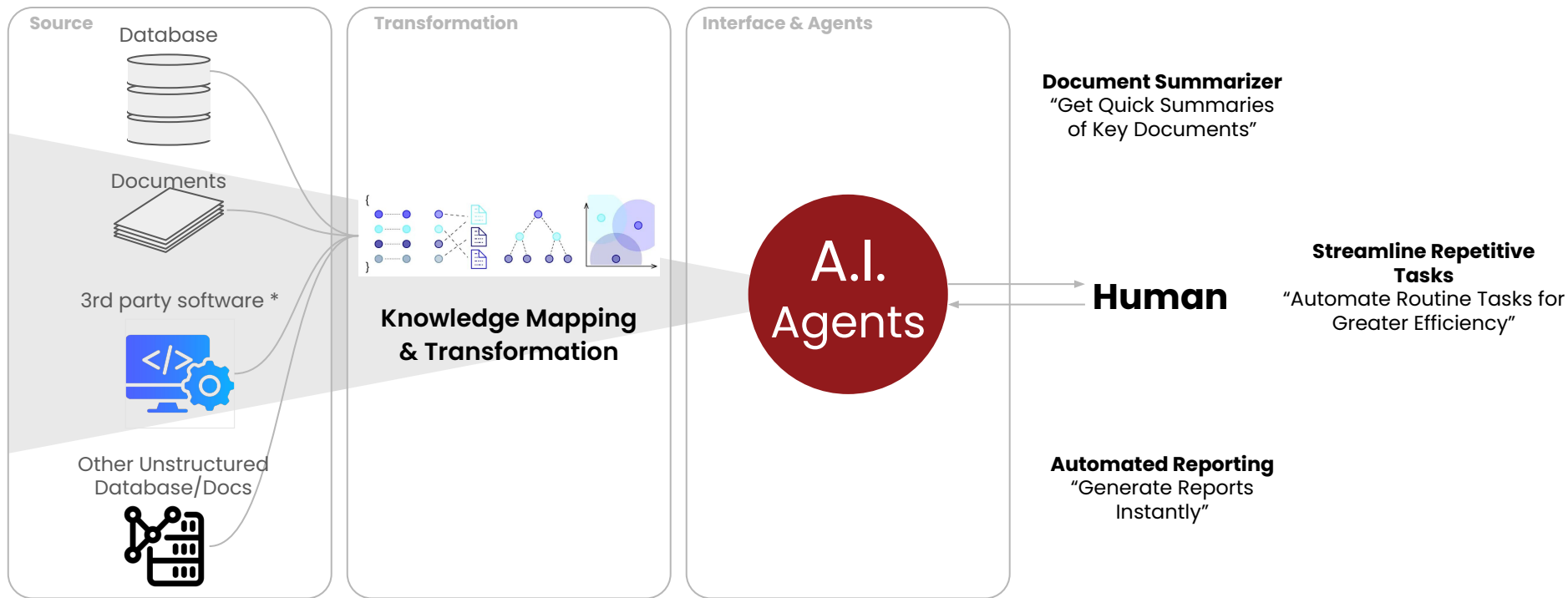
Company's Knowledge AI

Why Company's Knowledge AI?

This Solution is for You If...

- ● **Struggling to Find Information Quickly**

- ● **Wasting Time on Repetitive Queries**

- ● **Need Personalized and Accurate Insights**
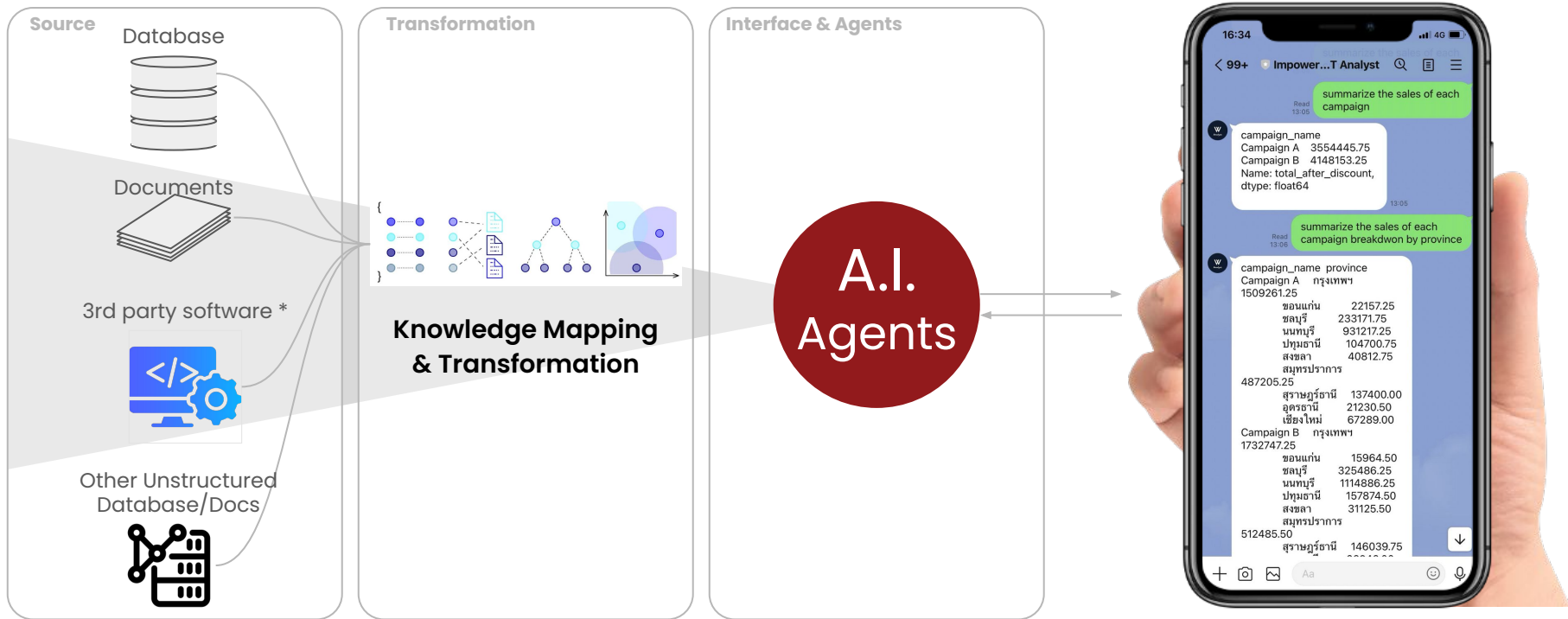
Company's Knowledge AI

Our innovative system empowers you to query your own database using natural language, making data retrieval intuitive and efficient. Acting as your personal Business Analyst, our AI agent assists you in accessing your data anytime, effortlessly transforming complex queries into precise, actionable insights.Trusted by leading brands, our system is already making a difference for companies like Osuka, Vitamins Consulting, and Munnork Private Island and more.

Source

Database

Documents

3rd party software *

Other Unstructured Database/Docs

Transformation

Knowledge Mapping & Transformation

Interface & Agents

A.I. Agents

Human

Document Summarizer
"Get Quick Summaries of Key Documents"

Streamline Repetitive Tasks
"Automate Routine Tasks for Greater Efficiency"

Automated Reporting
"Generate Reports Instantly"

Company's Knowledge AI

"Your Personal 24/7 Business Analyst"

The AI agent can then be connected to any interface, such as a chat application, allowing humans to interact with it and command it to retrieve, analyze, or summarize any aspect of the information in natural language.

Company's Knowledge AI

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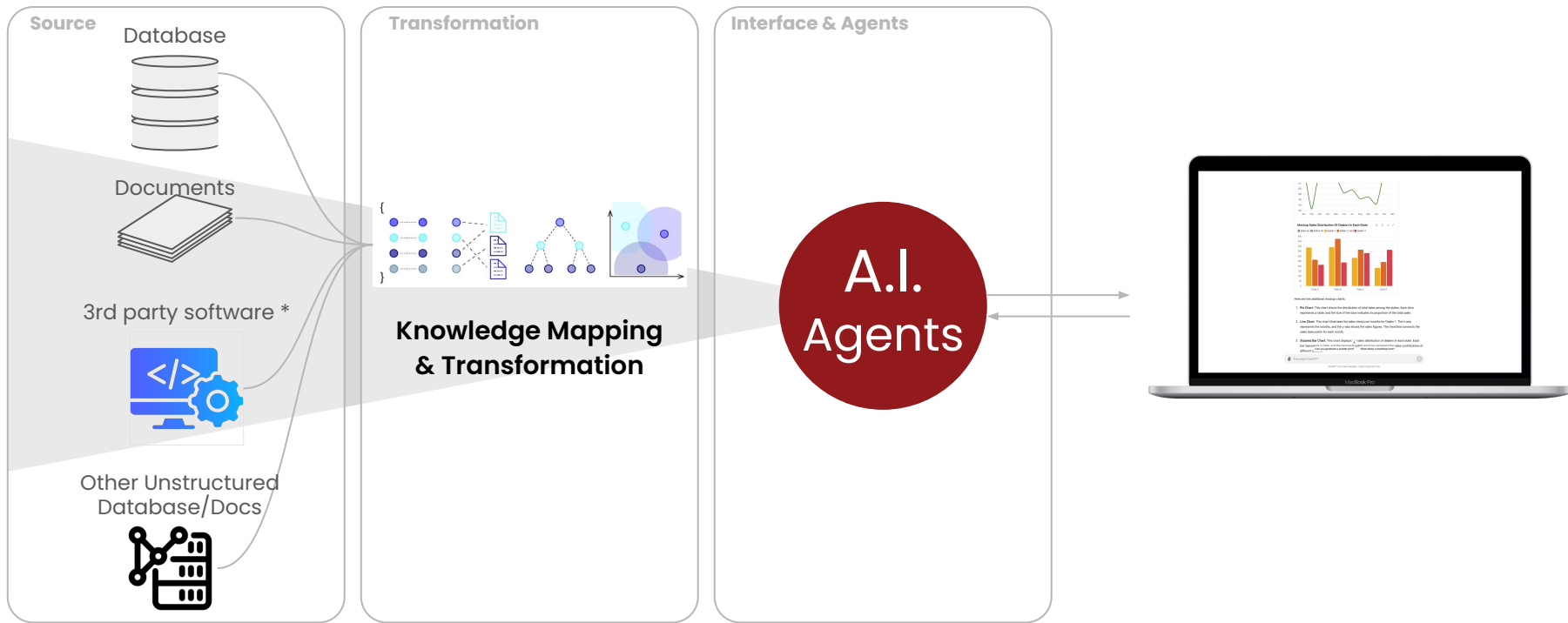
**Booking
Software
for
Hotel & Tour**

Booking Software for Hotel and Tour

Seamless Booking Engine

"Boost Efficiency with Chat App Bookings"

Enable guests to make reservations directly through chat apps seamlessly. Enhance convenience, streamline the booking process, and increase guest satisfaction.

Smart Hotel Chatbot

"Boost Revenue with Real-Time Inventory and Fast Sales"

Connect with guests via chat, provide real-time inventory updates, and facilitate reservations. Automate interactions to close sales quickly, improving efficiency and boosting revenue.

Example of Our Seamless Booking Software

Mobile-first booking experience, both desktop and mobile compatible, seamlessly integrated with chat apps.
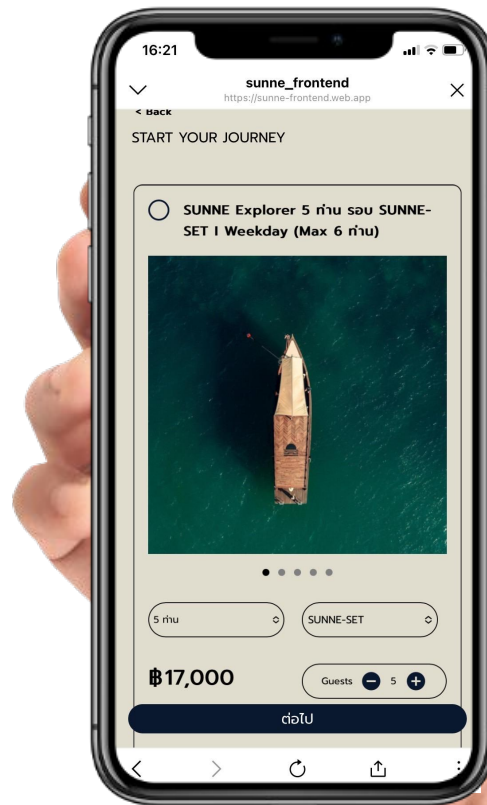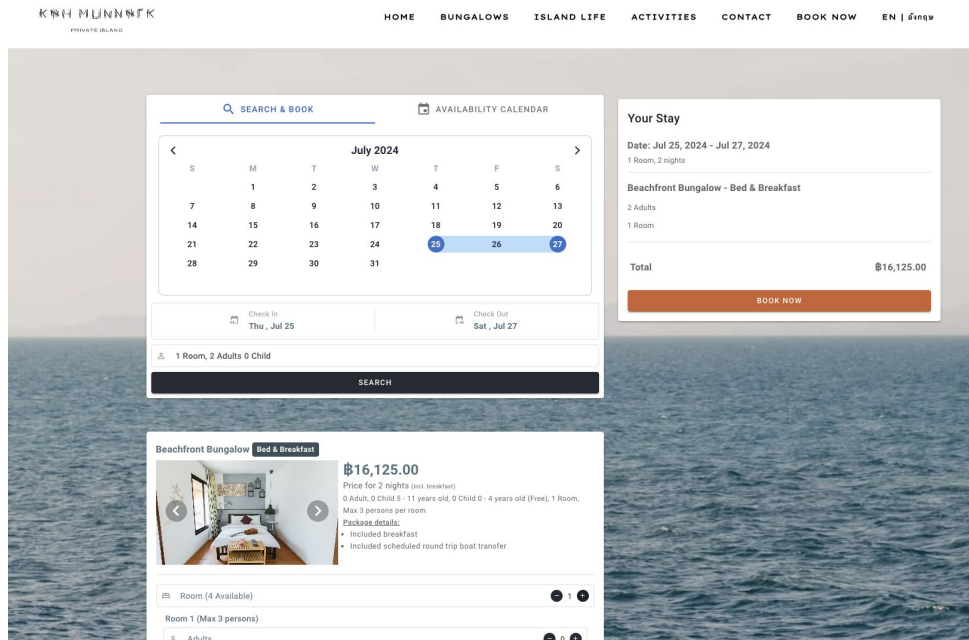
Consulting & Custom Software Solution

Consulting & Custom Software Solution

Tailored Consulting Services

"Achieve Your Business Goals with Expert Guidance"

Receive expert advice and strategies tailored to your specific business needs. Enhance operations, drive growth, and achieve your goals with targeted consulting.

Custom Software Solutions

"Enhance Efficiency with Tailored Software"

Create custom software solutions designed to integrate seamlessly with your business operations. Improve efficiency, streamline processes, and achieve your specific goals with precision.
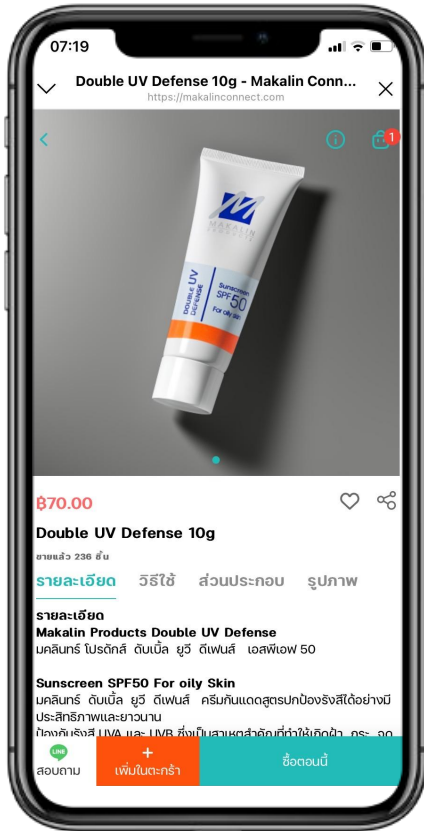
Specialized AI Solutions

"Gain a Competitive Edge with Customized AI"

Implement AI technologies tailored to your unique business requirements. Drive innovation, automate complex tasks, and gain a competitive edge with specialized AI solutions.
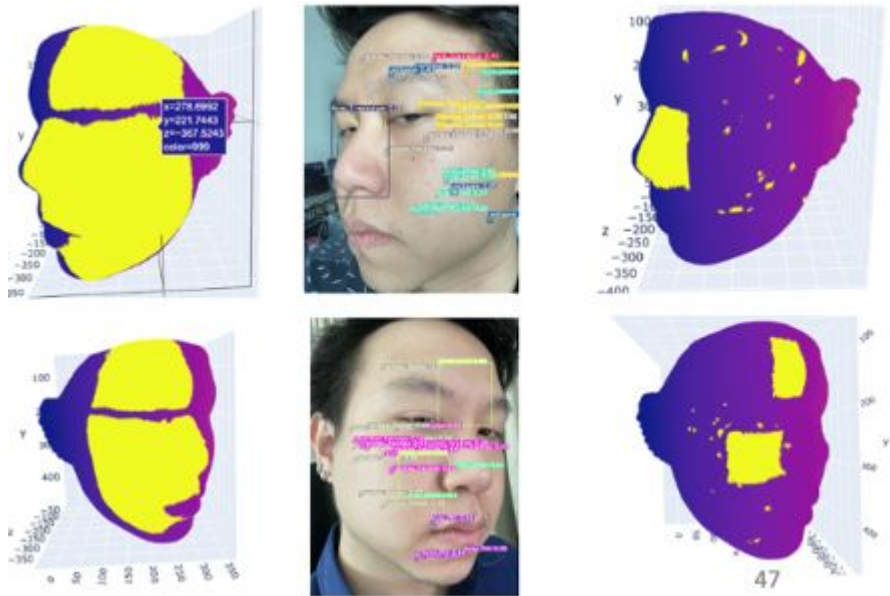
Other
Projects

Mobile-First : E-commerce Website

Smart EHR

Collaboration with Skincare Clinic

Smart EHR is an AI-powered electronic health record program and decision support system designed to enhance the decision-making process and standardize the quality of care in healthcare settings. By incorporating cutting-edge artificial intelligence and data-driven insights, Smart EHR supports medical professionals in making better-informed decisions and providing personalized care.
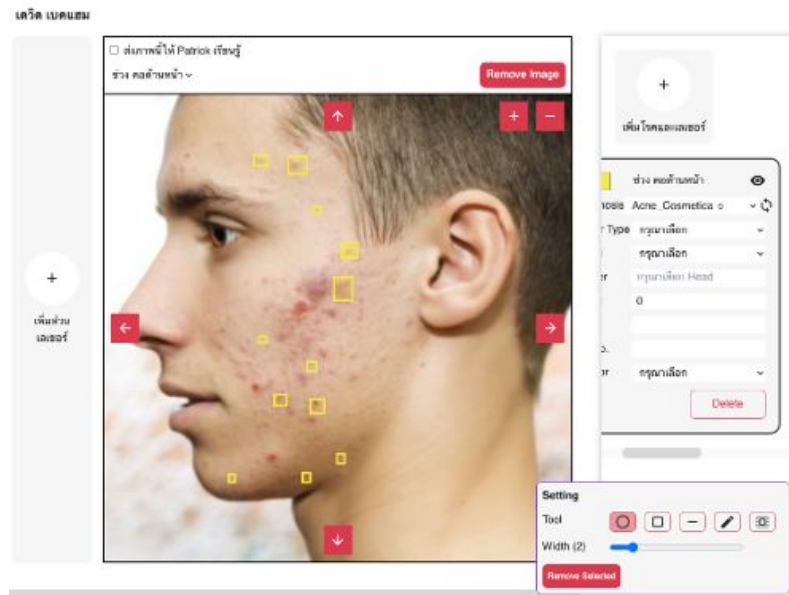

** Please note: The facial image depicted in this photograph is not that of an actual patient, in compliance with the Personal Data Protection Act (PDPA).
The image is sourced from either an online model or a researcher at IM Impower Company.

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Smart EHR is an AI-powered electronic health record program and decision support system designed to enhance the decision-making process and standardize the quality of care in healthcare settings. By incorporating cutting-edge artificial intelligence and data-driven insights, Smart EHR supports medical professionals in making better-informed decisions and providing personalized care.

** Please note: The facial image depicted in this photograph is not that of an actual patient, in compliance with the Personal Data Protection Act (PDPA).
The image is sourced from either an online model or a researcher at IM Impower Company.

AI Doctor : Decision Support System

In collaboration with Chulalongkorn Hospital, we have been working on a project aimed at developing an AI-based diagnostic tool to identify a highly critical and undisclosed disease. The system is designed to classify disease types, which is essential given the severity of the condition and the challenges faced by even experienced ophthalmologists in detecting lesions. The ultimate goal of this project is to deploy the AI solution online, making it accessible to individuals throughout Thailand, particularly those with limited access to large hospitals.

Keratitis AI

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resnet50

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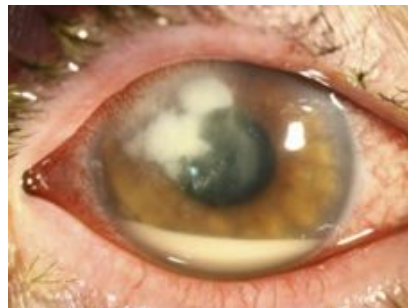Limit 200MB per file • PNG, JPG, JPEG

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1a-fungal.jpeg   29.0KB

AI is processing ...

Medical Data Collection for Research

In another collaborative project with Chulalongkorn Hospital, our team, partnering with At Thai Solution Company Limited and a team of skilled ophthalmologists, in addressing the challenges of retrospective data collection for research purposes. One of the primary obstacles in this process is the heterogeneous nature of the data, originating from various investigator machines, each with its unique format and not designed for seamless exportation or aggregation. Cross-platform data collection can be highly complex and time-consuming.
Our team has been entrusted with the task of transforming this process by enhancing its efficiency and automating it, reducing manual intervention. As we work on this project, we ensure strict adherence to the Personal Data Protection Act (PDPA) protocols to maintain the highest level of data privacy and security.

University Collaboration

In collaboration with Mahidol University, IM Impower proudly co-hosted a hackathon to promote AI innovation and identify top AI talent. This competition focused on applying Generative AI and Large Language Models (LLMs) in business, particularly using Retrieval Augmented Generation (RAG) to enhance customer service efficiency.

Participants developed AI systems to retrieve and process information from extensive databases, providing precise answers to customer inquiries. This approach helps businesses with large inventories automate responses, reduce manual workload, and improve customer satisfaction.

Our hackathon with Mahidol University highlights our commitment to fostering AI innovation and supporting emerging AI scientists, making advanced AI solutions accessible to businesses across Thailand.

Thank
You

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