

# THE IMPROVEMENT OF STUDENT INSURANCE SERVICES.

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## ABSTRACT

Employee insurance training is one of the most essential steps to enhance service quality and enhance the performance effectiveness in campus in terms of student insurance services. Students must be considered as the best customers that expected the high service quality from the campus of Suan Sunandha Rajabhat University. It is imperative for the university to offer new techniques to enhance the quality of student insurance service. Many trainings in this areas in aims not only to reduce cost and time but also to enhance the quality services. The purposes of this research were to examine the training programs of student insurance services of employees who registered for training programs and to suggest ways to improve the employee trainings at Suan Sunandha Rajabhat University that resulted in high service quality in student insurance services. To be able to gain the findings, the qualitative research method was utilized with 30 university staff who had recent experiences with many forms of trainings in Suan Sunandha Rajabhat University. The in-depth interviews were used with sample groups. The findings from with study unveiled that the training covered three important aspects: current knowledge of student insurance, working papers and computer process of student insurance, and pre and post service quality of student insurance services. The majority of the employees, reported after the training, that most of the training method, format, quality, and topics had met with their expectation and helped them to perform a better job with high confidence.

**Keywords:** Student Insurance, Training, Service Quality

## INTRODUCTION

Insurance information and knowledge are significant for students, staff, and faculty members in the campus of Suan Sunandha Rajabhat University. Improvement of information dissipation is very important and is not restricted to only the unit of insurance but to all business units and other departments in the campus. The advantage of improvement can come from many different directions such as changes in the operation of distribution of information and news, and the creativity use of media channels to reach new or existing audiences. Information of insurance is always updated and changes with the results of new laws and regulation, new technology, and new campaigns and marketing of the insurance firms and industry. If it is anything that the insurance staff of can do that everyone else is currently not know but need to know, there must be a channel of urgent reach them such as by setting up big meeting, sending emails, and distributing the newsletters. Sometimes the list of everyone is last and they have a tendency not to focus on the insurance information that they may not have an urgent need to understand now, but later. In this case, the insurance staff need to have an information ready in files and in the computer and ready to distribute to anyone on demand. However, there are certainly high potential of benefits by reorganizing and improving the training of insurance staff in campus which expected to enhance the better services to the three benefiteres of campus insurance: students, staff, and faculty members.

## RESEARCH METHODOLOGY

Insurance service is the modern and expensive services which has been highly and necessary promoted by Suan Sunandha Rajabhat University to be implement in all employees of universities, students, and faculty members to be useful, beneficial, and effective to all various participants of the system. Campus insurance services of Suan Sunandha Rajabhat University is considered as vial system and need to move on to the next level of service quality effectiveness. However, the work process is one of the stable and effective process that had been implemented with the support of top level of management, students, staff, and faculty members in campus. The integrity and equity of insurance services will certainly intensify the success of university management. The insurance services must be constantly improved and promote the understanding in order to keep the image of strong system of prudential and integrity. There are five steps of conducting the study: first was to define the research problems in order to make sure what was the problems and what exactly that we wanted to find out. Second was to set up the research aims and objectives of the investigation. Third was the selection of the method. In this study, it is wise to use the qualitative method to learn from the staff's experiences. Fourth, was to come up with major findings and discussion to ensure the depth of understanding was useful and lead to the next step. Finally was the last step which was to share the findings to those who had direct responsibility of insurance services in campus.



The objectives of this research were to study and to examine the training programs of student insurance services of employees who registered for training programs and to provide suggestive ways to improve the employee trainings at Suan Sunandha Rajabhat University that resulted in high service quality in student insurance services. In order to gain the valuable understanding of the findings, the qualitative research method was utilized with the selection 30 university staff who had recent experiences with many forms of trainings in Suan Sunandha Rajabhat University. The in-depth interviews were used with sample groups. Many observations had conducted and many interviewed had done and good finding helps to understand more insight information.

## FINDINGS

From the focus group, here are six tips for improving the insurance information services. First, it is a fact that most important insurance information is already exist in our campus and in organizations. They exit in the staff that have a direct responsibility. It is vital to know who has direct responsibility for the insurance information and know the meanings of the laws and regulation regarding the application and the benefits of the insurance. It may need the right person to bring the information out fast. Second, good insurance information is not understand easily, it need a trained staff to explain the basic format and may contact with the insurance company as well as university lawyer to discuss in depth case by case. Third, information needs space to store and need channels to distribute the information effectively and regularly. If the benefiter have the easy and direct access to the insurance information, it would be easy for them to manage their case with highly level of satisfaction. Fourth, be prepare for misunderstanding and confusing, this is because the insurance information have been updated all the time and it is not simple to understand the big complexed case. Fifth, there are many fine prints or subtle detailed that may or may not fit with every case, word of mouth information may not perfectly reliable. Plan to seek information and understanding of information from trained staff. Sixth, the service of insurance staff is a university service that need to collaborate with other organizations such as financial office, security office, student services office, and so forth. Therefore, it is important to create the direction and roadmap for effective use of process in campus.

Moreover, the findings from with qualitative method unveiled that there were many useful training for staff who had a direct responsibility for insurance service in campus. The training covered three major aspects: current knowledge of student insurance, working papers and computer process of student insurance, and pre and post service quality of student insurance services. The majority of the respondents who had direct experience providing the insurance services in campus, reported after the training that most of the training method, format, quality, and topics had met with their expectation and helped them to perform a better job with high confidence. In other words, the regular training enhance their knowledge and ability to serve better.

## ACKNOWLEDGEMENTS

I would like to thank Institution of Research and Development, Suan Sunandha Rajabhat University for their financial support. The big thanks also go to the respondents of this survey for their time and their kind sharing of knowledge, experience, and comments. Also, my appreciation goes to Asst. Prof. Dr. Chumpon Rodjam, for his proof reading of this manuscript.

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