

## Executive Summary 2024

Thai Beverage Public Company Limited prioritizes developing services to ensure quality and achieve service user satisfaction. Consequently, the company arranges for an independent evaluation team, recognized for their credibility and reliability, to evaluate service user satisfaction. The results of this survey will be utilized to enhance service, aiming to continuously improve service user satisfaction.

This satisfaction survey has applied the Service Quality Model (SERVQUAL) to evaluate satisfaction across various aspects of service. The Method of Summated Ratings (Likert Scale) was used to measure satisfaction levels. To ensure more precision, the survey scores are set on a 10-point scale (1-10) and then calculated using the weighted average method to accurately present the satisfaction survey results.

The results of the satisfaction survey are interpreted as follows: A score of 1.00 to 2.80 indicates the least dissatisfaction; a score greater than 2.80 to 4.60 indicates dissatisfaction; a score greater than 4.60 to 6.40 indicates satisfaction; a score greater than 6.40 to 8.20 indicates high satisfaction; and a score greater than 8.20 indicates the highest satisfaction.

Thai Beverage Public Company Limited (ThaiBev) conducted a satisfaction survey with the Product Distribution Service Team and the Sales Service Team. The Product Distribution Service Team has been surveying satisfaction with the product distribution of Thai Beverage Logistics Co., Ltd. (TBL) since 2019. Moreover, TBL began including evaluations of TBL-New Customers in 2021 and TBL-Shipping in 2024 to provide a more comprehensive assessment of their product distribution services.

Meanwhile, the Sales Service Team has been conducting surveys since 2020 with Num Yuk Co., Ltd. (Spirit), Chang International Co., Ltd. (Beer), the Sale Support Team (Sale Support), Modern Trade Management Co., Ltd. (MTM), Cash Van Management Co., Ltd. (CVM), and Sermasuk Public Company Limited (Sermasuk). Since 2021, the Sales Service Team has expanded the scope of the satisfaction survey to include Horeca Management Co., Ltd. (Horeca) and Thai Drinks Co., Ltd. (ThaiDrinks) to encompass a wider range of services.

The satisfaction survey of Thai Beverage Public Company Limited in 2024 collected data from 2,585 service users across various areas of Thailand. The results are presented in Table 1.

Business Units	Observations	Satisfaction 2024
TBL	645	9.71
TBL-New Customers	15	9.14
TBL-Shipping	19	9.56
Spirit	264	9.75
Beer	264	9.73
Sale Support	267	9.92
MTM	22	9.54
Horeca	180	9.89
CVM	400	9.84
Sermsuk	400	9.77
ThaiDrinks	109	9.73
ThaiBev	2,585	9.77

**Table 1: Satisfaction survey results of Thai Beverage Public Company Limited in 2024**

Table 1 reveals **ThaiBev's overall evaluation score of 9.77**, indicating that **service users were extremely satisfied with the services they received from ThaiBev**. Additionally, the survey results show that **all business units achieved the highest level of service user satisfaction**. Sale Support had the highest evaluation score at 9.92, while TBL-New Customers had the lowest evaluation score at 9.14. Based on these satisfaction survey results, it can be concluded that **ThaiBev's services generated the highest level of satisfaction among service users, both overall and at the business unit level**.

When comparing the satisfaction survey results from 2018 to 2024, it was found that the results tended to improve, as shown in Table 2.

Business Units	2018	2019	2020	2021	2022	2023	2024
Product Distribution	4.12 (443 Obs)	4.18 (678 Obs)	4.33 (660 Obs)	4.66 (670 Obs)	4.64 (739 Obs)	9.56 (687 Obs)	9.69 (679 Obs)
TBL	4.12	4.18	4.33	4.67	4.64	9.57	9.71
TBL-New Customers	-	-	-	4.29	4.54	8.96	9.14
TBL-Shipping	-	-	-	-	-	-	9.56
Sales	-	-	4.45 (1,677 Obs)	4.77 (1,898 Obs)	4.79 (1,929 Obs)	9.65 (1,905 Obs)	9.80 (1,906 Obs)
Spirit	-	-	4.46	4.71	4.69	9.69	9.75
Beer	-	-	4.32	4.66	4.65	9.65	9.73
Sale Support	-	-	4.54	4.89	4.89	9.91	9.92
MTM	-	-	4.43	4.77	4.81	9.50	9.54
Horeca	-	-	-	4.73	4.85	9.80	9.89
CVM	-	-	4.53	4.81	4.87	9.80	9.84
Sermasuk	-	-	4.41	4.77	4.77	9.22	9.77
ThaiDrinks	-	-	-	4.77	4.80	9.82	9.73
ThaiBev	4.12 (443 Obs)	4.18 (678 Obs)	4.42 (2,337 Obs)	4.74 (2,568 Obs)	4.75 (2,668 Obs)	9.63 (2,592 Obs)	9.77 (2,585 Obs)

Note: A scale of 1–5 and a scale of 1–10 were used in 2018–2022, and in 2023, respectively.

Obs = Observations

**Table 2: Satisfaction survey results of Thai Beverage Public Company Limited from 2018 to 2024**

The results from Table 2 show that since 2020, ThaiBev has collected more diverse data from various business units, and the survey results have tended to improve. Moreover, ThaiBev adjusted the measurement scale to 1–10 in 2023 for greater precision, resulting in better survey results compared to previous years. Therefore, these survey results confirm that **ThaiBev’s services consistently generate satisfaction among service users every year, and ThaiBev should develop guidelines to maintain service standards in the coming years.**

## Satisfaction survey results of the Product Distribution Service Team in 2024

The Product Distribution Service Team provides services to five groups of service users: Agent, OMT, MT, CVM, and Horeca. The satisfaction survey results of the Product Distribution Service Team are presented in Table 3.

Service users	Evaluation score
Agent	9.74
OMT	9.73
MT	9.73
CVM	9.67
Horeca	9.95
<b>Overall evaluation score</b>	<b>9.71</b>

**Table 3: Satisfaction survey results, broken down by service user group of the Product Deliver Service Team**

Table 3 reveals that all service user groups expressed the highest level of satisfaction with the services received, with an overall survey result of 9.71 (highest level of satisfaction). The Horeca service user group had the highest evaluation score at 9.95, while the CVM service user groups had the lowest evaluation score at 9.67.

Table 4 presents the satisfaction survey results of the Product Distribution Service Team, broken down by service.

Service	Evaluation score
1. Coordination before delivery and terms of delivery	9.68
2. Paperwork	9.72
3. Goods transfer	9.66
4. Delivery staff	9.72
5. After-delivery contact and services	9.67
6. Corrective actions in case of after-delivery damages	9.70
<b>Overall evaluation score</b>	<b>9.70</b>

**Table 4: Satisfaction survey results of the Product Distribution Service Team, broken down by service**

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According to Table 4, every service provided by the Product Distribution Service Team generated the highest level of satisfaction among service users. The paperwork and the delivery staff received the highest evaluation score at 9.72, while the goods transfer received the lowest evaluation score at 9.66.

**From the above survey results, it can be concluded that the Product Distribution Service Team has achieved the highest level of satisfaction among service users.**

## Satisfaction survey results of the Sales Service Team in 2024

The Sales Service Team's satisfaction survey encompasses satisfaction towards the Sale Service Team for key customers (Spirit, Beer, ThaiDrinks, HoReCa, and MTM) and the Sale Service Team for retail customers (CVM and Sermasuk). Table 5 displays the satisfaction survey results of the Sales Service Team for key customers, broken down by service.

Sales Service Team for Key Customers						
Service	Spirit	Beer	ThaiDrinks	Horeca	MTM	ThaiBev
1. Coordination in purchasing various products and services provided by the Sales Service Team	9.73	9.74	9.64	9.90	9.59	<b>9.75</b>
2. Skills, knowledge, and competence of the Sales Service Team	9.72	9.69	9.71	9.86	9.39	<b>9.73</b>
3. Interaction of the Sales Service Team	9.81	9.76	9.85	9.90	9.78	<b>9.82</b>
Overall evaluation score	9.75	9.73	9.73	9.89	9.54	<b>9.77</b>

**Table 5: Satisfaction survey results of the Sales Service Team for key customers, broken down by service**

The survey results revealed that all groups within the Sales Service Team for key customers received the highest level of service user satisfaction. The Horeca Group had the highest score of 9.89, while the MTM Group had the lowest score of 9.54. Furthermore, when the satisfaction survey results were divided by service, it was evident that every service of all Sales Service Team groups consistently achieved the highest level of satisfaction among service users.

Table 6 presents the satisfaction survey results of the Sales Service Team for retail customers, broken down by service

Sales Service Team for Retail Customers			
Service	CVM	Sermsuk	Thaibev
1. Visits and product purchases	9.84	9.81	9.83
2. Various services and sales facilities provided by the Sales Service Team.	9.80	9.70	9.75
3. Skills, knowledge, competence and interaction of the Sales Service Team	9.88	9.83	9.86
Overall evaluation score	9.84	9.77	9.81

**Table 6: Satisfaction survey results of the Sales Service Team for retail customers, broken down by service**

Table 6 reveals that each group within the Sales Service Team for retail customers generated the highest level of satisfaction among service users. Furthermore, when the satisfaction survey results were divided by service, every service of each group consistently achieved the highest level of satisfaction among service users.

**From the above survey results, it can be concluded that the service efforts of the Sales Service Team consistently create the highest level of satisfaction among service users.**



Asst. Prof. Thanarak Laosuthi, Ph.D.

Department of Economics, Applied Economics Research Center,  
Faculty of Economics, Kasetsart University, Thailand