

TNChE Asia 2025 Conference "Accelerating Industrial Decarbonization: Digital-Al and Energy Transformation Presenter's Biodata & Abstract



Full Name : Ms. Khornkhaew Lersmethasakul

Organization : Innovate Al Co., Ltd.

Current Position : CFO

Title of Presentation: Agentic Al in Action: Real Use Cases



Presentation Abstract:

Innovate AI, a startup under the SCG Group, delivers cutting-edge AI solutions designed to enhance organizational efficiency in Sales Enablement, CRM, and Workflow systems for businesses.

With a proven track record of serving over 40 departments within SCG, as well as external organizations across the private and public sectors, Innovate AI brings deep industry insight to support businesses in distribution, construction materials, and service industries.

Our core technology, Agentic AI, uses advanced Natural Language Processing (NLP) powered by Large Language Models (LLMs) to enable natural, human-like interaction.

These capabilities are integrated into LINE BOT Copilot, offering various functions and features that streamline sales & service operations across all channels—B2B, B2C, wholesale, retail, and projects.

Our key AI features include: AI integrated with ERP systems, AI connected to product & service knowledge bases, AI Sentiment Analysis, AI Performance Report, AI CRM for VOC & On-site, AI Sales Flow Management, AI Bill Scan, AI Lead Opportunity Finding, AI Affiliate, and AI To-do List.

Elevate Your Business, With the Power of Al.