



VERIFIED CUSTOMER SUCCESS

FEATURED CUSTOMER



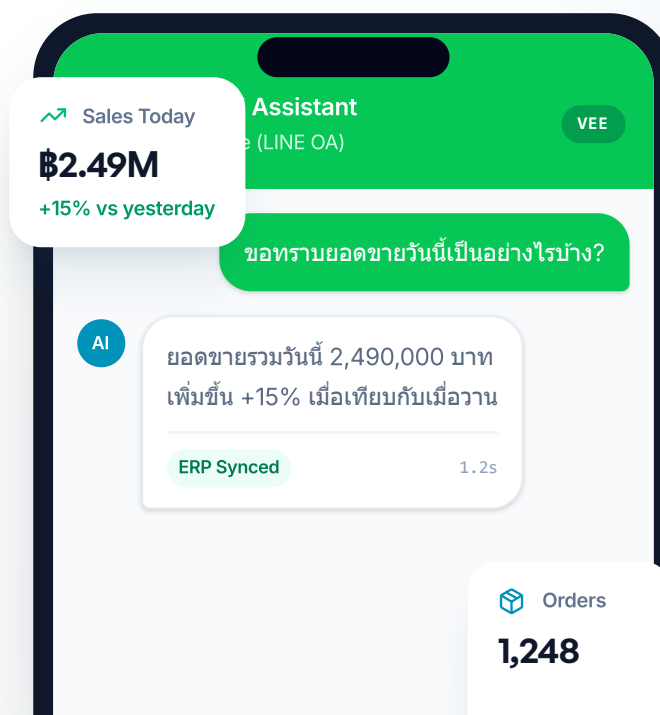
How Siam Food Services Built an **AI-Powered LINE Assistant** for Instant Business Intelligence

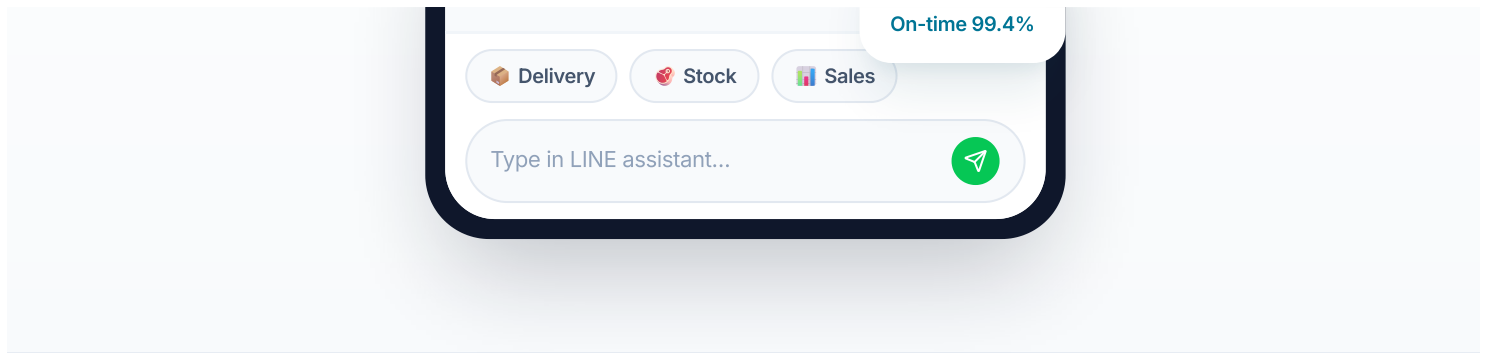
Regional teams use a VOICERAcx.ai LINE assistant to pull live ERP data, get answers in seconds, and decide faster—anywhere.

Explore Solution →

Download Case Study PDF

LINE Official API · SAP / ERP · Active Directory SSO





95%

Automation Rate

Queries handled without human intervention



80%

Faster Responses

Reduced from 15+ mins to 1-2 seconds



1-2s

Average Response

Instant live data query completion



24/7

Availability

Always-on internal support

COMPANY OVERVIEW



Siam Food Services Limited

Bangkok, Thailand · Food logistics leader

Siam Food Services Limited is a fully integrated importer and distributor of high-quality food ingredients, supporting food businesses of all sizes. They carefully source premium ingredients from around the world, including meat, seafood, dairy products, and fine foods. With nationwide delivery services, They cater to a wide range of customers from restaurants and retail businesses to hotels, wholesalers, and professional operators seeking international standards.

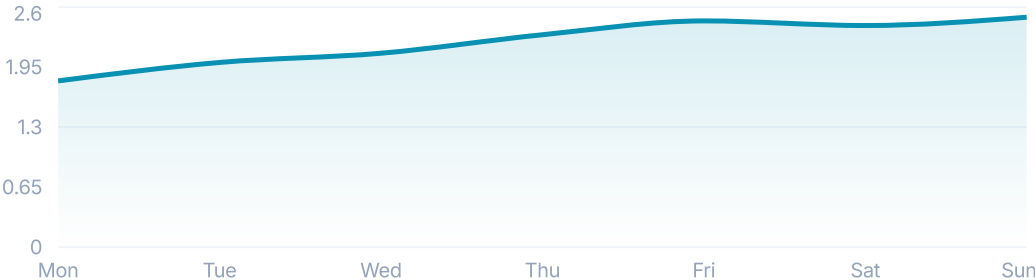
Sales & distribution analytics

ERP-synced operational view

Live

Daily sales (M THB)

2.45M (+15%)



Meat	40%
Seafood	30%
Dairy/Veg	30%

OPERATIONAL OBSTACLES

The Challenges

Before adopting VOICERAcx.ai, Siam Food Services faced bottlenecks retrieving critical business metrics across distributed teams.



Manual Lookup & Slow Response

Employees spent significant time searching fragmented databases and legacy systems for single figures.

Extended resolution delays



Repetitive Inquiries & Workload

70% of support tickets were repetitive questions on sales, stock, and delivery status.

⚠ Agent productivity drain



No Real-Time Insights

Lack of instant access to accurate data hindered rapid, data-backed operational decisions.

⚠ Delayed executive actions



Limited Mobile Access

Field staff couldn't reach critical ERP data without heavy laptops or VPNs while on the road.

⚠ Restricted mobility

ENTERPRISE AI IMPLEMENTATION

Our Solution: VOICERA VEE Suite

VOICERAcx.ai deployed the VEE Enterprise Solution—an intelligent, secure LINE assistant tailored for Siam Food Services.

01

LINE Official

VEE Chat AI Agent with LINE Integration

Conversational assistant on LINE that understands English and Thai natural-language queries.

 LINE Messenger native integration

02

Data Pipeline

VEE Custom ERP & Database Integration

Connector layer for ERP systems, databases, and live APIs to fetch business data securely.

 Real-time SAP / SQL connector

03

Private Cloud

VEE On-Prem Deployment

Deployed on-premises inside Siam Food's infrastructure for security and full governance.

 High-security infrastructure

04

Security SSO

Active Directory Authentication

SSO mapped to Active Directory for authorized access and simplified identity management.

 Role-based governance

05

Intelligence

VEE Analytics & Reporting

Dashboards for query usage, intent performance, and actionable operational insights.

 Executive dashboards

06

Enterprise SLA

VEE Enterprise SLA

Enterprise-grade platform built for growth with robust uptime performance and support.

 99.9% uptime support

MEASURED VALUE

The Results & ROI

Clear operational improvements delivered within 30 days of implementation.

60%

Cost Reduction

Lower support costs via AI automation

1K+

Monthly Conversations

Scaled from 300 to 1,000+ chats

98%

User Satisfaction

High scores across departments

Before vs After Impact

Each metric uses its own scale so the improvement is readable.

 Before  After

Query Response Time

Live ERP answers replace manual lookup and waiting.

80% faster

Before

15+ minutes

After

1-2 seconds

Monthly Query Volume

The assistant scales routine data requests without extra headcount.

3.3x capacity

Before

300 queries

After

1,000+ queries

Support Cost Index

Automation reduces repetitive internal support effort.

60% lower cost

Before

100 baseline

After

40 after automation

METRIC	BEFORE	AFTER	IMPACT
Query Response Time	15+ Minutes	1-2 Seconds	80% Faster
Monthly Query Volume	300 Queries	1,000+ Queries	3.3× Capacity
Support Team Workload	Overwhelmed	Reduced by 70%	-70% Workload
Cost to Serve	High Manual Overhead	Reduced by 60%	-60% Expenses

4-week implementation timeline

Week 1

Discovery & Analysis

Requirements, ERP schema mapping, Active Directory scope.

01

Week 2

AI Design & Integration

VEE setup, database connectors, LINE webhook configuration.

02

Week 3

Testing & Optimization

On-prem validation, Thai/English intent tuning, security audit.

03

Week 4 · Launch

Go Live

Rollout to 200+ employees with 24/7 autonomous resolution.

04

Ready to transform your team's access to business intelligence?

Deploy VOICERAcx.ai assistants on LINE, WhatsApp, or Web to automate up to 95% of internal and customer inquiries in weeks.

Schedule Custom Demo

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