

Get To Know our Team!

My motto : ' Learning every day,
' improving every day.'



KWANJIRA BUTTAKUL

CUSTOMER ENGINEER



1

How would you describe your function and your role within A&R ?

I'm a member of the CEG (Customer Engineering Group) team in Thailand, supporting customers across the Asia region. My role as a Customer Engineer involves managing customer projects for machine installations, from preparation through to final acceptance.

I provide after-sales support, focusing on software, and collaborate closely with Service Engineers to ensure smooth and efficient solutions that address all of our customers' requirements.



2

What kind of projects you are currently involved in? For you, what is your favorite or most interesting project so far?

As part of the CEG Thai subsidiary, I am involved in setting up and configuring machines prior to delivery, as well as coordinating closely with customers to ensure smooth and efficient on-site installations.

One of the most interesting aspects of my role so far has been being part of the CEG team in our Thai subsidiary (AROET).

Having experts from our headquarters in Belgium come to Thailand to provide hands-on training has significantly strengthened our team's technical capabilities and further developed our expertise in ophthalmic optical lens inspection.



3 What aspect of your job do you enjoy the most?

I really enjoy my work, as it always presents new challenges and opportunities to learn.

I particularly enjoy being able to solve problems and provide guidance to our customers quickly, creating positive outcomes that make both our customers and our team happy.

Main professional challenges :

One of the biggest challenges in my role is meeting customer expectations by providing fast solutions, precise guidance, and seamless support, while also keeping up with the new technologies and tools developed by AR.



I'm happiest when...

a challenging problem has been successfully resolved,
and I can learn from the experience to improve my skills
and provide even better support in the future.

