



## GLOBE TELECOM

*Serving to Win with Service Culture*

Globe was a distant #2 in the highly competitive Philippines telecommunications market, disappointing customers and shareholders alike.

The population perceived Globe as an expensive utility, while higher-value customers demanded much better service.

Globe launched a program with UP to achieve competitive advantage through rapid service improvement and service culture. This effort included service education to inspire employees, contractors, and partners.

The following three years have seen dramatic increases in financial performance, market share, and customer delight.

*“This program has been contributing not only improvements in customer service, but also billions of pesos of real financial benefits. Most importantly, the UP program has been instrumental in shifting the mindset of our people to actively be part of the change we want to see happen, instilling innovation and continuous process improvement as part of the culture.”*

### THE GLOBE WAY

**Uplifting Service principles and tools** taught to all employees and contractors in 12 months.

95 Course Leaders certified by UP to drive change programs across thousands throughout the entire organization.

UP tools embedded into existing platforms such as Customer First Circles, Get Better Projects, and Customer Experience Blueprints for ongoing service improvement and competitive differentiation.



**Globe**

### CLIENT

Globe Telecom

### PROFILE

Started in 1930s, Globe is the 2nd largest telecom company in Philippines, serving 45 million customers in a country with a population of 100+ million.

### VISION

The happiest customers, employees and shareholders

### RECENT AWARDS

- Best in Customer Experience (World Communication Awards)
- Customer Service Leader of the Year (Asia Pacific Stevie Awards)

### TEAM MEMBERS

6,000+ employees, and over 13,000 agents supporting a wide range of customer profiles and touch-points

REBECCA ECLIPSE

Executive Vice President and Chief Customer Experience Officer