

Nomination: 18318

Project 5-Star: Next Gen CX

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<b>Page: Entry Information</b>
<b>Entry Title</b> Project 5-Star: Next Gen CX
<b>Category</b> J01 - J04 Award for Innovation in Customer Service > J01. Award for the Innovative Use of Technology in Customer Service > Telecommunications Industries
<b>Submission Format</b> An Essay of up to 625 Words

## Essay

### BACKGROUND

Brought by the pandemic, there was an inevitable shift for everyone to go digital, be present in different channels, and utilize various platforms. This shift is not only to keep our customers engaged, but it was also the turning point for our customers to explore the various channels by which they can interact with us. And today, it is very evident that we are at the age where digital interactions such as live chat and chatbots are the fastest-growing channels, globally.

While the shift has started, most enterprises still view these as "customer transactions" rather than capturing the full customer journey. Because of this, enterprises, customers, and even customer care champions still experience challenges and gaps:

Enterprises: Balancing cost-effectiveness with providing high-quality customer service.

Customers: Frustration with long wait times and difficulty reaching a live agent for assistance.

Customer Care Champions: Inefficiency to handle workload and multitasking due to the lack of proper training, tools and siloed systems. This leads to stress due to handling a large volume of customer inquiries.

So now the question is, why do these challenges still happen even if there were changes and shifts in engaging and reaching customers? Leaders must realize that customer service is not an afterthought: 70% of organizations see a direct connection between customer service and performance, but 40% say it isn't prioritized by their C-Suite staff. Leadership must make the link between support teams and the bottom line impact.

Service teams should evolve beyond issue-solving and support sustainable business operations. Meeting customer expectations, raised by the pandemic, is crucial for growth. Exceptional customer experiences are essential for differentiation and success.

Project 5-Star:

Introduced by Globe Business, Project 5-Star addressed these challenges and promoted Next Generation (Next Gen) CX. It was inspired by the concept of 5-star service, a principle that may help enterprises in differentiating themselves from competitors - especially those involved in the services industry like banking, insurance and retail.

Globe Business Next Gen CX Solutions:

Omnichannel Communication Platform: Enhances customer engagement.

Robust Case Management Platform: Provides a 360-degree customer view.

Cybersecurity: Ensures a secure customer journey.

### OBJECTIVE

The objective was to help customers boost productivity and customer satisfaction through different digital solutions of Globe Business.

Specific objectives included generating product leads, producing digital transformation use cases, and building awareness for Genesys, Service Cloud, and Cybersecurity.

Communication Objectives:

Raise product awareness in the financial and banking industry.

Reinforce Globe Business as a trusted business advisor.

Establish the EG advantage over other ICT vendors.

### EXECUTIONS

Project 5-Star moved beyond concepts and showed the target audience how Next Gen CX can be achieved through a change of mindset and an ecosystem of solutions aimed to address their challenges. The look and feel of the project was experiential, because we want our clients to not only witness but experience first hand how our solutions can enable an exemplary customer experience.

This concept was enabled by an end-to-end marketing strategy from content strategy, on-ground booting activations and 1:1 client conversations.

1: Many - IT Interaction Philippines Partner Organization Engagement, Content Strategy and Digital Campaign

1:Few - Tech Updates and Roadshows

1:1 - Company Roadshows

### ACHIEVEMENTS

Business Achievements

Marketing Qualified Leads : Toyota Financial Services (TFS) (10Mn), GCash (2.4Mn), Malayan Colleges (Php 3M)

Sales Qualified Leads: Asticom (55.Mn), BPI (6.1Mn), and GoTyme (5.9Mn)

\*All in PHP Value

Program Achievements

41 Companies signed up during the ITIP Booting experience

23 Accounts tapped for Tech Update Roadshows Highlighting CX

Company Roadshow:

GCash Ignite: 91% of booth participants said they would want the Next Gen CX solutions in their company.

TFS: Right after the roadshow, a proposal was requested by the client to purchase Go Cloud Contact Center to improve their customer servicing capabilities.



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