

Nomination: 19246

The GCash Customer Experience: Creating Innovative Interactions by Providing Care at Scale

Page: General Information
Name of Organization / Company GCash
Logo Download File (https://asiastevieawards.secure-platform.com/file/29195/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoyOTESNSwiYWxs3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImlnbm9GCash-logo-icon-and-name-horizontal.png)
Web Site Address https://www.gcash.com/ (https://www.gcash.com/)
Page: Entry Information
Entry Title The GCash Customer Experience: Creating Innovative Interactions by Providing Care at Scale
Category J01 - J04 Award for Innovation in Customer Service > J01. Award for the Innovative Use of Technology in Customer Service > Financial Services Industries
Submission Format An Essay of up to 625 Words

Essay

The GCash Customer Experience
Creating Innovative Interactions by Providing Care at Scale

As the leading Philippine financial services app, GCash always aimed to break financial inclusion barriers, especially for the underserved. From simply transferring money via mobile, users can now pay bills, borrow funds, save, and even invest.

With over 90 million users, GCash innovates by providing care at scale, leveraging on technology and its people—a love story that is about customers: listening to their insights, catering to their needs and establishing deeper connections.

GenAI: VOC at the Speed of Light

Despite challenges in servicing a wide user base, GCash has shown its commitment to delivering empathetic customer service by improving the way they get insights from the voice of the customer (VOC).

By leveraging on the processing power of GenAI, GCash amped up its capacity to collect and interpret data. Instead of manually tagging based on keywords, it now uses Large Language Models which helps GCash analyze free-text data and extract insight more effectively and efficiently. This allows GCash to swiftly identify and act on customer pain points.

Now, GCash processes VOC data [REDACTED] faster at 3,500 verbatims, from [REDACTED] just 3.5 hours, despite customers sharing feedback freely and not answering categorization questions. This allowed GCash to unearth the truth behind a longstanding misconception: that customers prefer to talk to agents than bots. Turns out, customers aren't particular on who provides the help as long as they get accurate resolutions. This led GCash to design better BOT experiences for agents and customers.

Agent Partners in Serving Customers

The increase in users and ticket volume posed a challenge to GCash agents. As a response, GCash leveraged on Robotic Process Automation (RPA) by creating the Bot Squad: nine bots with unique capabilities developed in-house to assist agents through various use cases. The bots eliminate cumbersome validating processes, allowing agents to respond faster and have more time to connect with customers. [REDACTED]

[REDACTED]

[REDACTED FOR PUBLICATION]

[REDACTED]

Enhanced based on VOC sentiments, they've become extensions of the GCash Support team, assisting [REDACTED] customers [REDACTED]

Communities Innovating For the Good of Customers

Being part of a fast-paced, digital world has not hindered GCash from using the power of technology and communities in establishing deeper, sustainable connections with its customers. Enter GChampion: a program that transforms employees to a community of ambassadors by equipping them with product knowledge, troubleshooting skills and a dedicated help line.

Last year, [REDACTED] employee [REDACTED] became advocates, helping follow up and assist hundreds of customers within their circles. The program molded customer experience guardians who provided service improvement ideas after immersing in customer VOC and agent support – an initiative kicked off and led by the entire senior leadership team. Over 176 ideas were shared by employees with 81 lined up for implementation.

Ambassadorship was also gamified through the GChamp app, enabling employees to proudly report their ambassadorship achievements, earn points, and redeem rewards.

A continuing love story

All these efforts in empowering employees and technological innovations did not only come to fruition for GCash last year they were lauded. In 2023, GCash [REDACTED] was recognized by the Philippine Daily inquirer as a winner in the Best in Customer Service award, proving that these simple love stories between humans and technology are not just tall tales.

For this category please provide

An essay of up to 625 words describing the nominee's innovative achievements in customer service since July 1 2021, **OR** a video of up to five (5) minutes in length illustrating the same.

Optional (but highly recommended), a collection of supporting files and web addresses that you may upload to our server to support your entry and provide more background information to the judges

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

[REDACTED]

[REDACTED]

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[REDACTED]

[REDACTED FOR PUBLICATION]

File 3

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File 4

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File 5

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File 6

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File 7

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File 10

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Do You Have Website URLs you would like to link to

Yes

URL 1

https://drive.google.com/file/d/1uqk_IrHnAwD7vfXWmSYz_KrmbTAM9EKJ/view (https://drive.google.com/file/d/1uqk_IrHnAwD7vfXWmSYz_KrmbTAM9EKJ/view)

URL 2

<https://business.inquirer.net/416739/good-customer-service-gives-known-brands-the-edge> (<https://business.inquirer.net/416739/good-customer-service-gives-known-brands-the-edge>)

URL 3

<https://business.inquirer.net/440206/gcash-among-highly-recommended-philippine-brands-in-2023-with-92-net-promoter-score> (<https://business.inquirer.net/440206/gcash-among-highly-recommended-philippine-brands-in-2023-with-92-net-promoter-score>)

URL 4

<https://www.statista.com/statistics/1392671/philippines-most-downloaded-finance-apps/> (<https://www.statista.com/statistics/1392671/philippines-most-downloaded-finance-apps/>)

URL 5

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