

Nomination: 5564

Globe Telecom, Inc.

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> Globe Telecom, Inc.
<b>Additional Contacts</b> I would also like to have others receive emails about the disposition of our entries.
<b>Page: Entry Information</b>
<b>Entry Title</b> Globe Telecom, Inc.
<b>Category</b> A01 - A31 Employer of the Year > A28 - Employer of the Year - Telecommunications
<b>Employer of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> Globe Telecom, Inc. is the leading telecommunications provider in the Philippines. Established in 1935, it serves over 86 million mobile subscribers across a suite of products and services, including mobile, fixed, broadband, data connectivity, internet, and managed services.  In 2015, after emerging as a challenger brand, Globe solidified itself as the number one telco in the country under Ernest Cu's leadership. The company then underwent a massive transformation to move beyond its flagship telco business and become a fully-digital solutions platform.  Today, Globe continues to expand its ecosystem through the following life-enabling services and subsidiaries that have empowered and spurred the digital lifestyle of Filipinos:  GCash, the Philippines' largest e-wallet with over 51 million subscribers;  KonsultaMD, a 24/7 telehealth service offering a new level of primary care;  AdSpark, the company's award-winning digital advertising agency;  ANIMA, the film and television production arm of Globe;  ECPay, a multi-payment platform with a retail base of 89,000+;  KickStart, a firm funding early- and early-stage tech startups;  Asticom, Globe's shared-service provider of manpower.  After Globe pioneered 5G in the Philippines, it has now logged over 1.62 million mobile devices and has expanded its coverage in Europe, the first for a Philippine telco.

**b. Outline the organization's employee-relations achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required**

Since the beginning of the pandemic, Globe has launched various employee care and engagement initiatives under its Alagang Globe program – designed to promote CARE that employees can count on through innovative ways:

I. Technology

DUDE bot, daily health check-in system for Globe's workforce of over 8,200;

EVA bot, answers all HR-related questions and provides employees the option to raise tickets;

WANDA bot, allows employees to give recognition to each other via e-cards; and  
GCheck, GTrace, and GAccess, bolstered the company's contact tracing efforts.

II. Programs and other innovations

Globe Labs, the company's COVID-19 testing facility that provides access to accurate and affordable laboratory procedures;

AlagangGlobe Frontline, provided critical support to Globe technicians who worked on network restoration after Super Typhoon Odette (Rai);

HopeChat and KonsultaMD, connects employees to licensed professionals for their physical and mental health;

The Good Vibes Club, podcast program to foster an online community;

WOW! From Home, supports employees' Work From Home requirements through discounts on Globe products;

Flex Ben, where employees can avail additional benefits tailor-fit to their needs,

Thursdays By The Desk, blocks Thursday afternoons to give employees uninterrupted desk times; and  
Just Exercising, virtual fitness classes for various wellness routines.

To further meet employees' personal needs, Globe also provides compensatory leaves like parental leave, vacation leave, volunteer time-off, paid time-off, and special leave for women.

All of these reinforce Globe's culture of compassion and care even in a remote setting, and further substantiates its purpose of treating people right in its every action.

**c. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words). Required**

Globe's achievements are significant because its agility and adaptability provided all employees with holistic care. Even when faced with unforeseen calamities and crises, Globe's innovative digital technologies and programs always put every Ka-Globe's (its employees) well-being first.

These programs were made in collaboration with employees through various surveys, FGDs, and active listening through our internal social media, to ensure they receive the right support needed.

The success of these initiatives and programs is evidenced by the 2020 iSpeak Employee Engagement Survey from Willis Towers Watson, which recorded a 93% rating in Employee Engagement, the highest in five years. Globe is also the only Filipino Company to be part of the WTW High Performing Organizations.

In 2021, Globe's 11% turnaround rate is an industry-low, proving how the company has been successful in ensuring employees receive the right opportunities, benefits, and effective programs.

Globe's internal programs have also enabled personal and social fulfillment and brought a shared value not only to its employees but also to its customers. This fulfills our Circle of Happiness philosophy, which aims to have a workforce that is empowered and as a result would lead to happy customers.

Our customers' lives are enabled by the following innovations:

Expanded coverage of 5G network nationwide and to Europe;

Improved self-service apps like Globe One, Globe At Home, TM App, and its double-unicorn app GCash,

which fast-tracked economic recovery of the country;

Pioneered data as currency converting data to usable points;

Digital brand GOMO! providing data without expiry dates.

**d. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words). Optional**

The company's commitment to innovation and excellence has led to it achieving numerous recognitions from various award-giving bodies. This demonstrates that we are taking the right steps toward fulfilling our Purpose of creating a Globe of Good:

From 2020 to 2021, it received recognition from the following:

2020 International Finance Awards

55th Anvil Awards

ASEAN Corporate Governance Scorecard (ACGS)

ASEAN Corporate Governance Scorecard Golden Arrow Awards by the Institute of Corporate Directors

Alpha Southeast Asia Magazine 10th Annual Poll Institutional Investor Corporate Awards

Asia Communication Awards 2020

Asia Corporate Excellence & Sustainability Awards (ACES)

Asia-Pacific Stevie Awards

Asia-Pacific Stevie Awards

Cloudera Data Impact Awards

Corporate Governance Asia - 10th Asian Excellence Award

Frost & Sullivan Asia Pacific Best Practices Awards

Inaugural SAP Best Run Awards 2021

International Finance Awards (IFA)

PR Awards Asia

Stevie Award in the 2020 International Business Awards

Stevie The International Business Awards

The Ethical Boardroom

Workplace Customer Success Awards

Globe has made it to the FTSE4Good Index Series for the fifth consecutive year, and received an "A" rating from MSCI ESG.

For a full list of Globe's achievements and initiatives, Globe's Integrated Report for 2021 can be accessed through this link:

<https://www.globe.com.ph/content/dam/globe/brie/AboutUs/sustainability/integrated-report/Globe-2021-Integrated-Report.pdf>. The company's website is: <https://www.globe.com.ph/>

**Webpage Link**

<https://www.globe.com.ph/content/dam/globe/brie/AboutUs/sustainability/integrated-report/Globe-2021-Integrated-Report.pdf>  
(<https://www.globe.com.ph/content/dam/globe/brie/AboutUs/sustainability/integrated-report/Globe-2021-Integrated-Report.pdf>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://www.globe.com.ph/about-us/corporate-governance/awards.html#gref> (<https://www.globe.com.ph/about-us/corporate-governance/awards.html#gref>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 3**

<https://www.globe.com.ph/about-us/newsroom/corporate/boost-employee-care-amid-pandemic.html> (<https://www.globe.com.ph/about-us/newsroom/corporate/boost-employee-care-amid-pandemic.html>)

**Would you like to add an additional webpage link?**

Yes

**Web Page Link 4**

<https://www.globe.com.ph/about-us/newsroom/corporate/globe-keeps-employees-engaged-working-remotely.html#gref> (<https://www.globe.com.ph/about-us/newsroom/corporate/globe-keeps-employees-engaged-working-remotely.html#gref>)

**Would you like to add an additional webpage link?**

**Supporting Document**

Download File ([https://stevies-sage.secure-platform.com/file/13698/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMzY5OCwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbn9hozOXpao2qmEH\\_L2zHLFZLClp\\_0T4ImnxFngG3g38?Globe-2021-Integrated-Report.pdf](https://stevies-sage.secure-platform.com/file/13698/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxMzY5OCwiYWxsY3dOb3RTaWduZWVcmwiOiJGYWxzZSIsImInbn9hozOXpao2qmEH_L2zHLFZLClp_0T4ImnxFngG3g38?Globe-2021-Integrated-Report.pdf))

**Would you like to add an additional supporting document?**

By your submission of this entry to The Stevie Awards, you verify that you have read and agreed to abide by the regulations, terms and conditions of the competition. (<https://stevies-sage.secure-platform.com/a/page/enter/Rules-terms>)

**Terms and Conditions**

I Agree