

Nomination: 6918

Globe Telecom, Inc.

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Globe Telecom, Inc.

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Globe Telecom, Inc.

Category

A01 - A31 Employer of the Year > A28 - Employer of the Year - Telecommunications

Employer of the Year Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

Established in 1935, Globe currently serves over 86.7 million mobile customers and 2.6 million broadband customers. Driven by a strong desire to uplift the lives of its customers, it has been expanding and growing its services even after it solidified itself as the top telecommunications brand in the Philippines.

To further create a long-term impact on the nation, Globe embarked on a purposeful pivot to become a digital solutions platform to serve consumers and businesses through an entire suite of products and services ranging from health tech, ad tech, to fintech.

Since then, it has designed and created new platforms that not only democratize essential services but also address the pressing challenges faced by Filipinos:

GCash, the country's number one finance e-wallet and only double unicorn

with over 76 million registered users;

KonsultaMD, the Philippines' largest telehealth company that provides affordable

healthcare services, now with 2M customers;

917Ventures, the largest corporate venture builder, which ideates, launches, accelerates, and scales new business ideas;

Kroma, reshapes the Filipinos' entertainment experience through digital technology and world-class content;

Asticom, a shared services, and tech-enabled outsourcing company;

Yondu, provides secure, scalable, and innovative technology solutions.

b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

To achieve high levels of employee satisfaction, DUDE, Globe's former COVID-19 daily health check-in bot transitioned into a Digital Wellness Buddy and an employee listening tool. It provides regular wellness tips and an Anonymous Feedback tool to ensure employees can feel valued and heard.

Wanda, its recognition bot has recorded over 22,000 cards since its launch in March 2020. It has boosted employee morale and democratized recognition in the organization.

Globe Labs, the company's own RT-PCR testing site, administered over 117,000 COVID-19 tests since January 2021. This was complemented by #VaccInAction, achieving a 99.7% vaccination rate.

Flexible Working Arrangement, where employees can opt to work at home, or anywhere provided the location meets set requirements, and Flex Time where employees can choose their shift.

Physical events were also revived to re-energize its winning culture. Its Return to Office was kicked off by a #HomeAtLast celebration participated by 5,062 employees.

EVA, or Employee Virtual Assistant, an AI-powered chatbot, enables employees to do self-service tasks, assists with HR-related inquiries, and allows the raising of tickets. In 2022, it resolved 46,895 tickets with 100% accuracy.

As of 2022, the workforce now comprises 44.5% of females, and it continues to foster an inclusive workplace by creating refreshers on the SOGIE bill. It is one of the first Philippine companies to provide same-sex dependent benefits.

Its initiatives are proven as a success, as evidenced by the 2022 iSpeak Survey which recorded a 92% rating in Employee Engagement.

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

The value of "malasakit" (care) has always been deeply embedded in Globe's corporate DNA. One of the many ways it has demonstrated this commitment is through leveraging innovative digital solutions to simplify the lives of employees and cater to the evolving requirements of the new normal.

Globe believes in providing employees with competitive and industry-leading benefits, allowing them to thrive both personally and professionally. While COVID-19 initiatives were crucial in safeguarding the workforce, it also strives to create an environment where employees genuinely feel cared for.

One of the cornerstones of Globe's company culture is employee engagement, where its people programs play a pivotal role in fostering a positive work environment, facilitating open communication, supporting employee well-being, and nurturing professional growth even amidst the challenges of the pandemic.

These people-centric programs have not only reshaped employees' perception of Globe as an employer but have also empowered them to extend care and support outside the organization. Together, these collective efforts have propelled Globe to achieve new heights in employee care. As a result, Globe has earned its place as one of the top employers not just in the Philippines but in Asia.

With a belief that its people are its most invaluable asset, Globe's initiatives are proof of the organization's constant pursuit of innovation to care for its employees' well-being. These also reinforce Globe's culture of compassion and care, firmly establishing its purpose of "In everything we do, we treat people right to create a Globe of Good."

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:

ACES Awards

- Asia's Best Workplace of the Year (six-peat)
- Industry Champions

Stevie International Business Awards

- Gold, Company of the Year
- Silver, Most Valuable Corporate Response
- Bronze, Achievement in Human Resources

Stevie Awards for Great Employers

- Gold, Employer of the Year
- Silver, Achievement in Internal Communications
- Silver, Most Innovative Deployment of HR Technology
- Bronze, HR Team of the Year
- Bronze, Chief HR Officer

HR Excellence Awards Singapore

- Overall HREA Winner
- Gold, Employer of the Year
- Gold, Excellence in COVID-19 Response
- Gold, Excellence in Employee Engagement
- Silver, Excellence in HR Communication Strategy
- Bronze, Excellence in Crisis Management and Recovery

Asia Experience Awards

- Employee Experience - Alagang Globe

HR Asia Awards

- Best Companies to Work For in Asia

Globee World CEO Awards

- Grand Globee Winner
- Gold, Company of the Year

Globe International Best in Business

- Gold, Company of the Year
- Gold, Human Resources Team of the Year

UN Global Compact Network Philippines (UNGCP)

- United Nations Sustainable Development Goal (UN SDG) Awards

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Supporting Document

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