

Nomination: 7276

GCash

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

GCash (Mynt - Globe Fintech Innovations, Inc.)

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

GCash

Category

A01 - A31 Employer of the Year > A16 - Employer of the Year - Financial Services

Employer of the Year Submission Format

Written Answers

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

GCash, the leading eWallet in the Philippines, has emerged as the top employer in the fintech industry, setting new standards for empowerment and growth. With a holistic approach to employee well-being and development, GCash is proud of its exceptional practices in several key areas. They prioritize employee well-being and development, distinguishing themselves in several key areas. GCash aligns pay with performance, linking contributions to compensation and rewards to foster motivation and excellence. They go above industry standards for compensation and benefits, attracting top talent and fostering loyalty and engagement. By aligning incentives with exceptional customer service, GCash creates a cycle of outstanding performance, increased customer satisfaction, and organizational profitability. Their transformative journey prioritizes employee well-being and psychological safety, empowering employees through the Uplifting Leadership program. GCash's role in empowering Filipinos during the fintech industry's hyper growth has been instrumental, with an 83% increase in their employee population since 2021. Their Talent Acquisition team's strategic efforts in attracting and nurturing top talent have solidified their position as a sought-after employer. GCash's commitment to recognizing achievements, expanding social impact initiatives, embracing feedback, and prioritizing employee well-being during the pandemic further solidifies their status as the top employer in the industry.

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

During the pandemic, GCash's Employee Experience and Culture (EXC) team doubled down on their initiatives to support employees' overall well-being. The launch of the Alagang GCash program provided holistic support, including mental health webinars, counseling sessions, and family-focused programs. The company also promoted physical well-being through sports activities like the GLympics subprogram, fostering friendly competition in various sports. Webinars on diverse topics and passion courses empowered employees to explore their interests, while social gatherings nurtured relationships and networking opportunities.

Furthermore, GCash implemented the G Gives Back program, allowing employees to contribute to society through volunteerism. MathSaya, a subprogram under G Gives Back, involved teaching and tutoring math concepts to public school students, creating a positive social impact.

Recognizing and celebrating employee achievements is an integral part of GCash's culture. The GCash Stars program empowers and inspires innovation by allowing employees to nominate their peers for recognition. Nominations are screened by leadership and culminate in a prestigious awards night.

In addition to EXC initiatives, GCash's Talent Acquisition (TA) team played a crucial role in supporting the company's growth. They streamlined the hiring process, developed an Applicant Tracking System (ATS), and established an organized organizational structure within the team. Transparent communication with key stakeholders, including hiring managers and HR teams, fostered collaboration throughout the hiring process.

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 TA team's focus on attracting the right talent resulted in continuous improvements in recruitment processes, the creation of an internal sourcing team, and strategic partnerships with universities and professional organizations. Their efforts have positioned GCash as a leader in the fintech industry in the Philippines.

GCash's Total Rewards philosophy, centered around pay for performance and linking contributions to compensation and rewards, has been instrumental in creating a motivated workforce. The company ensures competitive compensation and benefits, regularly reviewing the salary structure and providing additional perks such as a 14th month of pay, enhanced wellness allowances, and improved health coverage.

GCash's commitment to employee well-being and growth is further exemplified by their transformative journey to prioritize psychological safety. The Uplifting Leadership program, tailored to GCash's unique culture, fosters empathy, psychological safety, and purpose-driven leadership. By creating an environment where employees feel safe to speak up, learn from failures, and align their work with their strengths, GCash has cultivated a supportive and thriving work environment.

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

GCash's initiatives have had a significant impact on employee engagement, retention, and attracting top talent. By prioritizing employee well-being and feedback, GCash has achieved remarkable engagement scores and reduced attrition rates. The engagement score increased from 83% in 2020 to 87% in 2022, while the attrition rate dropped from 26% in 2021 to 15% in GCash. Furthermore, GCash was ranked by LinkedIn as the 2nd Top Company in 2023 to grow your career in the Philippines.

The Talent Acquisition team played a crucial role in attracting the right talent through continuous improvements in recruitment processes, the establishment of an internal sourcing team, purposeful events, and partnerships with universities and professional organizations. These efforts have positively influenced the overall performance of the organization.

The achievements and milestones of the TA team have been recognized, winning the LinkedIn Talent Awards for Best Talent Acquisition team with Below 1,000 Employees and being a finalist for the Best Employer Brand category. Additionally, the team has achieved substantial cost savings and generated awareness among over 5,000 students and early grads, contributing to a strong pipeline of over 2,000 profiles for early careers programs.

Overall, GCash's initiatives have not only improved employee engagement and retention but also strengthened the organization's ability to attract top talent. By fostering a positive work environment, prioritizing employee feedback, and investing in the growth of their teams, GCash has created a culture that supports their ongoing success.

Webpage Link

https://www.linkedin.com/posts/wearegcash_linkedintopcompanies-financeforall-gnation-activity-7054621330893144064-6B6U?utm_source=share&utm_medium=member_desktop
([https://www.linkedin.com/posts/wearegcash_linkedintopcompanies-financeforall-gnation-activity-7054621330893144064-6B6U?](https://www.linkedin.com/posts/wearegcash_linkedintopcompanies-financeforall-gnation-activity-7054621330893144064-6B6U?utm_source=share&utm_medium=member_desktop)
[utm_source=share&utm_medium=member_desktop](https://www.linkedin.com/posts/wearegcash_linkedintopcompanies-financeforall-gnation-activity-7054621330893144064-6B6U?utm_source=share&utm_medium=member_desktop))

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Webpage Link 2

https://www.linkedin.com/posts/wearegcash_talentawards-linkedinh-gnation-activity-7045000991145918465-CdhZ?utm_source=share&utm_medium=member_desktop
(https://www.linkedin.com/posts/wearegcash_talentawards-linkedinh-gnation-activity-7045000991145918465-CdhZ?utm_source=share&utm_medium=member_desktop)

Would you like to add an additional webpage link?

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Webpage Link 3

<https://www.manilatimes.net/2022/01/07/public-square/filipino-youths-showcase-talents-at-gcash-innovation-challenge/1828392> (<https://www.manilatimes.net/2022/01/07/public-square/filipino-youths-showcase-talents-at-gcash-innovation-challenge/1828392>)

Would you like to add an additional webpage link?

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Web Page Link 4

<https://www.bworldonline.com/spotlight/2023/05/03/521137/gcash-empowers-future-fintech-leaders-with-2nd-imagination-innovation-challenge/>
(<https://www.bworldonline.com/spotlight/2023/05/03/521137/gcash-empowers-future-fintech-leaders-with-2nd-imagination-innovation-challenge/>)

Would you like to add an additional webpage link?

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Web Page Link 5

<https://www.linkedin.com/pulse/top-companies-2023-15-best-workplaces-grow-your-career-1c/> (<https://www.linkedin.com/pulse/top-companies-2023-15-best-workplaces-grow-your-career-1c/>)

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Web Page Link 6

https://www.rappler.com/brandrap/youth-reimagine-financial-technology-gcash-imagination-competition-2023/?fbclid=IwAR0AYJB9Zm-6QvnQ19AJN32Wlo7Lnd3Q0BWjY0MekuVoiRG22_9wUNyD2uc
(https://www.rappler.com/brandrap/youth-reimagine-financial-technology-gcash-imagination-competition-2023/?fbclid=IwAR0AYJB9Zm-6QvnQ19AJN32Wlo7Lnd3Q0BWjY0MekuVoiRG22_9wUNyD2uc)

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Web Page Link 7

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Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17797/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc5NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9yUL%20Portfolio%20%20Stevie%20Award.pdf>)

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Supporting Document 2

Download File (https://stevies-sage.secure-platform.com/file/17798/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc5OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9yNjHj6pY7Pw8Cu5F8SdLFF1tVhBQbmpZT7eA?UL%20Portfolio%20%20Stevie%20Award_What%20is%20Uplifting%20Leadership.mp4)

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Supporting Document 3

Download File (https://stevies-sage.secure-platform.com/file/17799/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzc5OSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9yUL%20Portfolio%20%20Stevie%20Award_What%20makes%20an%20Uplifting%20Leader.mp4)

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Supporting Document 4

Download File (https://stevies-sage.secure-platform.com/file/17800/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzgwMCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9RpTN52XjbbUuqEFA9v1bIKx3eX2ZAKfXeV5eQ?GCash%20Total%20Rewards_Supporting%20Document.pdf)

Would you like to add an additional supporting document?

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Supporting Document 5

Download File (<https://stevies-sage.secure-platform.com/file/17803/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxNzgwMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbnm9GCash%20Story.pdf>)

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