

Nomination: 7492

## Tech-Driven Care at the Asticom Group of Companies

### 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

Asticom Group of Companies

### Additional Contacts

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

### Page: Entry Information

### Entry Title

Tech-Driven Care at the Asticom Group of Companies

### Category

K01 - K06 COVID Response > K06 - Most Innovative Use of HR Technology During the Pandemic

### COVID-19 Response Submission Format

Written Answers

#### **a. Outline the organization's or individual's work during the COVID-19 pandemic, to ensure that employees are safe, employed, and/or informed, that you wish to bring to the judges' attention (up to 250 words). Required**

Asticom Group of Companies prioritized employee safety, well-being, and job creation during the COVID-19 pandemic by employing tech-driven strategies and people-centric approaches. The company transitioned to a work-from-home setup within 72 hours, providing essential content and network services to support employees.

The company introduced MARS, a chatbot that monitors the daily health status of approximately 5,000 employees, offering real-time insights and connecting them with appropriate support teams. This was also utilized in disaster preparedness communication during frequent typhoons in the Philippines.

A dedicated COVID-19 task force managed swab testing, contact tracing, and financial support, while wellness programs addressed employees' psychological, social, and mental health needs. Asticom also partnered with healthcare providers, telehealth services, and AC Health for comprehensive support.

Asticom's innovative use of HR technology during the pandemic has ensured employee safety and satisfaction while reinforcing the company's resilience and adaptability. Asticom remains committed to creating opportunities for Filipinos, ensuring they not only survive but thrive in their work.

Asticom established Asti Shared Services Center (AstiSSC), featuring i-Serve and i-Search, tech-enabled solutions catering to employees' HR, IT, Finance, and Admin needs, streamlining transactions through a ticketing system. The company also launched Asti SPACE, an online platform powered by LinkedIn Learning offering over 5,000 skill development courses, resulting in increased employee satisfaction and engagement ratings.

Amid the pandemic, Asticom launched Project Alalay and AstiCareers, initiatives that generated nearly 3,000 job opportunities for "no work, no pay" employees and maintained access to learning and growth opportunities during lockdowns.

#### **b. 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**

Asticom's commitment to prioritizing employee safety and well-being during the COVID-19 pandemic has been acknowledged through various prestigious awards. At the 2021 Asia Pacific STEVIE® Awards, the company received double Bronze awards in the Most Exemplary Employer and Most Valuable Corporate Response categories for its exceptional COVID-19 response. These accolades reflect Asticom's dedication and its swift transition to a work-from-home setup in just 72 hours.

One notable initiative introduced by Asticom is MARS, a chatbot that monitors the daily health status of around 5,000 employees. MARS provides real-time insights and connects employees with appropriate support teams. This innovative solution played a crucial role in disaster preparedness communication during frequent typhoons in the Philippines. Asticom's efforts were recognized at the 2022 STEVIE® Awards, where they won Gold awards for Innovation in Human Resources Management and Innovative Use of Technology in Human Resources. Additionally, at the 2022 TITAN Business Awards, Asticom won several Gold awards, including one for the Human Resources category, acknowledging their outstanding health and wellbeing strategy.

Asticom's dedication to employee support extended beyond technological solutions. The company established a COVID-19 task force responsible for managing swab testing, contact tracing, and financial assistance. Asticom launched a free vaccination drive for its employees, encouraging them to get vaccinated to protect themselves and their families. To date, Asticom has 98% vaccination rate among its employees. Furthermore, Asticom implemented wellness programs to address employees' holistic health needs. These efforts earned Asticom the Employer of Choice award at the 2021 HRD Asia Awards.

### Webpage Link

<https://www.greatplacetowork.com.ph/gptwcertified/asticom/> (<https://www.greatplacetowork.com.ph/gptwcertified/asticom/>)

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

Yes



**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/18451/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODQ1MSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm90qKmoHkSC7JZwfXNrKCCXBdauU?Asticom%20Pandemic%20Initiatives.pdf>)

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

Yes

**Supporting Document 3**

Download File (<https://stevies-sage.secure-platform.com/file/18452/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODQ1MiwiaWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9bh7JDfRIFSEYOEHB-D3NkIg?Asticom%20Recent%20Awards%202023.pdf>)

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

Yes

**Supporting Document 4**

Download File (<https://stevies-sage.secure-platform.com/file/18453/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkIjoxODQ1MywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6Imlnbm9Asticom-s%20People-centered%20Initiatives.pdf>)

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

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