

Nomination: 8375

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

**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**

Mynt (Globe Fintech Innovations Inc.) is a leader in mobile financial services focused on accelerating financial inclusion through mobile money, financial services, and technology. As an affiliate of Globe Telecom, Ant Group, Ayala, and various other global shareholders, Mynt provides secure, accessible, and convenient fintech solutions to individuals, businesses, and organizations. Mynt is recognized as the Philippine's first and only duacorn with the support of its distinguished local and global shareholders.

Mynt operates two fintech companies: GCash, a micropayment service that transforms the mobile phone into a virtual wallet, and Fuse, a tech-based lending company that enables Filipinos to get access to credit.

GCash, the leading eWallet in the Philippines, with over 94M Filipinos users, has emerged as the top employer in the fintech industry, setting high standards for workplace initiatives, benefits, and HR strategies.

By establishing the 3Cs mantra (Care, Career, Culture) in the organization, GCash was able to further make its employees' well-being a priority, create programs that activate values in the workplace, and stitch together various programs such as development programs and leadership programs to uplift leaders and young talents, honing them to become strategic and globally-competitive fintech leaders in the future.

**b. Outline the organization's employee-relations achievements since the beginning of 2022 that you wish to bring to the judges' attention (up to 250 words). Required**

CARE: We established improvement in salary restructure based on the above market standard, a 14-month pay adjustment in the bonuses, expanded Flex benefits, wellness allowance which now covers aesthetic procedures, fitness related, transportation allowance for all levels, redesigning of the annual incentive plan, giving high-performing employees an opportunity to own stocks of GCash, and the introduction of life-partner insurance and benefits.

CAREER: We worked on various learning and development initiatives; embedded psychological safety through Uplifting Leadership program; Headstart, a multi-level leadership development program that had over 200 participants; Transcend, a leadership program specific to tech talent; and GCash Accelerate, which is composed of three programs for high-potential and high-performing talent: Executive Development Program, Emerging Leaders Program, and Future Leaders Program.

CULTURE: DEI x DEI program, a foundational course that enabled our employees not just to speak the language of inclusion with each other but to be able to practice inclusive responses that create safe spaces for all; achieved 99% of the target employees trained and 87% DEI certified.

We have GCash Stars, with 4.50 overall satisfaction score, an annual awarding ceremony to recognize and honor the top performing employees per department, and GCash Gems with 4.72 overall satisfaction score, program that recognizes our service awardees. These initiatives celebrate employee achievements and loyalty.

Our PamilyaG (FamilyG) with 4.94 overall satisfaction score, involves family members in company engagement activities. Family runs and family movie nights boasted high attendance rates with an average of 3 family members joining per participant.

**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**

In the first few years of the pandemic, when we were growing rapidly due to the mainstreaming of our finance app GCash to Filipinos, our attrition rate was raising red flags. Previously, attrition was at 26%; interviews and an employee engagement survey cited compensation as one of the key reasons for people leaving the company, with base pay, allowances, and bonuses receiving fair to poor ratings.

Before we worked on our culture, the numbers from our surveys indicated that exiting employees did not see our organization as a place where they could grow, advance, and learn. 40% of those leaving identified a lack of career development as one of the reasons that led them to leave the company. It became clear that to keep talented people, the kind of people we wanted to help us drive the next phase of our organization, we needed to create the space for learning and growth.

Upon implementation of our overall HR improvements, we saw an increase in job offer acceptance rate from 79% to 88%; decrease in attrition rate from 26.1% to 13.63% and with our recent engagement survey, our total rewards component received the most favorable results from our employees.

With these initiatives in place, our Great Place to Work, HR Asia surveys and employee interviews show a high score in inclusive management notes that GCash promotes equal opportunities for all and a high score in engagement activities as GCash employees enjoy both in and out of office engagements.

**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**

Further cementing its position as an exceptional employer and leader on both the local and global scene, GCash received four awards from the world's premier business awards, the Stevie Awards in 2023. GCash won the Gold Award for 'Employer of the Year (Financial Services)' and the Silver Award for 'Achievement in Employee Engagement.'

Additionally, it has secured two Bronze Awards in 'Achievement in Benefits Design and Administration' and 'Recruiting or Talent Acquisition Team of the Year'. GCash was included in the top companies to work for by LinkedIn and hailed as one of the best employers, this time by the prestigious 'HR Asia Best Companies to Work for in Asia 2023'.

In the same year, the e-wallet also won four awards at the 2nd Annual HR Excellence Awards in the Philippines. These were two silver awards for Excellence in Leadership Development and Excellence in Total Rewards Strategy, and two bronze awards for Excellence in Talent Acquisition, including the most coveted Employer of the Year award.

Moreover, the company earned the prestigious Great Place to Work (GPTW) Certification for consistently promoting the values of inclusivity, teamwork, and leadership in the workplace.

Most recently, GCash has been awarded with the Silver Anvil Awards in Diversity and Inclusion category by the Public Relations Society of the Philippines.

**Webpage Link**

<https://hrsea.economicstimes.indiatimes.com/news/employee-experience/case-study-the-future-is-all-about-employees-gcash-story-by-robert-conrad-gonzales/104092702>  
(<https://hrsea.economicstimes.indiatimes.com/news/employee-experience/case-study-the-future-is-all-about-employees-gcash-story-by-robert-conrad-gonzales/104092702>)

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

Yes

**Webpage Link 2**

<https://www.linkedin.com/pulse/gcash-receives-great-place-work-certification-wearegcash/> (<https://www.linkedin.com/pulse/gcash-receives-great-place-work-certification-wearegcash/>)

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

Yes

**Webpage Link 3**

<https://hr.asia/awards/2023-event/philippines2023/gcash-ph-2023/> (<https://hr.asia/awards/2023-event/philippines2023/gcash-ph-2023/>)

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

Yes

**Web Page Link 4**

<https://www.humanresourcesonline.net/winning-secrets-how-gcash-s-multifaceted-hr-people-strategy-increased-its-employee-engagement-score>  
(<https://www.humanresourcesonline.net/winning-secrets-how-gcash-s-multifaceted-hr-people-strategy-increased-its-employee-engagement-score>)

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

Yes

**Web Page Link 5**

<https://www.mynt.xyz/newsroom/gcash-wins-big-at-the-prestigious-hr-excellence-awards-2023> (<https://www.mynt.xyz/newsroom/gcash-wins-big-at-the-prestigious-hr-excellence-awards-2023>)

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

Yes

**Web Page Link 6**

<https://mb.com.ph/2023/9/19/g-cash-bags-hr-asia-best-companies-to-work-for-in-asia-2023-award> (<https://mb.com.ph/2023/9/19/g-cash-bags-hr-asia-best-companies-to-work-for-in-asia-2023-award>)

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

Yes

**Web Page Link 7**

<https://mindanaotimes.com.ph/gcash-bags-4-recognitions-at-the-prestigious-stevie-awards/> (<https://mindanaotimes.com.ph/gcash-bags-4-recognitions-at-the-prestigious-stevie-awards/>)

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

Yes

**Web Page Link 8**

<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/>)

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

Yes

**Web Page Link 9**

<https://business.linkedin.com/talent-solutions/events/22/10/talent-awards/region-categories/apac/philippines/philippines-best-talent-acquisition-team>  
(<https://business.linkedin.com/talent-solutions/events/22/10/talent-awards/region-categories/apac/philippines/philippines-best-talent-acquisition-team>)

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

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/20724/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDcyNCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm97gMKdWAXU0LT0h2MStX2skAwPz9Vkl5aanERGg5g?GCash%20%281%29.pdf>)

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

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/20623/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDYyMywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9UeVqi5V2NY?GCash%20Employee%20LinkedIn%20Testimonials.xlsx>)

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

Yes

**Supporting Document 3**

Download File ([https://stevies-sage.secure-platform.com/file/20625/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDYyNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9NGj03zUEo\\_\\_tfY9cukSaX-u-Ffrj72gPQk?GCash%20Awards%20%26%20Recognition.pdf](https://stevies-sage.secure-platform.com/file/20625/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRpYUlkJjoyMDYyNSwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbm9NGj03zUEo__tfY9cukSaX-u-Ffrj72gPQk?GCash%20Awards%20%26%20Recognition.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