

Nomination: 9639

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

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 is the first and only \$5 billion unicorn in the Philippines. It's a leader in mobile financial services focused on accelerating financial inclusion through mobile money, financial services, and technology.

GCash's commitment to people-centric and inclusive HR initiatives is deeply rooted in its purpose, vision, and mission. As stated in its purpose statement, GCash exists to "make Filipinos' everyday lives better", with a vision of "Finance for All" and a mission to provide meaningful digital finance solutions that empower people, organizations, and the nation. This overarching mission extends beyond customers; it includes employees as key enablers of financial inclusion and innovation.

At the heart of GCash beats a simple truth: happiness is a chain reaction. It starts with an employee-first approach—when employees feel empowered and engaged, they create exceptional customer experiences, driving business success and benefiting all stakeholders. This philosophy, known as the GCash Happiness Chain is embedded in every aspect of the organization's purpose, mission, and values.

b. Outline the organization's employee-relations achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required

The industry benchmark for employee engagement hovers around 75%, reflecting the average level of workplace satisfaction. GCash has consistently surpassed this standard, achieving an average engagement score of 88% over the past three years. This underscores GCash's dedication to a workplace culture that values its people, drives innovation, & empowers employees to create meaningful impact.

GCash's HR initiatives are strategically designed to attract, retain, & grow talent across the employee lifecycle:

- Early-career programs like Imagination, Jumpstart, Cadetship, & Aspire focus on attracting emerging professionals, engaging more than 7000 applicants combined from more than 200 unique schools across the Philippines
- GCash Fintech University provides functional training & "Build Strategy Programs," while Accelerate targets high-potential employees & executive development. Results: trained over 200 participants, achieved 99% training reach,
- Alagang GCash encompasses comprehensive wellness benefits & GFlex for personalized employee perks, significantly decreasing attrition rates: from 26% in 2021 to 15% in 2022, 13.6% in 2023, & down to 12.2% in 2024
- The Experience @ GCash platform handles employee communications & PamilyaG for the Family extends support to employees' families through benefits, wellness allowances, & engaging activities, also contributing to the decrease in attrition over the years.
- GCash integrates Business Planning & Continuity Management (BPCM), including sustainability and Workplace DEI efforts like SheTalks, TrueYou, & CommYOUunities, along with life partner benefits & PWD inclusion initiatives, to foster an inclusive environment, achieving an inclusion index of 91%

All these programs are underpinned by significant investments in Automation & AI in HR systems, streamlining processes & enhancing the overall employee experience at GCash.

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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

All these people programs have contributed to the company's exponential growth & national impact. GCash has reached over 94 million users by the end of 2024, facilitated 320 million aid disbursements, & achieved a \$5 billion valuation in 2024.

Behind this impact is a tireless workforce dedicated to making financial services accessible to all. Through strategic HR management, GCash nurtures leaders who champion its life-changing mission to be an engine of financial transformation to change the Philippine digital economic landscape. At GCash, HR is the undeniable heart of this vision. By bringing in & cultivating purpose-driven leaders, HR ensures that GCash employees also advocate Finance For All. The connection between HR & GCash's vision is clear: by investing in people, we empower them to deliver on our purpose and service to the nation.

GCash's leadership knows that a truly inclusive financial system is about people. By providing an empowering work culture that nurtures employees' growth and motivation, HR enables the development of solutions that genuinely address the needs of the nation. Programs focused on learning, leadership, & career progression ensure that employees remain engaged, forward-thinking, & dedicated to GCash's mission. From mentorship initiatives to cross-functional training, HR creates an environment where talent flourishes, ideas are valued, & every individual contributes to a larger vision.

Through a combination of innovation, purpose-driven leadership, & a deeply engaged workforce, GCash is shaping the future of finance in the Philippines. The company's inclusive & people-first approach guarantees that financial inclusion is not just a product it delivers but a purpose to live by.

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

Employee testimonials on HR Programs

- This file contains a consolidated list of testimonials from employees who have either undergone or availed of specific HR programs.

2024 Employer Awards

- This slide consolidates the employer awards won by GCash in 2024

GCash Happiness Chain

- This diagram illustrates GCash's internal philosophy that keeping their employees engaged and empowered leads to satisfied customers, ultimately resulting in happy stakeholders and a successful organization.

Careers Site

- The GCash Careers Site highlights the company's mission as a leading fintech and the first Philippine unicorn, showcasing its values, employee benefits like growth opportunities and comprehensive training, and various career programs for professionals and students, all while emphasizing a positive work environment and numerous HR awards.

2024 article on GCash's employer awards

- GCash received multiple prestigious awards in 2024, including HR Asia's Best Companies to Work For and Stevie Awards for Employer of the Year, recognizing its outstanding employment programs, diversity, equity, and inclusion initiatives, and comprehensive HR strategies.

2024 ESG Awards

- GCash was honored at the ESGBusiness Awards 2024 for its environmental and workplace initiatives in fostering gender equality and an inclusive workplace.

May 2025 Recap Post

- This post recaps all engagement activities enjoyed by GCash employees

Webpage Link

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Would you like to add an additional webpage link?

Yes

Web Page Link 4

Would you like to add an additional webpage link?

Yes

Web Page Link 5

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