



Globe Telecom

Telecommunications Services



The Organization

Globe Telecom, Inc. (Globe) is a major provider of telecommunications services in the Philippines. The company operates one of the largest and most technologically advanced mobile, fixed line and broadband networks in the country, providing reliable, superior communications services to individual customers, small and medium-sized businesses, and corporate and enterprise clients. As of the end of 2018, Globe's mobile subscriber base has reached 74.1 million. The company provides digital wireless communication services nationwide under the "Globe Postpaid," "Globe Prepaid" and "TM" brands. Aside from consumer services, Globe Telecom offers business solutions to enterprise and corporate customers.

Motivation for Change

Globe had a single 24/7 hotline for after-sales and technical support to various enterprise and corporate customers. It is an essential touchpoint that handles an average of 36,000 calls per day from over 20,000 enterprise and corporate customers wherein most of the operations handle inbound calls. This led Globe to look for a more sophisticated and efficient contact center solutions provider to meet their business goals. Their objectives included:

- Address technical issues relating to stability, reliability and support from the previous interaction management vendor
- Serve a growing number of customers more efficiently
- Improve the quality of all customer interactions
- Lower operational cost



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– Matt Slee, Head of Service Command Center, Globe Telecom

Why Aspect

The features and functionalities of Aspect Software’s omnichannel customer interaction management software, Aspect® Unified IP®, met all of Globe’s business user and technical requirements. The expertise from the Aspect Professional Services team and local channel partner Trends & Technologies, Inc. (Trends) were also instrumental in helping Globe achieve their customer engagement goals.

The Results

Better Performing Workforce

Globe saw a significant difference in terms of customer experience. Voice quality and stability were improved. Various support units saw an increase in call volume and calls handled by the workforce. A significant improvement on reporting was also noted, as the previous system was overly dependent on a third party to extract reports.

Real-Time Data Leads to Improved Metrics

A weekly reporting cadence was necessary to understand what processes or resources needed improvement. Because of Aspect, Globe can now track and measure the performance of the contact center. Aspect gave Globe the capability to create significant changes to its business processes by improving its visibility into metrics.

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Improve Business Growth and Reduce Operational Costs

Prior to implementing Aspect, Globe had in-house agents as well as outsourced personnel that served the customers with after-sales support. After the deployment of Aspect, Globe eliminated the outsourced workforce and consolidated into an all in-house agent service. This significantly cut operating costs by removing the need for outsourcing.

Today, Globe has become more highly equipped in providing quality service to their growing pool of customers by enabling its agents with the best tools available.

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About Aspect

Aspect is on a mission to simplify and improve customer engagement. Our enterprise software is used by millions of agents every year and supports billions of consumer interactions around the world. Our best-of-breed contact center and workforce optimization applications help companies keep agents engaged while providing exceptional customer service experiences. Our flexible, highly scalable solutions for self-service and live interaction management and workforce optimization are available on-premises or in any hosted, private or public cloud environment. For more information, visit www.aspect.com. Follow Aspect on Twitter at [@AspectSoftware](https://twitter.com/AspectSoftware). Read our blogs at <http://blogs.aspect.com>.

