

Competitiveness Data

How Data Insights Drive Private Sector Growth
and Investment



“We stand at the forefront of a transformative journey to digitalize the nation, and uplift the life of every Filipino.”



How do we **determine** the **best ways**
to uplift the lives of Filipinos?

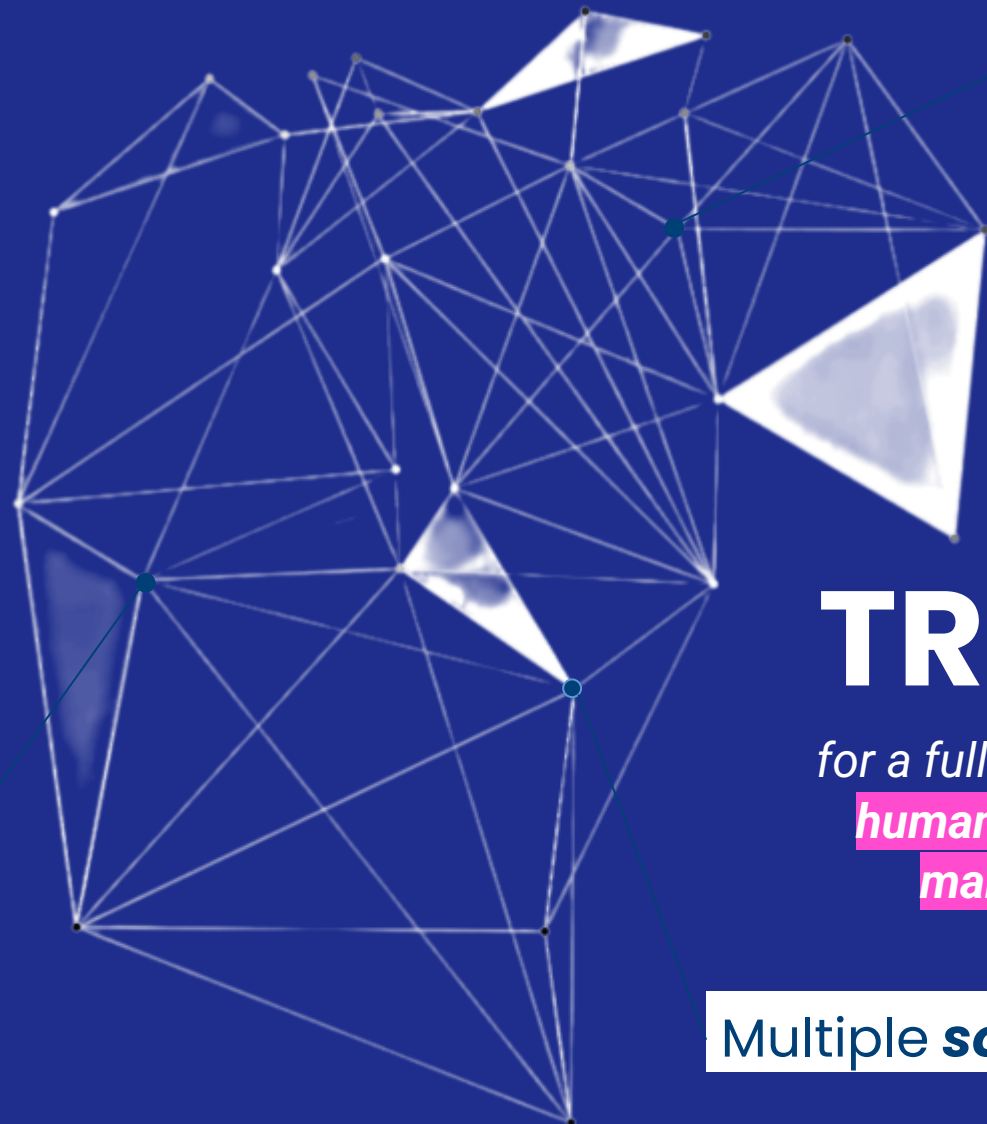
We need to understand them.

“Without **data**, you are blind and deaf and
in the middle of a freeway.

— *Geoffrey Moore*

American organizational theorist,
management consultant and author





Multiple **metrics**

Multiple **methodologies**

Multiple **sources**

DATA TRIANGULATION

for a fuller understanding of the customer as a **whole human being**, enabling **human-centered decision making** for both the present and the future.

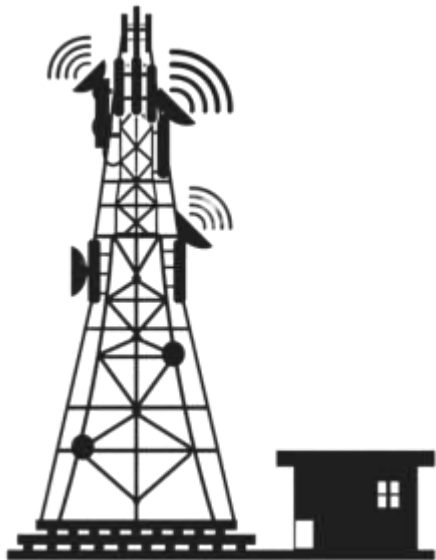
Collecting **primary data** through various research methodologies to determine the profile, needs, pain points and preferences of our customers.



“The continued advancement of technology to deliver better service performance and improved **network efficiencies** allows Globe to remain focused on improving connectivity and service availability across the nation to give our customers **best-in-class experience.**”

Rebecca Eclipse

Chief Transformation and Operations Officer (CTOO),
and Chief Customer Experience Officer (CCEO)



Network Cell Availability
Consistency
LTE Congestion
Latency



Watching **network performance** at the **town level** to inform our site builds, network optimization efforts, and other strategic and operational decisions, thereby delivering the desired **customer experience**

Analyzing **behavioral data** to personalize offers (NBA/NBO, geo-targeted offers), predict churn, and make improvements on the portfolio.



Utilization
Shape of day
App usage
Location

App Exclusives
Unli Midnight 15
Valid for 1 day

UNLI Mobile Data

Unli Data for all sites and apps from 12AM to 6AM. Valid for 1 day.

10:37 BUY TM

You're buying for
Account 0975 157 0030

EasySURF 99 with All-In

Just For You!

EasySURF EasySurf 99 Double Valid for 7 days	All-In All-Net Surf 20 Valid for 2 days
17GB Mobile Data	600MB Mobile Data
Unli Allnet Texts	Unli Allnet Calls
ONLY IN GLOBEONE	Unli Allnet Texts
5 FREE playing ticket for TM FunRewards	ONLY IN GLOBEONE
	1 FREE playing ticket for TM FunRewards

Monthly Specials

App Exclusives ALLSURF99 with M... Valid for 7 days	App Exclusives ALLSURF99 Araw... Valid for 7 days
16GB Mobile Data	17.5GB Mobile Data
Unli Allnet Texts	Unli Allnet Texts
ONLY IN GLOBEONE	ONLY IN GLOBEONE
5 FREE playing ticket for TM FunRewards	5 FREE playing ticket for TM FunRewards

Only on GlobeOne

Data has enabled Globe to secure **market leadership** in mobile connectivity since Q3 2016.


But beyond this, we aspire to create a **Globe of Good.**



Knowing customers **in their context** allows us to **uncover more opportunities** to uplift the lives of Filipinos.



“We will harness the **power of digital technology**, expand our reach and enhance our services to meet and **exceed** the evolving needs of our customers.”



Ernest L. Cu
President and CEO

VISION

We see a Philippines where families' dreams come true, businesses flourish, and the nation is admired.



Using digital solutions to foster **inclusive growth** and stronger **social cohesion** amidst widening inequalities in our cities.

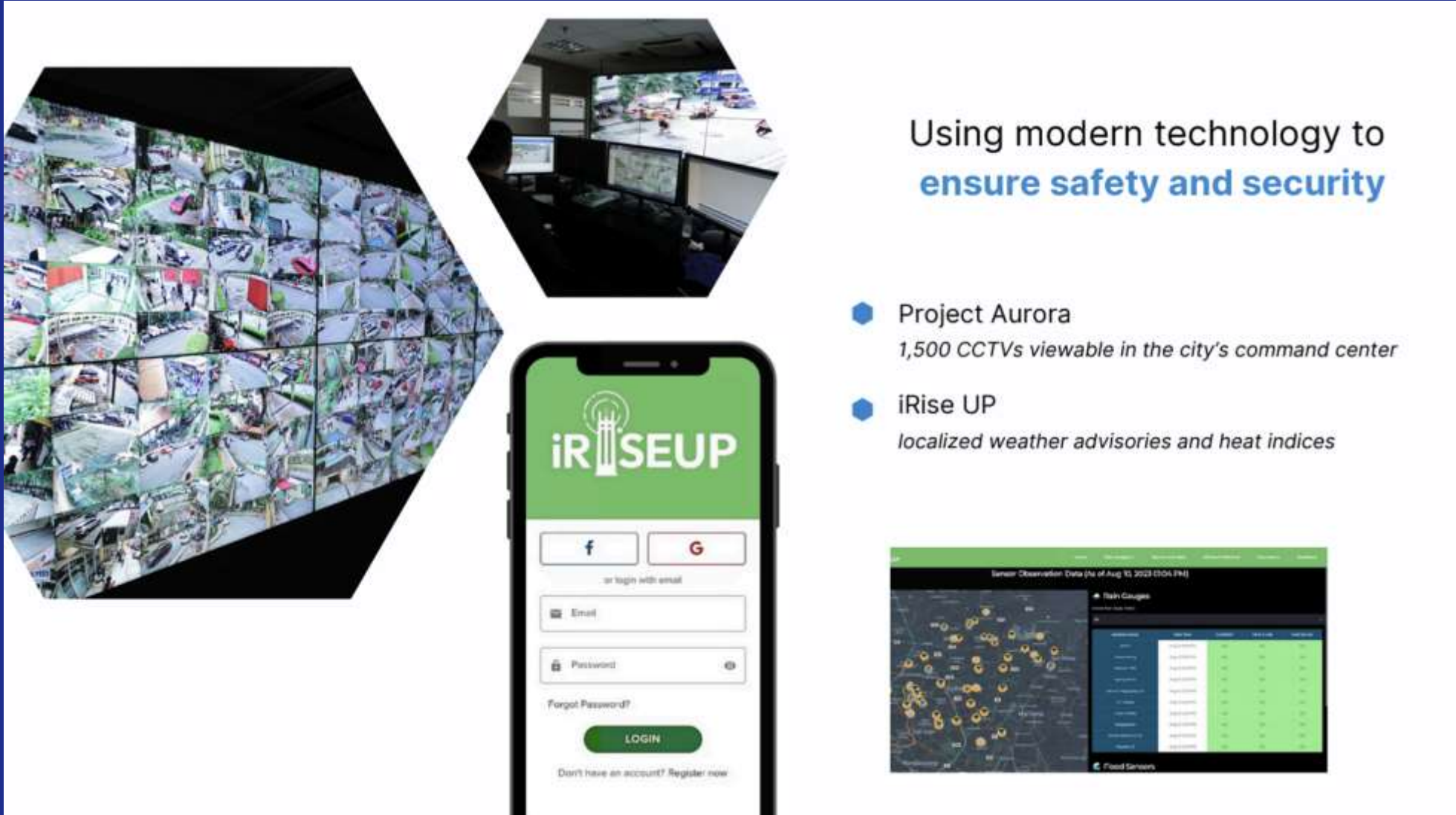


Decidim Barcelona

CITIZEN PARTICIPATION



The digital and democratic platform for citizen participation.

The digital participation and democratic platform **Decidim.Barcelona** gives citizens a voice so that they may decide on the future of their surroundings. It is a digital space forming part of a participatory process in which to debate, respond and gather proposals. The tool is put together using open-source software and open code, so that it can be reused and improved upon.



Using modern technology to **ensure safety and security**

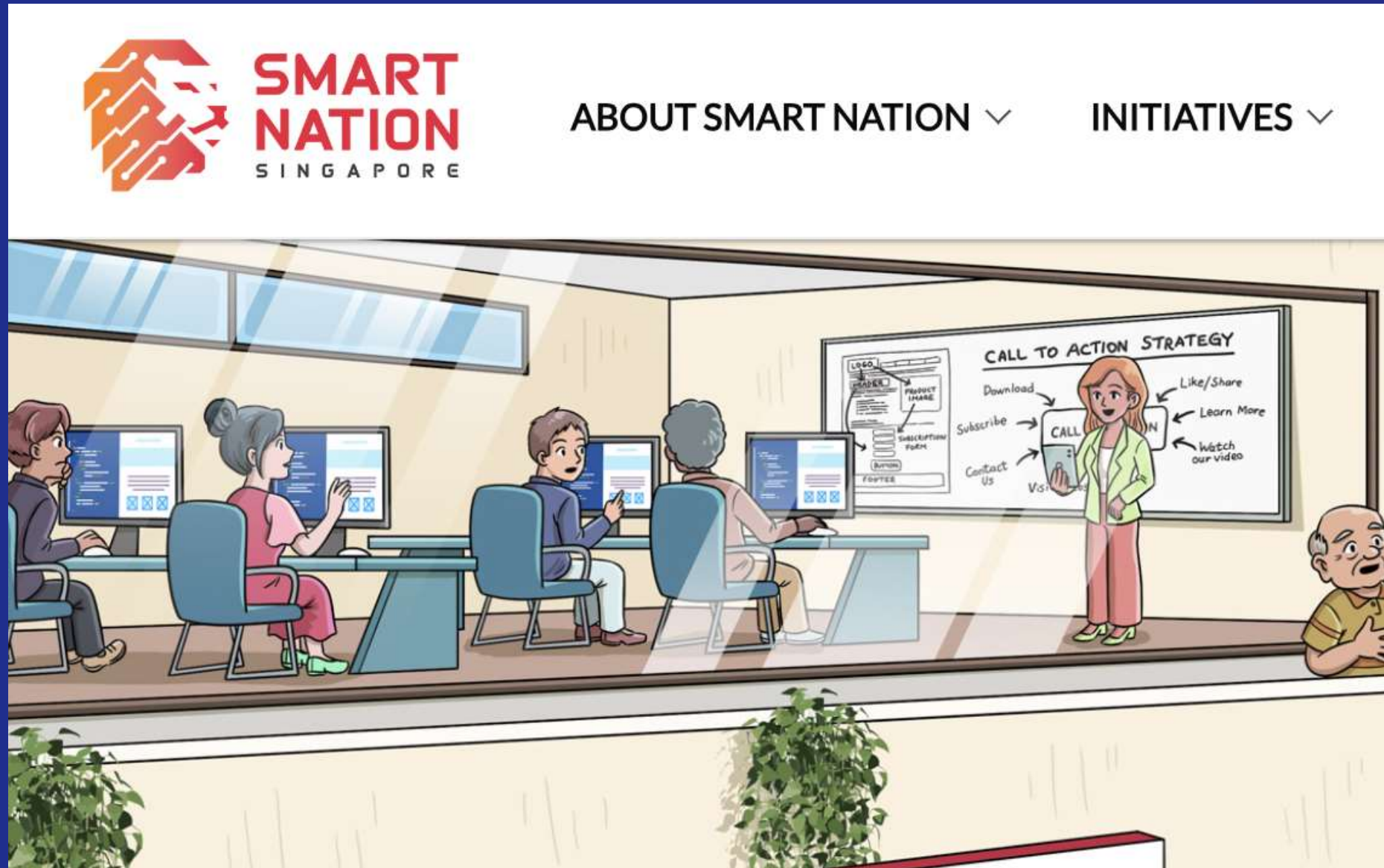
- Project Aurora
1,500 CCTVs viewable in the city's command center
- iRIse UP
localized weather advisories and heat indices





Credit: Clara Ramirez

**How technology and social innovation
has helped Medellín to rise from the
ashes**



It starts with **data** driving **human-centered** leadership, helping foster **social cohesion** and **inclusive development** to build a **sustainable future** for our cities.

Scan here

Want to know more about Globe Business solutions?

