

# Worlds Largest Work From Home Experiment Impacts All Sectors for BPO



## Insurance

AI for customer insight  
Mobile automation  
Zero contact resolution



## Retail

Mobile & Omni-channel  
PCI-DSS Compliance  
Adaptive FAQs  
Chatbots



## Energy & Utilities

Self Service  
Mobile Apps  
Push Notifications  
Submit readings



## Health

Skills-based routing  
RT voice analytics  
Tele-Medicine  
Contact Tracing



## Man. & Logistics

Social, Mobile and E-mail Integration  
Location-Based Services



## Dealerships

HD closed circuit video  
ERP/CRM Integration  
Remote Showrooms



## Travel & Tourism

Booking Cancellations  
Personalization & CX  
Speed & End to End



## Telecoms

Reducing Churn  
Sentiment analysis  
Cross-sell, up



## Banking Services

Remote Specialist  
Video Conferencing  
Robo-Advisory  
Zero-contact resolution



# Cloud to Home: Extending Cloud for Business Continuity and



## Drivers

- Cope with lockdown & social distancing restrictions
- Health & safety of staff
- Scale based on volume - access to home-based agents (crowdsource, part-time, etc.)
- Resiliency with agents spread across country

## Automation

- Virtual agent for efficiency
- Automated notification to reduce inbound calls
- Call transcription & analysis for staff training & compliance



## Intelligence / Workflow

Chatbot, call transcription, sentiment analysis

Omni-channel, CRM integration - full customer journey

WFOaaS; routing to SME for fast resolution

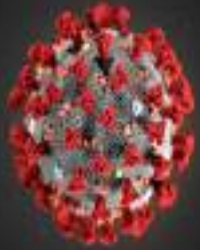
## Foundation

Security & Compliance

Network Performance

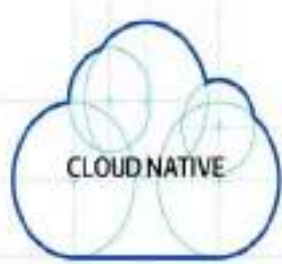
Cloud-based Contact Center Applications

# BPO Outlook and Future of Work for 2021



## COVID-19

Voice API for hotline,  
contact tracing



## Cloud Native

Agility, ease of  
integration, updates,  
global consistency



## Omni-channel

Social media, voice,  
chat apps, email, etc.  
in an integrated view

AI

ARTIFICIAL  
INTELLIGENCE

## AI/ML

Predictive analytics,  
real-time sentiment.  
On the spot coaching  
Improvements in e-  
NPS



## CPaaS/API

Automate workflows,  
customer  
notification, 2FA



## CX & EX

Two-side of the same  
coin; giving staff the  
right tools & training



ePLDT



# IMPACT

PHILIPPINE DIGITAL CONVENTION 2020

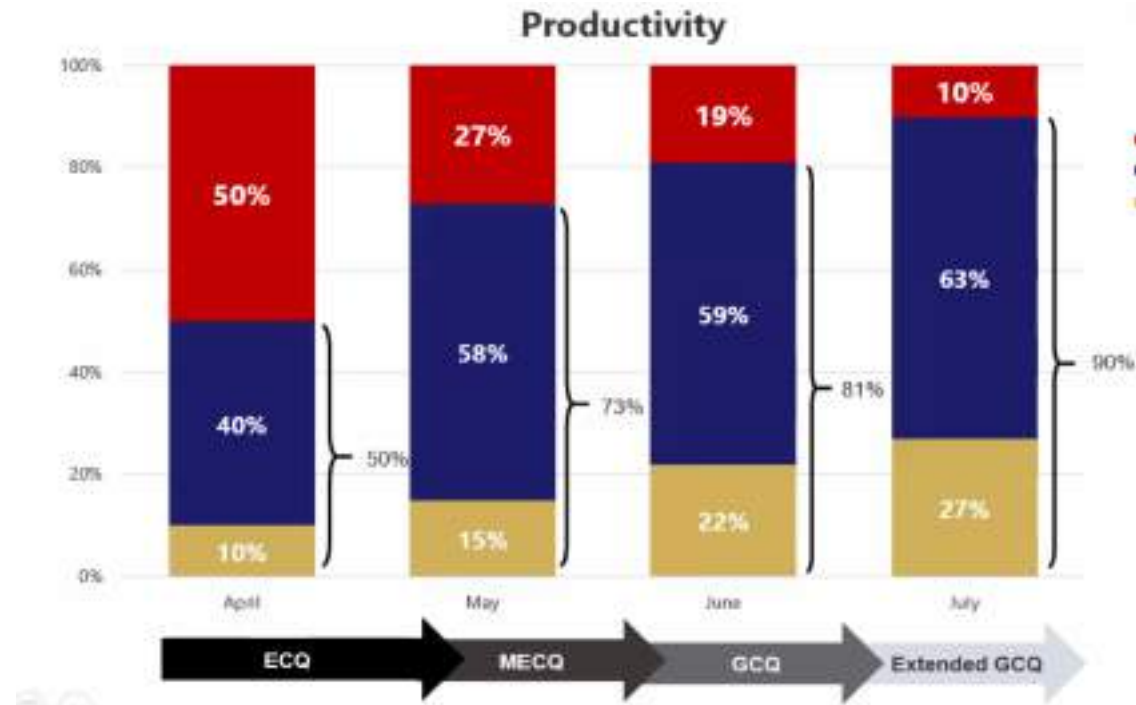
# PLDT Enterprise 2020

BPO Industry Vertical



# ITBPO – Industry Overview

TRANSITION FROM  
OFFICE TO HOME





**HOW WE SERVED THE INDUSTRY**



# FAQ'S FROM OUR CLIENTS

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How long does it take to install the WFH?



What is the process for an enterprise client to set up a work from home agent?

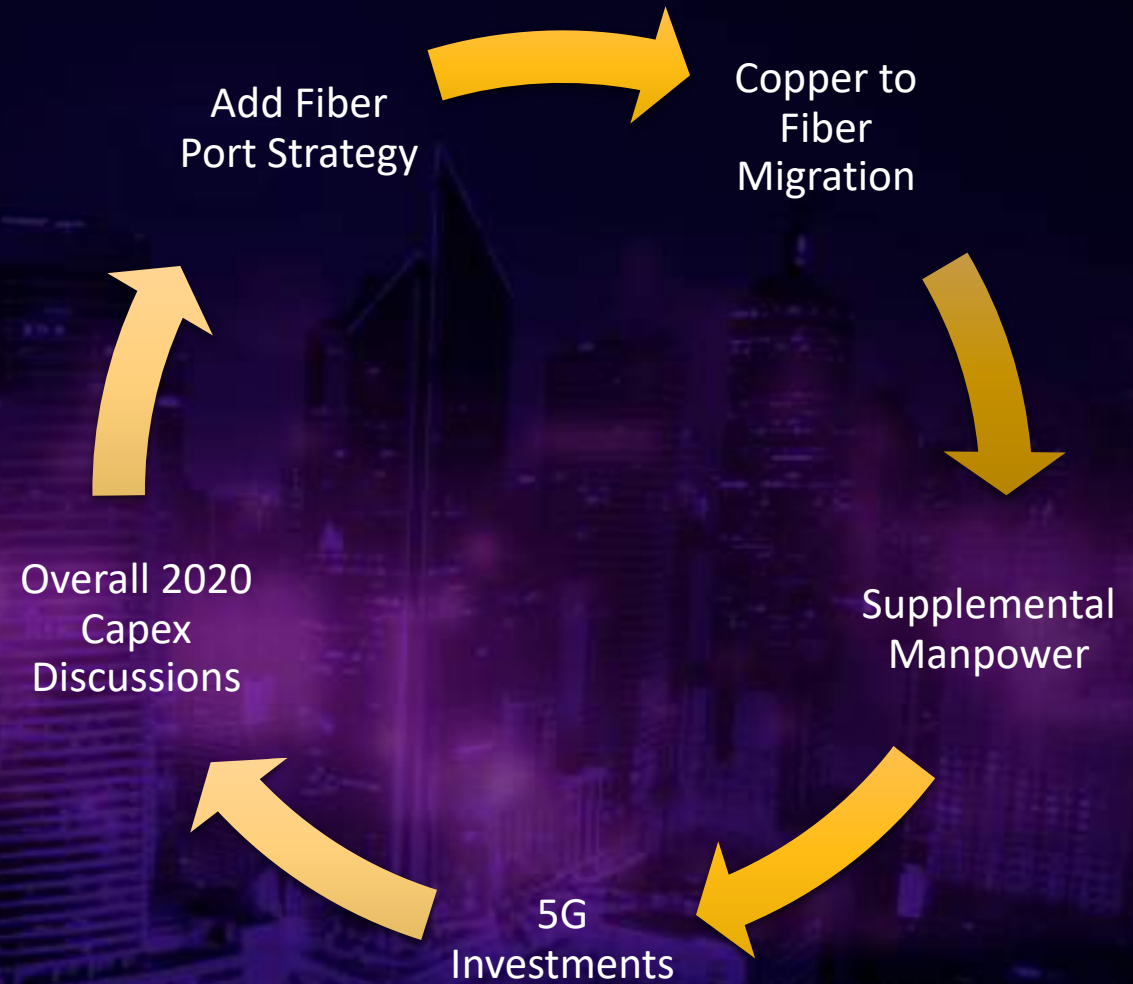


Where is your fiber foot print so we can strategically source & hire based upon that?



Can your wireless LTE Devices handle voice lines of business?

# Key Initiatives to Support Beyond 2020







How are we  
moving forward  
to enhance  
your WFH  
experience?

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Beyond Fiber

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SMART 5G

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ZAP by Net foundry



# BEYOND FIBER

## FOR WORK-FROM-HOME



### BUSINESS-GRADE FIBER

Go BEYOND traditional burst speeds with minimum of 45 Mbps at 90% reliability

### WI-FI FIT FOR ENTERPRISE

Get a more robust and centrally managed wi-fi device, powered by Cisco Meraki

### CURATED DIGITAL SOLUTIONS

Cyber Security, Managed Equipment, Collaboration, Productivity and more.



# ZERO-TRUST ACCELERATION PLATFORM (ZAP)

Introducing PLDT's ZAP solution, which provides an accelerated and secure access to business applications and cloud environments using any device over the internet.



AGILITY



SECURITY



PERFORMANCE



FLEXIBILITY

PLDT Proprietary



# INVESTING FOR CUSTOMERS



## PHP 70B

2020 CAPEX forecast\*



Philippine's Fastest  
Mobile Data

External report by Ookla

Source: PLDT First Half 2020 Financial and Operating Results, August 6, 2020



# Across the Spectrum: *Global Business Services to Bespoke Business Services Delivery*

## Trends in BPO Services

- Global Business Services to Innovation Centers
- Software (and Process) as a Service
- Cybersecurity as a Differentiator
- Creating Value from Data
- Cloud computing
- Digital operations
- Bespoke Services and Service Models

- Legacy Systems
- Capital
- The Human Factor / Bias
- Stakeholder Alignment
- Change Management
- Execution Risk
- Change Management

## Practical Realities or Constraints

# Delivery of higher-value services and development into *Innovation Centers* requires deep domain expertise ... and *Bespoke Service Models*

## Healthcare example

- Understanding value drivers – for business *and* patient-customer
- Visits per Diagnosis (physical therapy)
- Data analytics translates to value with VPD insights
- Even greater complexity from regulation, patient psychology, advancing science, etc.
- Core business: Accepting Risk and Claims Decisioning
- Creating value – role *elimination* or role *optimization*?
- Market interaction drives revenue
- Data analytics enable better risk decisions and pricing

## Insurance example

# The COVID-19 situation





# How were we able to manage?



**accommodation**



**food**



**recreation**



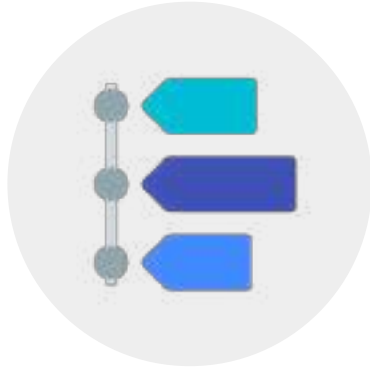
**wellness**

## Our workforce

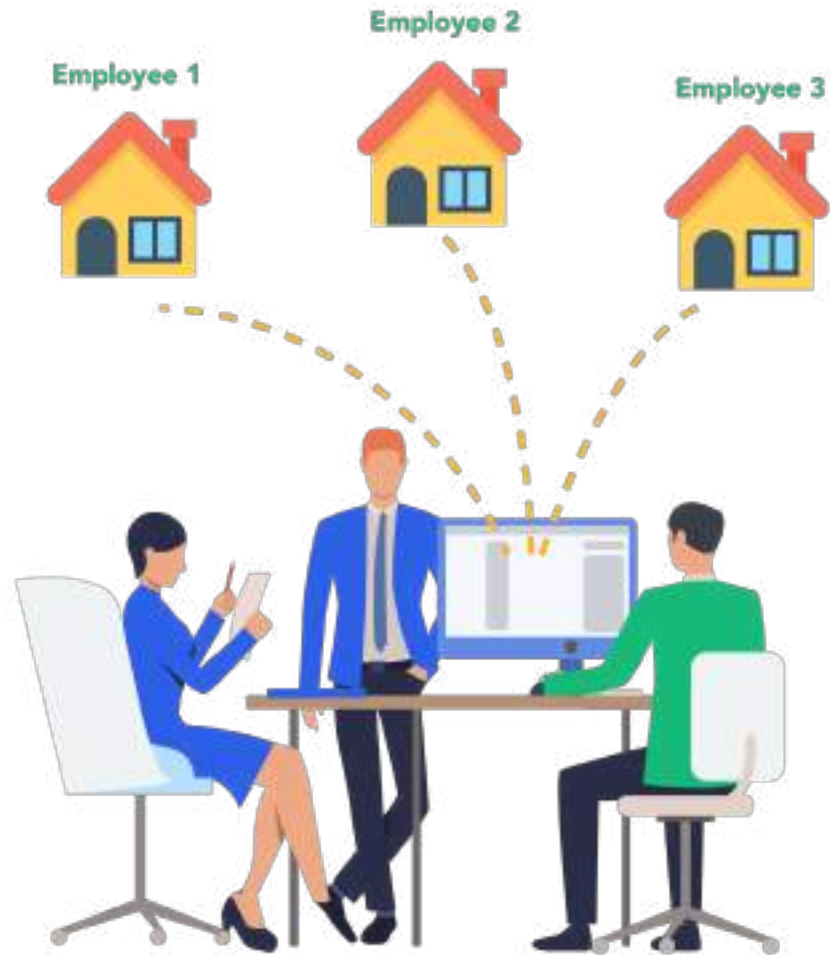


while









# 2.6 million displaced workers













# BUSINESSES WERE **NOT PREPARED**





THIS CRISIS WILL LEAVE  
MANY ENTERPRISES  
**VULNERABLE**

# The World's Largest Ever Work-from-home Experiment



Google, Microsoft, Twitter, Hitachi, Apple, Amazon, Chevron, Salesforce, Spotify.

From the UK to the US, Japan to South Korea, these are all global companies that have, in the last few months, rolled out mandatory work-from-home policies amid the spread of Covid-19.



# Is Your Organization Ready for Permanent WFH?



The latest report from Global Data suggests that the crisis will have significant implications for the corporate consumption of information technology and cloud computing resources.



# Challenging The Traditional Work Model



- Can your employees rely on the existing corporate infrastructure in place to do their jobs?
- Is your organization reliant on centralized, physical servers located in server rooms at HQ or in data centers?
- Are your employees at home and your clients abroad able to access those servers sufficiently quickly to do their work under current circumstances?

# OFFICE



# HOME



Laptop



Headset



Softphone  
Client



IP Phone



MS Virtual Desktop





# Transformation Phase

## IMMEDIATE

- Ensure fast & resilient **Internet Infrastructure** (access, core & international segment) to support enterprise customers' back office & WFH environment.
  - iGate BW Upgrade at Local HQ
  - Fixed & Wireless Internet Connectivity to WFH Users
- Bundle endpoint laptops, monitor, softphones & other WFH Hardware tools with the Internet Infrastructure

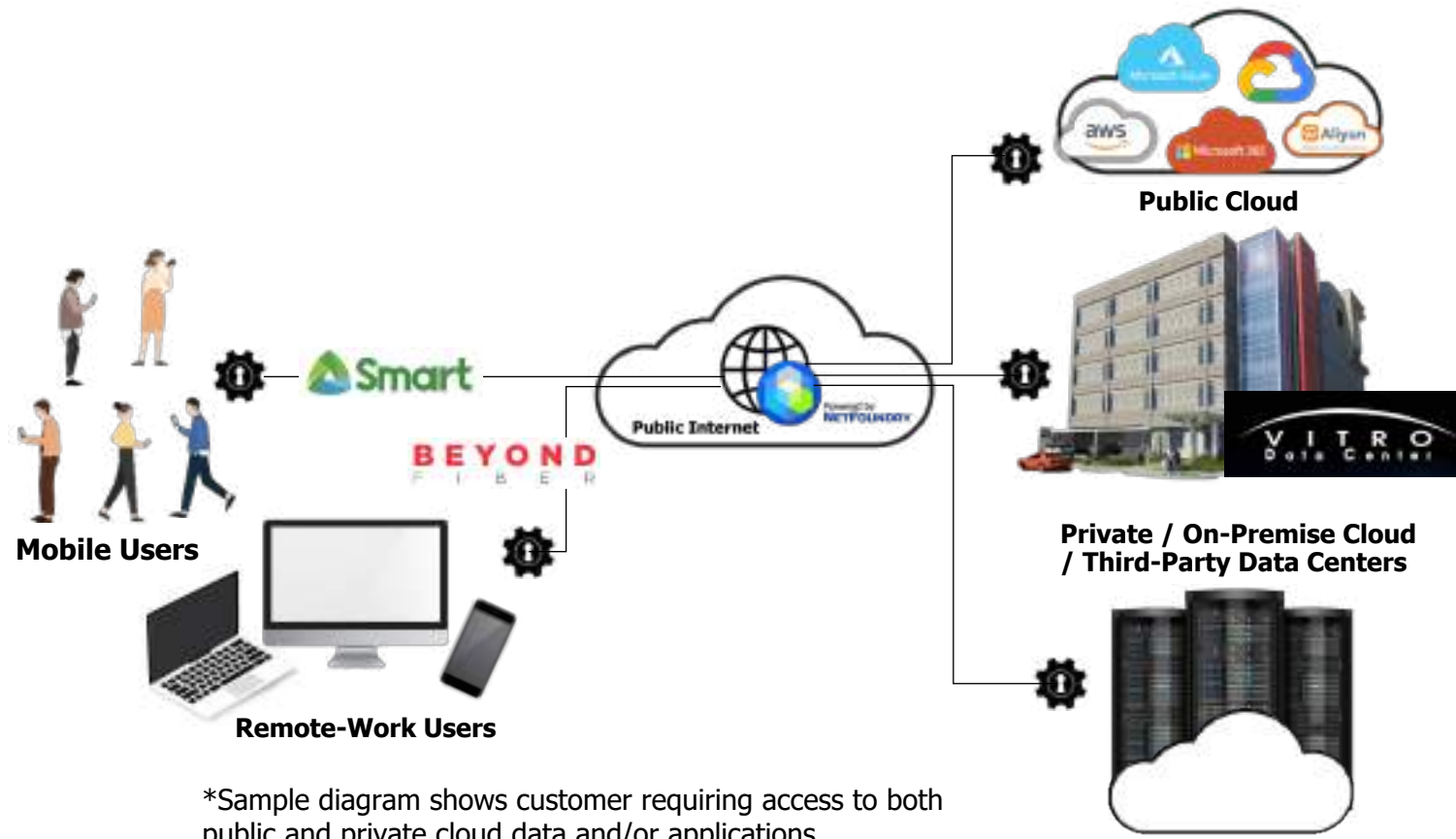
## MID TERM

- Maximize WFH tools using cloud-managed VPN and WiFi solutions, laptops, softphones, monitor bundled with End-Point Advanced Security.
- Provide communication & collaboration tools.
- Enhance infrastructure connectivity and reach to the Next Wave Cities & BPO communities.

## LONG TERM

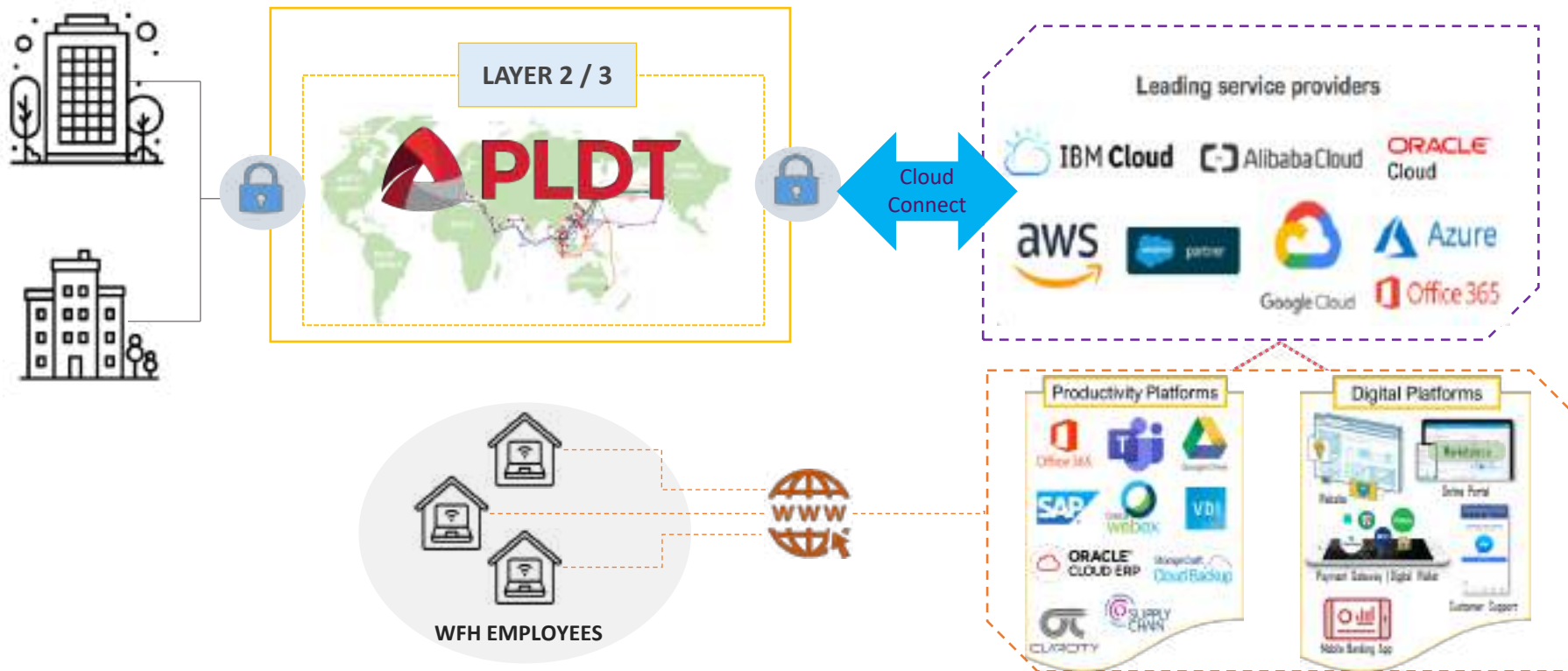
- Enhance infrastructure connectivity and reach to the Next Wave Cities & BPO communities
- Engage & have a deep dive discussion with customers in the Data Center, Disaster Recovery/Business Continuity, Cloud, Managed IT, CyberSecurity, IT Business Consulting business

# IMMEDIATE



ZAP is a secure internet overlay that enables accelerated access to business apps and cloud environments using any device.

# MID TERM



PLDT Cloud Connect brings the cloud to your corporate network for remote users



# LONG TERM



Proactive Monitoring



Managed Infrastructure



Security Operations  
Center-as-a-Service  
(SOCaaS)

## PLDT Managed Service Desk

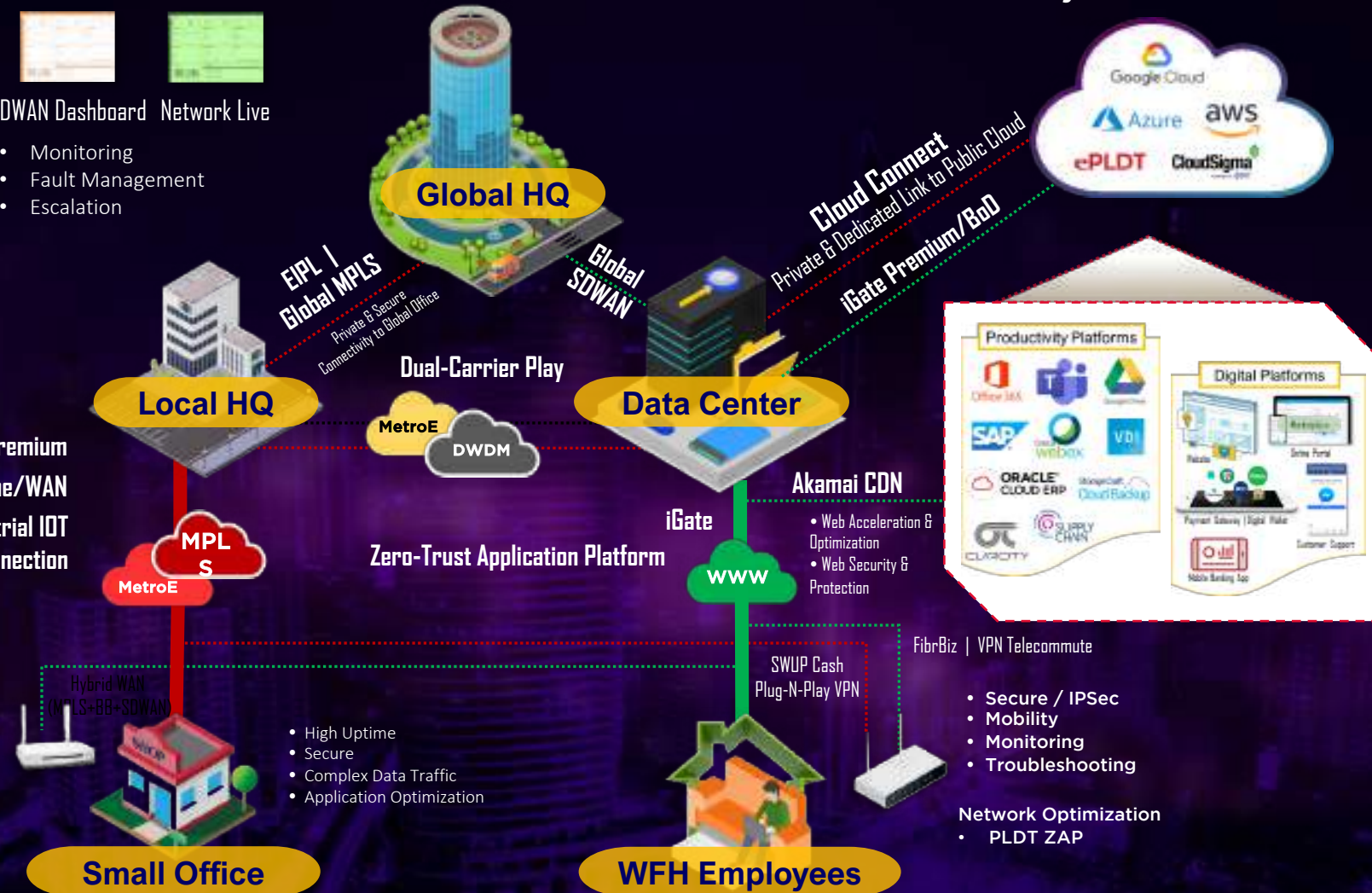


SDWAN Dashboard Network Live

- Monitoring
- Fault Management
- Escalation

CCaaS |  
Collaboration  
#MyNumber

## Hybrid Cloud Infra



# The DIGITAL ENABLER



Mobile Applications	Wireless Plans	Big Data Analytics					Disaster Recovery & Business Continuity
eCommerce Applications	Internet Broadband	Customer Relationship Management	Supply Chain Management	Financial Management	Human Resource Management	Industry Specific Applications	Data Privacy & Big Data Consulting
Direct Marketing Services	IPVPN, Metro E Leased Line	Unified Communications	Conferencing Solutions	Email & Messaging	Customer Contact	Document Management	Managed Security
M2M (Devices) IoT (Sensors)	IPLC / MPLS	Operating Systems	Databases	Productivity Tools	Application Development Tools	Security Software	IT Process Outsourcing
Payment Solutions	Wifi Solutions	Servers	Data Storage	Network Devices	Structured Cabling	Data Center	Cloud Migration Services
		Security Operations Center (SOC) / Network Operations Center (NOC)					
END USER	ACCESS	IN PREMISE	MANAGED	HOSTED		CLOUD	SERVICES



# #ONEwithYOU

We are one with the nation, for the nation



**WE HEAL AS ONE**