

CUSTOMER SPOTLIGHT



From Transactions to Journeys:

# PLDT Rewires Its Enterprise with a New Customer-Centric Approach



Results with Medallia

**\$20M**

saved over  
three years

**1M**

fewer repair  
follow-ups

**32%**

improvement across  
five CX principles

## Summary

- After 95+ years in operation, PLDT faced rising competition and challenged market share. Instead of doubling down on legacy practices, the company turned inward to rediscover its purpose and outward to understand its customers more deeply.
- This reset sparked transformation at PLDT: a quest to recreate a CX-led organization, embedding feedback into operations, and rallying the enterprise around a shared purpose — to deliver heartfelt, seamless, and meaningful experiences to every customer.
- Working with Medallia, PLDT is transforming how it listens, learns, and acts. Insights are now deeply embedded in daily operations and long-term decisions, resulting in measurable business outcomes, significant cost savings, and cultural alignment around Pusong PLDT, its shared ethos of serving with heart.

## Embracing New Competition to Enact Positive Change

After decades of operating in a duopoly, PLDT found its market share challenged by new entrants and evolving customer expectations. Rather than reacting defensively, PLDT asked a pointed question: Are we truly serving our customers the way they deserve?

That moment of reflection revealed hard truths. A 2022 internal study ranked PLDT as merely "customer aware." NPS wasn't just negative — it was in the double negative. Customers weren't just dissatisfied — they were actively warning others not to subscribe.

The company realized it needed to fix more than processes or systems; it needed to repair trust. And that meant returning to the heart of why Filipinos had connected with PLDT in the first place.

In Filipino culture, the word puso (heart) goes beyond emotion. It represents courage, empathy, and resilience. This became the foundation of

Pusong PLDT: a unifying philosophy reminding every employee that serving with heart is more than intention; it's how they show up every day.

To bring this philosophy to life, PLDT defined five CX principles to guide every design and interaction:

- **Reliable:** Clear and consistent in everything we do
- **Safe & Secure:** Customers feel protected at every step
- **Accessible:** Showing up where our customers are
- **Fast:** Simplifying processes to avoid delays and frustration
- **Personable:** Speaking in our customer's language and treating them as people, not cases

## A New Path Forward: Expanding CX from Transactional to Journey-Based

In 2021, PLDT partnered with Medallia to begin modernizing its customer experience strategy. Initially focused on transactional NPS across key service touchpoints, the program has expanded into a broader journey-based approach that enables deeper insights and more connected action.

PLDT established an ecosystem of experience signals:

- **Transactional NPS** to measure individual interactions
- **Journey NPS** to capture customer sentiment across end-to-end experiences such as application-to-installation, remote help to repair, and renewal
- **Relational NPS** to capture overall brand loyalty and benchmark against market perceptions

Together, these layers drive accountability across the enterprise, from sales and billing teams to technical support and digital product teams. Each feedback signal informs how PLDT prioritizes actions, aligns cross-functional teams, and measures progress.

## Translating Feedback into Meaningful Change

PLDT designed its feedback system not only to listen but to act. Verbatim feedback, analyzed through Medallia Text Analytics, reveals root causes and emerging trends. From repeat technical complaints to billing confusion, feedback is mapped to owners across the business.

What sets PLDT apart isn't just how it collects feedback, but how it makes it meaningful. Open-text feedback is processed using real-time intent mapping and custom topic sets that align directly to PLDT's five CX principles. This allows PLDT teams to quantify the voice of the customer in a way that links everyday comments to organizational values like reliability, speed, and empathy. With these insights, PLDT teams don't just act — they take responsibility. Pusong PLDT has become more than a belief. It's how PLDT ensures each voice fuels purposeful change.

This data-to-action loop enacts change as:

- Sales teams improve onboarding based on first-time customer insights
- Contact center scripts are revised to better match customer language
- Digital journeys are refined to reduce friction and improve task completion

## Delivering Results that Matter

PLDT's multi-faceted repositioning is achieving compelling, far-reaching results. Customers are feeling valued and heard, and are benefitting from responsive action that elevates their experiences and journeys. There has been a 32% improvement across the five CX principles with customers increasingly describing their PLDT interactions as reliable, fast, and more human-centered. This is also demonstrated by NPS dramatically improving from -15 to +18 with consistent double-digit growth YoY.

**Request a demo at:**

 [www.medallia.com](http://www.medallia.com)

In terms of efficiencies that enhance customer satisfaction, bolster employee productivity, and reduce cost, PLDT has 1,000,000 fewer follow-up repair calls due to clearer handoffs and improved remote support. Meanwhile, in the company's Contact Center, \$20 million has been saved over three years due to fewer repeat calls.

Recognizing that there is still much work to be done, PLDT will continue to expand journey measurement, strengthen predictive insights, and embed CX as a lever for transformation. What started as a wake-up call has become a system-wide shift anchored in empathy, powered by insight, and designed to serve with puso.

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*“At PLDT, the heart of our CX strategy isn't about being the best — it's about giving our best. Our team is committed to delivering meaningful, seamless, and reliable experiences, ensuring that every customer interaction reflects our company's purpose and genuine dedication to care, service, and excellence.”*

Monse Vivencio del Rosario - Tang  
AVP, CX Analytics & Insights  
**PLDT**

## About Medallia

Medallia is the pioneer and market leader in customer, employee, citizen, and patient experience. Medallia Experience Cloud captures billions of experience signals across interactions including all voice, video, digital, IoT, social media, and corporate-messaging tools. Medallia uses proprietary artificial intelligence and machine learning technology to automatically reveal predictive insights that drive powerful business actions and outcomes. For more information visit <http://www.medallia.com>.