



LOTUSFLARE



Globe

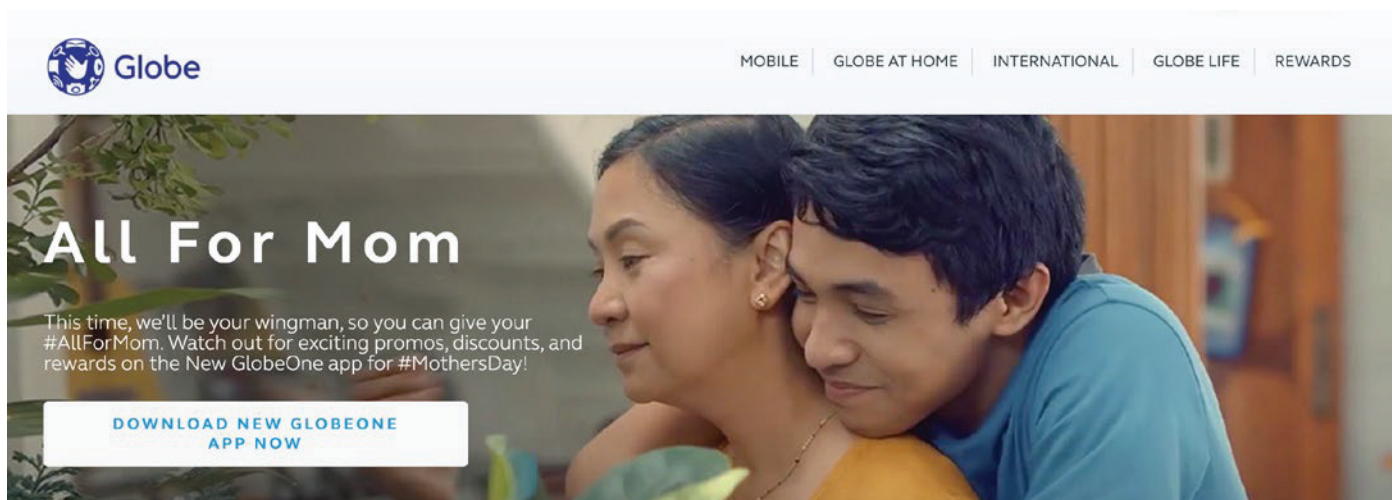
# Creating The New GlobeOne Super App in 6 Months

A LotusFlare Customer Story

## Summary



- Globe and LotusFlare designed, developed, tested and successfully released the New GlobeOne Super App within 6 months.
- Globe scaled its flagship mobile platform to accelerate the shift of consumer sales and support activity from retail to digital channels.
- The New GlobeOne Super App gained 11.8 million registered users and 2.9 million monthly active users, far exceeding the uptake of previous Globe self-service apps. GlobeOne has 20 million screen app views per month on average.
- LotusFlare was chosen by Globe due to its track record in delivering customer experience platform solutions and expertise in advanced mobile application design and development.



# Challenges



Globe Telecom, Inc. is a leading full-service telecommunications company in the Philippines and publicly listed in the Philippine Stock Exchange with the stock symbol GLO. The company serves the telecommunications and technology needs of consumers and businesses across an entire suite of products and services including mobile, fixed, broadband, data connectivity, internet and managed services. According to [Globe's 2021 annual report](#), the company has 86.8 million mobile subscribers (including fully mobile broadband) and 3.7 million Home Broadband customers.

The Philippines is a mobile-first market. After buying handsets and plans, Filipino consumers interact with their communications services providers primarily through their mobile devices. Accordingly, Filipinos have high expectations when it comes to mobile experience. Globe Telecom (Globe), the leading mobile operator in the Philippines, offered their customers GlobeOne, a mobile experience platform that managed many aspects of service and support for prepaid, postpaid, broadband and digital services.

Through research and tracking of application usage, Globe realized that GlobeOne was not meeting expectations when it came to Filipinos' satisfaction with their mobile customer experience. Transactions carried out on GlobeOne were not growing. Customers were relying on non-digital channels (e.g., retail outlets, call centers, etc.) for service and support while Globe emphasized a digital-first service strategy. This became more problematic during the pandemic as most retail stores were closed.

Globe decided it was time to transform the mobile experience platform to dramatically improve performance and accelerate the shift in sales from retail to digital channels. Their long-term goal was to have 50% of their 60 million customers adopting and utilizing a unified self-service platform and mobile application.

To this end, two decisions were made. First, Globe organized a new dedicated team that would be responsible for the success of all their digital channels with targets to move as many subscribers as possible from retail and non-digital to digital channels. Second, the new digital team would revamp GlobeOne mobile experience platform as a key step in its digitalization goals.

## Choosing a Partner

With a sense of urgency, the Globe team, including its Chief Commercial Officer and Chief Customer Experience Officer, sought a partner to make GlobeOne scalable, satisfying and truly all-encompassing in its capability. Until that point, GlobeOne had been developed over a 3-year period by a number of different developers that did not necessarily have expertise in customer experience platforms and building digital channels that could scale.

LotusFlare was well-known to and had a track record of success with Globe from its work on app-based charging. LotusFlare had implemented components of its **Digital Network Operator<sup>®</sup> Cloud** to help Globe customers consumers who did not have data plans move onto data plans for specific applications (e.g., Facebook) or package of applications.

“The New GlobeOne Super App is a key piece in Globe’s digital experience strategy as it reinforces our desire to give our customers a mobile first experience that accesses all the benefits Globe offers.”

- Karthik Krishna, Senior Advisor of Digital Growth and Transformation

After discussions and assessment, Globe chose LotusFlare as its partner to build a delightful, functional and easy-to-use mobile experience platform for three reasons:

- **Growth Methodology** - From its work on application - based charging, Globe knew that LotusFlare had a digital growth playbook to build mobile experience platforms. Growth is a discipline pioneered at Facebook to drive traction on digital products.
- **Thought Leadership** - LotusFlare’s DNA is the internet world. Globe understood that, having been borne from and already having created the type of digital environments that Globe sought for its customers, LotusFlare stood out in its capability to realize and then deliver their digital experience vision.
- **Best Practice Development Principles** - LotusFlare had a strong advisory aspect to its approach in terms of how the mobile experience platform should be developed and maintained. This perspective - combined with a full-stack in-house development team encompassing UX/UI design, app developers, server developers and testers - made LotusFlare stand out from the competition.



## LotusFlare's Solution

One of the key activities in creating a mobile experience platform is the technology choices made before starting development. Before starting development on the New GlobeOne Super App, LotusFlare worked with the Globe Digital Growth team to determine the best development framework to use. Through LotusFlare's evaluation of back-end issues, API performance and overall stability requirements, the Globe team decided that the New GlobeOne Super App would be developed using a native approach based on CLEAN architecture principles. A CLEAN approach was chosen to simplify advancement of the GlobeOne customer experience going forward.

Once the development framework was agreed, LotusFlare then went further into platform design, employing three LotusFlare product components - LotusFlare Product Catalog, LotusFlare Omnichannel Framework and DNO Cloud Portal - to form the basis of the platform supporting GlobeOne experience.

The New GlobeOne Super App provides:



Frictionless onboarding with the ability to access features without registration.



Reduced onboarding steps even while keeping users signed in, even during registration.



Customer rewards and special in-app promotions, plus the ability to purchase promotions in a fully-digital experience.



Account management from all different Globe brands.

“As a long-time trusted partner of Globe, LotusFlare was exactly the right company for this project due to their delivery agility, track record of creating optimal subscriber experiences and digital capabilities.”

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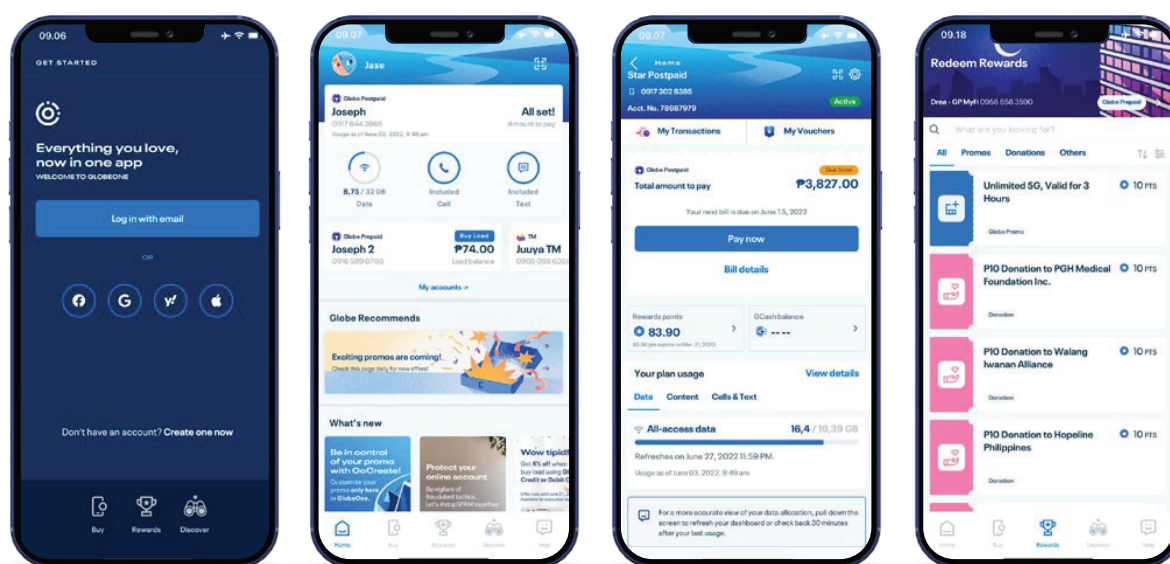
## Outcome So Far

The newly-revised and all-encompassing GlobeOne Super App was developed, tested and made ready for production within a 6-month period. LotusFlare rebuilt the mobile experience platform from the ground up on new code using a native/native development approach based on CLEAN architecture principles. The application was integrated with the required Globe platform and, to date, has replaced three previous Globe mobile self-service apps.

Since the launch of the New GlobeOne Super App in mid-2021, the app has gained 11.9 million registered users and 2.9 million monthly active users, which far exceeds the active user uptake of previous Globe mobile self-service apps, including the original GlobeOne. In addition, Globe has reported a marked increase in NPS scores related to digital experience and driving engagement of 20 million app views on average per month.

Senior Advisor of Digital Growth and Transformation, Karthik Krishna, said, “The New GlobeOne Super App is a key piece in Globe’s digital experience strategy as it reinforces our desire to give our customers a mobile first experience that accesses all the benefits Globe offers. As a long-time trusted partner of Globe, LotusFlare was exactly the right company for this project due to their delivery agility, track record of creating optimal subscriber experiences and digital capabilities.”

Looking forward, LotusFlare and Globe will look to go deeper into the further digitalization of their channels. To date, GlobeOne has allowed Globe to sunset three older mobile self-service applications. LotusFlare believes that the mobile application is just the tip of the iceberg when it comes to ensuring the scale, extensibility and scope of Globe's predominant digital channel. Globe and LotusFlare are working to optimize the new mobile experience platform with Globe back-end systems.



The New GlobeOne Super App



LotusFlare's mission is to design, build and continuously advance a digital commerce and monetization platform that simplifies technology and customer experience to deliver valuable business outcomes to enterprises. LotusFlare Digital Network Operator® (DNO™) Cloud is a fully-managed cloud commerce and monetization service that provides an all-digital full stuck digital BSS that enables communications and media service providers to innovate freely, better engage with their customers and reduce operational costs.

Learn more at [lotusflare.com](https://lotusflare.com).



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