

Low penetration slows Philippines’ 5G adoption

THE PHILIPPINES is lagging its regional counterparts in adopting 5G technology despite increased coverage, according to networking and telecommunications company Ericsson.

“In the Philippines, although 5G coverage has expanded, adoption remains slow due to limited data consumption and penetration,” the November 2024 Ericsson Mobility Report said.

Ericsson said 5G adoption in the Southeast Asia and Oceania region has been growing, with subscriptions expected to reach 680 million by 2030.

“In Australia, Malaysia, Singapore and Thailand, growth in the 5G subscriber base is driven by in-

creased network coverage, greater awareness of 5G, the growing affordability of 5G devices and the continued focus by service providers on promotional plans,” it said.

It noted that “mature” 5G markets like Australia and Singapore are using advanced 5G capabilities to offer new services and use cases, including customized 5G connectivity services for businesses.

“Spectrum re-farming remains a challenge across Southeast Asia and Oceania, particularly with reliance on 2G and 3G networks for voice services. Service providers are facing the issue of subscriber fallback from 5G to 4G, reducing data usage and delaying spectrum optimization. These challenges

are shaping 5G deployment strategies in the region,” Ericsson said.

5G adoption in the Philippines is hampered by high prices of compatible devices, inadequate infrastructure, and lack of digital literacy, according to Ronald Gustilo, national campaigner at Digital Pinoys.

“Achieving parity with other countries in 5G adoption depends on the alignment of infrastructure development, consumer adoption, and regulatory policies,” Mr. Gustilo said in a Viber message.

“If stakeholders prioritize building the necessary infrastructure, making 5G devices more affordable, and improving digital literacy, the Philippines

could catch up with its regional counterparts within a few years.”

Mr. Gustilo said faster rollout of the National Fiber Backbone Project, which is expected to provide faster and more reliable internet connection nationwide, will help improve 5G adoption.

Telecommunications companies also must work with manufacturers to offer more affordable 5G devices through flexible financing programs, he added.

“Adopting 5G technology presents numerous benefits. It enables faster internet speeds, which can boost productivity, improve access to online education, and accelerate the growth of e-commerce. Additionally, 5G drives innovation

in the digital economy, fostering advancements in areas such as telemedicine, smart cities, and the Internet of Things. It also enhances the user experience for both businesses and consumers, opening the door to more robust digital services and applications,” Mr. Gustilo said.

“By addressing these challenges and fostering collaboration among stakeholders, the Philippines can unlock the full potential of 5G technology and accelerate its digital transformation.”

Ericsson said 5G is expected to carry 80% of global mobile data traffic by 2030 from the 34% share expected at end-2024, but this could be affected by the pace of adoption among regions.

“As seen in the last couple of years, the macroeconomic situation can change significantly with global inflation, interest rates and other factors. This can have a big impact on consumer willingness to pay for mobile services, thereby affecting mobile data usage,” it said.

“Several large regions such as India, Latin America, Southeast Asia and Africa are expected to significantly migrate their subscriber base to later generations of mobile technologies in the coming years.”

Countries outside mainland China are projected to increase their 5G coverage from 45% in 2024 to about 85% by 2030, it added. — **Beatriz Marie D. Cruz**

Can the Philippines keep its title as contact center capital of the world?

By Christopher Connolly

THE PHILIPPINES continues to be the global leader in the contact center industry, and if the country wants to retain this position for the next 10 years, urgently modernizing processes with the use of generative artificial intelligence (AI) and data is key.

According to IDC, generative AI spending in the Asia-Pacific (APAC) region alone is projected to reach \$26 billion by 2027. This includes AI investments in customer engagement as businesses seek to remodel their operations around creating delightful customer experiences at every touchpoint. In the Philippines, a 2024 IT & Business Process Association of the Philippines (IBPAP) survey reported that 67% of IT and business process management (IT-BPM) firms, the sector that includes contact center companies, are already leveraging AI in

their operations, focusing on customer service, data entry, and quality assurance.

However, while AI use cases in customer experience are increasing, traditional contact centers still struggle to meet the evolving expectations for personalized, omnichannel interactions. Amid shifting customer demands, contact centers need to transcend inefficient legacy systems and overcome integration challenges to gain a competitive edge in the age of AI. By embracing advanced technologies and improving system interoperability, they can better cater to modern customers and enhance overall service quality.

THE STRATEGIC BENEFITS OF MODERNIZING

Utilizing real-time customer data and advanced language models can address operational inefficiencies in contact centers and improve agent experiences. Modernizing contact centers through cloud-native architecture can facilitate the delivery of

better customer service at a lower cost and help businesses transition from outdated systems to more advanced ones.

With 43% of APAC consumers expecting a response within an hour, according to Twilio’s 2024 Consumer Preferences Report, streamlined processes and unified customer data can lead to faster responses and solutions.

Customers do not have to go through the hassle of repeating their problems or waiting on operators to locate their information. Insights drawn from unified data, including customer history, conversational insights, preferences, and AI-derived traits such as sentiment, predicted lifetime value (LTV), and churn propensity, can also create highly contextualized and personalized interactions, which can keep customers happier and translate to greater loyalty and customer LTV for the business.

Businesses and agents also stand to gain. Reduced instances of app switching, better access to recommended

responses, and automated wrap-up reports can enhance overall productivity. This approach addresses issues such as long waiting times, repeat calls, and high transfer rates, ultimately leading to service and operational performance improvements. Businesses can streamline operations further using predictive analytics, which reduces workload and search time for agents.

THE NEXT RACE: EMBEDDING CDP DATA INTO THE CONTACT CENTER TO EMPOWER AGENTS

Harnessing the potential of first-party data, which is customer data directly collected and owned by the organization doing business with them, and empowering agents is essential for modernizing contact centers. Collecting first-party data from various sources and integrating it into real-time service interactions can pro-

vide agents with more comprehensive information than traditional customer relationship management (CRM) systems. Using a customer data platform (CDP) alongside CRM can help contact centers better understand customer behaviors.

Leaders in customer experience can rely on CDP data because it offers real-time insights and supports the shift towards omnichannel. The real-time nature of CDP data allows leaders to respond swiftly to customer needs and preferences as they arise. CDPs’ ability to consolidate data from billing systems, data warehouses, and marketing automation platforms also makes it easier to transition across channels without losing context or information.

FULL STORY



Read the full story by scanning the QR code or by typing the link
tinyurl.com/yc2e459k

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Hindi handa ang NGCP sa pagpasok ng mga bagong power generators!

ANG TOTOO...

Handa ang mga pasilidad ng NGCP na magtransmit ng mas malaking bulto ng kuryente mula sa mga planta.

Maraming linya tulad ng Mariveles-Hermosa-San Jose 500kV (MHSJ) ang hindi pa nagagamit ang buong kapasidad!



TRANSMISSION CAPACITY NG MHSJ

8,000MW





KURYENTENG DUMADALOG SA MHSJ MULA SA GENERATION PLANTS

1,250MW

FACT: Tuloy-tuloy ang NGCP sa pagtatayo ng mga pasilidad para tugunan ang pangangailangan sa transmission grid.

Panawagan ng NGCP ang pagkakaroon ng maayos at epektibong koordinasyon ng pribado at publikong kasapi sa sektor ng power industry, para sa kapakanan ng taumbayan!





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