

Smart Communications, Inc. Dials into Google Cloud AI to Help Personalize Digital Services for Filipinos

Smart is one of the first communication services providers in the Asia Pacific region to adopt Telecom Subscriber Insights, with Searce providing technical implementation support

Insights into how subscribers consume mobile data and gaps in rural coverage will guide the development of Smart's services, including those built with Google Cloud's generative AI capabilities

Manila, Philippines, Oct. 25, 2023 - [Smart Communications, Inc.](#) (Smart), the mobile services arm of [PLDT Group](#), and [Google Cloud](#) today announced a collaboration to improve the accessibility of essential digital services for Filipinos, with [Searce](#) providing technical implementation support. Under this collaboration, Smart will become one of the first communication services providers (CSPs) in the Asia Pacific region to adopt [Telecom Subscriber Insights](#), Google Cloud's AI-powered solution that ingests data from various sources, provides contextual insights on subscribers' propensity to consume services, and presents personalized recommendations to their devices for activation.

With the Philippines' digital economy set to [grow 20% year-on-year](#) between now and 2025, mobile connectivity plays an increasingly central role in how Filipinos access essential services like food, transport, and the purchase of daily items. By leveraging Telecom Subscriber Insights to analyze customer data securely hosted on Google Cloud, Smart will gain richer perspective into how Filipinos interact with digital services and the pain points they face in everyday usage—informing the development of services that equip Filipinos to better understand, manage, and optimize their mobile data consumption.

Smart will also use Telecom Subscriber Insights to design more inclusive mobile services for subscribers by identifying both patterns and gaps in connectivity. With real-time insights from customer data, Smart could, for instance, help subscribers optimize their data consumption while streaming content by alerting the user to adjust the resolution of their video. Subscribers could also be prompted to top up their prepaid plan on their device through integrations with local digital payments services, instead of having to locate a physical store to purchase a prepaid load.

"Our collaboration with Google Cloud to be the first communication services provider in Asia Pacific to adopt Telecom Subscriber Insights will empower us to better serve Filipino mobile users whenever and wherever they need us. This is a huge step toward our commitment to always put our customers first and provide them with the best mobile experience powered by our superior network," said Alex O. Caeg, Senior Vice President and Head of Consumer Business-Individual, Smart Communications, Inc.

"The speed of digital change has created growing anxiety amongst Filipinos about running low on data in their exact moment of need—from booking a ride-hailing service on an app, to completing important financial transactions on the go. Google Cloud's enterprise-grade AI solutions will allow us to give our subscribers simpler, quicker, and more affordable access to the data services most aligned to their evolving digital lifestyles, while guiding our efforts to boost mobile connectivity across the country," said Emmanuel C. Lorenzana, Chief Transformation and Customer Officer, PLDT Inc.

Smart is looking to gain additional capabilities that enable subscribers to better interact with agents and chatbots, by integrating Google Cloud's generative AI (gen AI) capabilities—such as [Google's first-party foundation models](#) for summarizing text and maintaining an ongoing conversation—with Telecom Subscriber Insights. By using Google Cloud's [Vertex AI](#) platform to access and tune snapshots of these models, ground their responses with its own private corpus, and integrate them into its services, Smart could allow its subscribers to interact with natural-sounding, virtual agents that offer more tailored and accessible insights into, and ways to optimize, their personal data consumption.

"As CSPs are increasingly put under pressure to deliver transformative customer experiences tailored to individual needs, the ability to navigate and understand complex datasets has become critical for achieving

success,” said Gabriele Di Piazza, Senior Director, Global Product Management, Telecommunications, Google Cloud. “With Telecom Subscriber Insights, Smart can extract customer insights in real-time, while leveraging the product’s machine learning capabilities to inform digital sales opportunities based on customer readiness, price sensitivity, and lifetime value.”

“When [deployed strategically by CSPs](#), AI and gen AI can significantly improve inclusion and equity of digital access, by tapping on data that these providers already manage and store as part of their core operations,” said Malis Selamat, Country Manager, Philippines and Vietnam, Google Cloud. “Smart’s use of Telecom Subscriber Insights demonstrates the potential for CSPs in Asia to support [national digital transformation efforts](#) with the use of AI in a secure-by-design and privacy-controlled environment, while empowering consumers to make more informed decisions about their data usage in a growing and fast-evolving digital world.”

"At Searce, we're dedicated to empowering businesses with innovative solutions that drive digital transformation. Our collaboration with Smart and Google Cloud to implement Telecom Subscriber Insights is a prime example of how data intelligence and AI can elevate customer experiences and facilitate enhanced mobile connectivity. We look forward to making a lasting impact on the digital landscape of the Philippines through this partnership," said Thomas Gourand, Chief Revenue Officer, Searce.

About Smart Communications, Inc.

Smart Communications, Inc. (Smart) is a wholly owned wireless communications and digital services subsidiary of PLDT, Inc., the Philippines’ largest and only integrated telecommunications company. Smart serves approximately 96% of the country’s cities and municipalities with its combined 2G, 3G, 4G LTE, and 5G network, providing mobile communications services, high-speed internet connectivity, and access to digital services and content to Filipinos, supporting the country’s growing digital economy, and providing the best customer experience for an increasingly digital Filipino lifestyle.

About PLDT Group

PLDT, Inc. is the Philippines’ largest fully integrated telecommunications company. Through its principal business groups—from fixed lines to wireless—PLDT offers a wide range of telecommunications and digital services across the Philippines’ most extensive fiber optic backbone, and fixed line and cellular networks. PLDT is listed on the Philippine Stock Exchange (PSE:TEL) and its American Depositary Shares are listed on the New York Stock Exchange (NYSE:PHI). PLDT has one of the largest market capitalizations among Philippine-listed companies.

About Google Cloud

Google Cloud accelerates every organization's ability to digitally transform its business and industry. We deliver enterprise-grade solutions that leverage Google's cutting-edge technology, and tools that help developers build more sustainably. Customers in more than 200 countries and territories turn to Google Cloud as their trusted partner to enable growth and solve their most critical business problems.

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