

PLDT partnered with Amdocs to unify case management, reducing agent workload and accelerating service delivery through automation and real-time insights.

Unified Case Management to Deliver Customer Experience Gains in Six Weeks

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Introduction

PLDT Inc. is the Philippines' largest and most established integrated telecommunications provider, serving millions of residential and enterprise customers nationwide. In a highly competitive market, PLDT's strategic imperative is to deliver exceptional customer experiences across every touchpoint, from pre-sales and onboarding to ongoing service and retention. However, the company faced mounting operational challenges that threatened its ability to meet rising customer expectations and improve its competitive position.

Prior to transformation, PLDT's customer service operations were constrained by a fragmented technology estate: a 20-year-old legacy ticketing system and agents routinely navigating up to 16 different applications to handle a single customer issue. The operational and customer experience cost of this complexity was significant and growing.

Recognizing the urgency to modernize, PLDT launched a phased, outcome-driven customer experience (CX) transformation program, led by Gilbert Gaw and the management team. The initial focus was on case management, the operational core of customer service, across both home and enterprise segments: unifying case handling into a single platform, providing end-to-end visibility from ticket creation to resolution and embedding AI-driven automation and guidance for agents.

The catalyst for this transformation was clear: Without a fundamental overhaul of its CX capabilities, PLDT risked falling behind in service delivery and customer loyalty. To address these challenges, PLDT selected Amdocs as its strategic transformation partner. Amdocs' Customer Engagement Platform, built in partnership with Microsoft and its Dynamics365 verticalized for Telecoms, offers telco-specific workflows, deep integration with PLDT's operational systems, and a modular, cloud-native foundation. More importantly, Amdocs brought a transformation mindset — focusing on measurable outcomes, embedding AI-driven automation, and supporting PLDT's vision for proactive, predictive, and personalized customer engagement.

SOLUTION SNAPSHOT

ORGANIZATION: PLDT

ORGANIZATIONAL CHALLENGE:

Fragmented legacy systems and manual processes hindered customer service efficiency and satisfaction.

SOLUTION:

Deployment of Amdocs' Customer Engagement Platform and AI-driven automation, to unify case management and streamline workflows.

BENEFIT:

27-point NPS improvement for a targeted use case; 48% faster ticket resolution; 2,200 hours of customer wait time eliminated in six weeks; and 50% reduction in agent screens.

Key Outcomes at a Glance

Customer Impact	Agent & Operations	AI & Copilot
+27 pts NPS improvement for targeted use case	48% reduction in L1 ticket resolution time	2,000+ daily active Copilot users
2,200 hrs customer wait time eliminated in six weeks	50% reduction in agent screens	87% of cases resolved with AI-assisted support

Source: PLDT, Amdocs

Implementation

The deployment of Amdocs' Customer Engagement Platform replaced a legacy IT environment that, at its peak, comprised over 450 applications. The Customer Engagement Platform is a productized AI-native platform built in partnership with Microsoft, spanning marketing-sales and service for consumer and B2B. It is purpose-built for telco customer operations, not a bespoke build, bringing pre-validated telco workflows, a repeatable deployment model, and the scale of a solution proven across multiple operators globally. For PLDT, this meant a single, consolidated environment for case creation, tracking, and resolution, replacing the web of legacy systems that had constrained its operations for over two decades.

The new solution used the Customer Engagement Platform to consolidate case creation, tracking, and resolution into a unified, automated environment. This replaced the patchwork of legacy systems with a single-screen experience, real-time dashboards, automated workflow routing, and AI-driven guidance. The deployment was phased, beginning with high-impact areas in home and enterprise customer care, and was tightly integrated with PLDT's operational and network data. The transformation in agent experience was immediate and tangible. Previously, agents handled calls using only their own knowledge, manually gathering context and frequently passing customers between agents with no structured routing. Under the new model, intelligent auto-routing directs cases to the best-qualified agent from the outset. Where no specialist is required, the platform guides the handling agent step by step. Customer history and a summary of prior engagements are surfaced in approximately ten seconds, compared with keeping customers on hold while agents searched across multiple legacy systems. The platform also queries a SharePoint-based knowledge base in real time to surface resolution guidance during calls, and continuously updates that knowledge base as new resolution patterns emerge. The solution was designed to accommodate PLDT's hybrid agent workforce to best serve

Over 2,000 agents now use Copilot daily and 87% of cases are resolved with AI-assisted support. PLDT is already using GenAI for measurable operational impact.

both PLDT employees and outsourced agents, as well as field technicians using the system during on-site interventions.

The operating model and platform transformation was substantial: At the outset, PLDT transitioned 800 employees to Amdocs as part of the new managed services operating model, and the project demanded disciplined execution, joint prioritization, and constant stakeholder engagement to ensure project goals were met. The migration process included extensive data cleansing; over 90% of legacy data sources were cleaned prior to go-live, with remaining gaps addressed through field operations and business collaboration. At the same time, the implementation minimized migration by allowing legacy tickets to close on the old system and opening up all new tickets in the new platform.

The project was not without obstacles. Organizational resistance to change was a significant hurdle, requiring strong sponsorship, clear communication, and hands-on engagement with agents and business leaders. Technical challenges included integrating real-time data from multiple sources, ensuring data quality, and maintaining service continuity during migration. The team also faced the complexity of decommissioning legacy platforms, some of which had not been refreshed in over a decade. Despite these challenges, the disciplined partnership with Amdocs enabled PLDT to deliver the transformation on time, with zero critical defects in the final operational support system (OSS) delivery phase, a first for the organization.

Following this, Amdocs went on to support PLDT in additional transformations. A sign of the trust built up by the two organizations is that PLDT worked with Amdocs to launch a major go-live in December 2025. Between Christmas celebrations and annual promotion cycles, this would have previously been thought impossible in the Philippines, if not for the trust and transformational capability PLDT and Amdocs have developed together.

"The speed and discipline Amdocs brought to this transformation was remarkable. What we achieved in six weeks — a 27-point NPS improvement and the elimination of over 2,200 hours of customer wait time — demonstrated that this was not just a technology change, but a fundamental shift in how we serve our customers. The platform has become the foundation for everything we are building next."

— Gilbert Gaw, First Vice President and Head of Information Technology and the Transformation Office, PLDT & Smart

Gilbert Gaw is the First Vice President and Head of IT and the Transformation Office at PLDT, acting as the executive sponsor and transformation leader for the unified case management initiative. He was responsible for setting the strategic direction, driving organizational and technical change, and ensuring alignment between PLDT and Amdocs.

Benefits

The implementation of Amdocs' Unified Case Management at PLDT has delivered substantial, measurable benefits across operational efficiency, customer experience, and organizational agility. Within just six weeks of deployment, PLDT recorded:

- » 27-point increase in Net Promoter Score (NPS) for the targeted use case, reflecting a significant uplift in customer satisfaction. Enterprise email Customer Satisfaction Score (CSAT) also improved by 15 points.

- » Agent productivity saw marked improvements, with Home Customer Care Level 1 productivity rising by 2.9 points and Enterprise Contact Service productivity increasing by 3.2 points compared to baseline. L1 agent ticket handling and resolution time was reduced by 48%.
- » Resolution times were dramatically reduced. Average resolution time in Home Customer Care Level 1 dropped by 2 hours and 28 minutes, while ESAM simple cases saw a reduction of 10 hours and 25 minutes. Enterprise assurance management resolution time reduced by 42%.
- » Within 6 weeks unified case management had enabled PLDT to eliminate 2200 hours of customer wait time.
- » Ticket fallout reduced by 15–20% compared to legacy; automated queue management now prevents fallout.

The platform's built-in GenAI capabilities have also delivered measurable gains in agent productivity. Guided workflows in the Customer Engagement Platform help agents navigate customer concerns through referencing available knowledge. AI capabilities can also reference and score ways to resolve customer issues, which further reduce resolution time. Initial adoption of Microsoft Copilot met with hesitation: PLDT's security team raised concerns about customer data being processed on U.S.-based servers. Amdocs responded by arranging a dedicated session with Microsoft to walk through the security controls in place, demonstrating that neither PLDT nor customer data was exposed. Amdocs also physically deployed team members to call centers in the first hours after go-live to observe agents using the system firsthand and identify adoption barriers in real-time. Multiple targeted enablement sessions followed. The results are now clear: Over 2,000 users are now actively using Copilot daily, 87% of cases are resolved with AI-assisted support, and average days to case resolution have fallen by approximately 50% with Copilot enabled. Amdocs continues to work with PLDT and Microsoft to expand the value agents derive from AI-assisted workflows.

"PLDT is one of the most demanding and rewarding partnerships in our region. The trust that this program has built — going live in December, achieving zero critical defects, and now scaling AI adoption across thousands of agents — reflects what is possible when two organizations are truly aligned on outcomes. This is the power of a productized platform deployed with a transformational mindset."

— Deepak Talwar, Regional Vice President & Customer Business Executive (APAC), Amdocs

The consolidation of legacy systems, reducing the number of agent screens by 50%, enabled agents to focus on solving customer problems rather than navigating fragmented platforms. The new single-screen experience streamlined workflows, eliminated redundant manual processes, and halved the time required for critical tasks such as outage notification and trouble ticket management. Simplification of the care agent experience had additional benefits in reducing the time required to train new customer care agents to just a week. Proactive communications, powered by real-time data integration and API-driven automation, allowed PLDT to identify and address service impacts before customers needed to report them, further enhancing customer trust and reducing repeat contacts.

From an organizational perspective, the transformation has enabled PLDT to begin retiring legacy systems, reducing IT complexity and operational costs. The guided workflow and AI-driven recommendations have not only improved agent effectiveness but also laid the groundwork for future automation and knowledge management initiatives. Since go-live, PLDT has identified a pipeline of further consolidation opportunities on the Customer Engagement Platform: A

standalone 360-degree customer view application is under evaluation for migration into the platform, address and serviceability management — currently handled in a separate system — is being consolidated, and additional applications including Fuse are under consideration.

Looking ahead, PLDT is advancing the Customer Engagement Platform beyond case management to serve as the foundation for its full customer relationship management (CRM) transformation. The next phases include expanding the platform's reach across additional business lines, such as wireless and enterprise, and integrating subsidiaries to unify customer care and reduce operational costs. The ongoing OSS transformation will bring new categories of trouble ticket management and deeper integration with next-generation network operations, while aggressive decommissioning of legacy systems will further streamline IT complexity. PLDT is also modernizing its data infrastructure and increasing adoption of AI-driven automation and analytics, positioning the platform to deliver a seamless, end-to-end customer experience and support future innovations in proactive engagement and digital services. The partnership with Amdocs has fostered a culture of disciplined execution, joint prioritization, and continuous improvement, positioning PLDT well to extend its customer experience transformation progressively across every line of business.

Methodology

The project and company information contained in this document was obtained from multiple sources, including information supplied by Amdocs, interview with PLDT leaders, and project outcomes shared by PLDT.

About the Analysts



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Chris leads IDC's global telecom operations and monetization research, including the evolution of telco monetization, customer experience, orchestration, and assurance capabilities. Telcos are at a crossroads, double down as utility providers or become digital service power houses. Both strategies demand communication service providers fundamentally transform their IT capabilities to enable customer first experiences, autonomous operations, and the capacity to innovate monetization models at scale.



Ahmad Latif Ali, Associate Vice President, Worldwide Telecommunications

Ahmad Latif Ali leads IDC's Worldwide Telecommunications research. He provides strategic insight and perspectives on how global telcos are evolving from traditional CSPs to platform players at the heart of digital ecosystems — deciding where to operate in the digital value chain, who to partner with, and how to manage and orchestrate new technologies.

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