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The Evolution of Business and Customer Intelligence at Globe Telecom, Inc.

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ABSTRACT

With the very dynamic telecommunications market, there is an ever-growing need for holistic, relevant, and actionable information. In response to this need, Globe Telecom has developed key strategic and operational initiatives, ably supported by key infrastructure and technology, to become a stronger and focused player in the Philippine market. As a result, Globe has a better understanding of the market and its customers that lead to impressive growth in its customer base, revenues, and profitability.

No paper was submitted for publication.

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