

# Customer Enablement

Ensuring Engaged and Satisfied Clients

GRI 418-1

Meralco's commitment to enhancing quality of life for millions of Filipinos extends beyond illuminating our customers' homes and businesses. We also strive to ensure that those already connected to the grid experience the transformative power electricity brings through efficient, uninterrupted service.

Central to achieving this objective is customer enablement. We make strategic investments in customer service innovations that allow our always-ready customer service team to address customer needs more efficiently and effectively. We also leverage our extensive customer knowledge base to facilitate insightful and actionable interactions, resulting in expedited transactions and prompt resolution of concerns, all while prioritizing the welfare of customers and meeting our business objectives.



**Achieved 8 millionth customer milestone**

**Customer Count**

**Total Meralco**

**8.04M**

**+2.7% vs. 2023**

**Residential**

**7.43M**

**Business**

**0.58M**

**Government**

**0.03M**



## A. Lighting the Way to Energy Efficiency

At Meralco, we empower customers with the knowledge and tools to make smarter energy choices. Through our flagship Bright Ideas campaign, we continue to guide our residential customers in managing their electricity consumption with practical energy-saving tips—whether through mindful appliance use or optimal energy use in every corner of the house. Our goal is to help individuals and families make informed decisions to optimize their energy use without sacrificing comfort.

Beyond households, we also engage commercial and industrial customers through expert-led webinars tackling key topics such as energy management best practices, energy-related policies and programs, and Meralco's tailored energy solutions. Salient topics covered last year included the Department of Energy's Philippine Energy Plan and the Interruptible Load Program, equipping businesses to optimize their power consumption while contributing to grid stability. Attended by key industry leaders and executives, these webinars serve as a strategic platform for fostering knowledge exchange and driving meaningful energy efficiency initiatives across sectors.

Another way in which we empower our customers is through the Advanced Metering Infrastructure ("AMI") postpaid service.

AMI represents the next step in Meralco's evolution towards a smarter, more flexible, and customer-centric energy future. The postpaid service allows customers to receive budget notifications and real-time consumption updates while enabling faster reconnections. It also helps the Company achieve operational efficiency with features such as remote meter reading, disconnection, and reconnection.

Launched in October 2023, the AMI postpaid pilot had surpassed our target of 5,000 customers by the end of 2024. On average, AMI postpaid subscribers have saved 4.8% on their electricity bills, which is attributed to improved budget management facilitated by the timely and transparent energy consumption information provided by AMI.

Looking ahead, Meralco is committed to scaling up this energy solution, having filed for the deployment of nearly 3.3 million smart meters with the Energy Regulatory Commission in the 5th Regulatory Period. The program aims to provide a more efficient and automated process that will enhance Meralco's ability to respond to outages quicker while empowering customers through consumption feedback. With the goal of converting 11 million customers by 2034 to AMI, the program will be a key driver towards a more sustainable energy future.

## B. Leveraging Digital Platforms or Efficient Service Delivery

Meralco continues to harness digital innovation to enhance operational efficiency and elevate customer experience. Through key projects—including My Meralco, Mobility Solutions on Field Services (“MobSol”), Digital Official Receipts Issuance (“DORI”), and Digital Service Application (“DSA”)—we are able to streamline processes and reduce operational costs while promoting environmental responsibility.

In 2024, improvements in primary channels like My Meralco encouraged

our customers to shift from traditional to digital channels, as reflected by the 67% share of self-service and digital transactions. Customers continue to shift to digital platforms, reducing the need for in-person visits or lengthy phone calls as they can now easily manage their accounts, pay bills, and access services anytime, anywhere. This shift not only saves customers valuable time but also enables businesses to optimize resource allocation, resulting in enhanced operational efficiency and higher customer satisfaction.

## ENHANCING OUR PRIMARY CUSTOMER TOUCHPOINT

In 2024, we launched My Meralco, the evolution of our longstanding digital customer service platform, Meralco Online. Our goal was to enhance the overall customer experience, reduce operational costs by moving away from license-based authentication, and improve service delivery time with a single codebase for both web and mobile. With My Meralco, our customers can easily view and pay bills, report outages, apply for electric service, share feedback, and stay updated on exclusive promos and electricity-saving tips—anytime, anywhere.

Since the platform’s launch in September 2024, we have seen significant improvements in operational efficiency and digital engagement. In 2024, we facilitated over PhP 25 billion in payment collections (representing nearly 6.5% of our total payment collections for the year) from at least 5.2 million transactions.

We also successfully shifted nearly 39% of customer concerns to digital channels, reducing the need for in-person transactions and making it easier for customers to connect with us.

Looking ahead, we will enhance My Meralco by integrating more features that will facilitate a much more seamless and secure digital experience for our clients. These will include issuance of digital official receipts (“ORs”), end-to-end digital service application (including real-time status monitoring), digitized submission of documentary requirements, e-signature technology, fraud management tools, as well as a personalized user experience for our business customers.

**PhP25B**  
in payment collections



## OPTIMIZING FIELD OPERATIONS THROUGH MOBILE APPLICATIONS

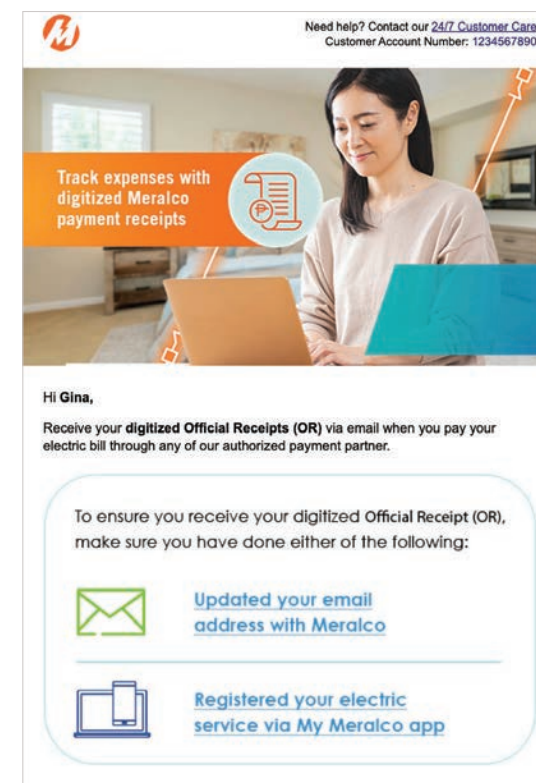
Meralco has proudly launched MobSol, a mobile field order management app designed to enhance operational efficiency, optimize field operations, and improve service delivery. By streamlining scheduling, dispatching, and execution of work orders, MobSol has improved the productivity of our customer-facing representatives, and field representatives. Implemented in phases from 2023 to 2027, the solution has already delivered substantial benefits to our operations.

The integration of Salesforce Field Service has further enhanced efficiency by enabling real-time collaboration among customer support agents, dispatchers, and technicians. This seamless connectivity ensures faster response times, smarter resource allocation, and a more agile service team, ultimately improving the overall customer experience.

Beyond operational efficiency, MobSol has also eliminated the need for printed field orders. Through digital field order processing, we have successfully reduced paper consumption, saving PhP 1.2 million in printing costs from August 2023 to December 2024 while processing over 170,000 work orders.

We plan to expand MobSol’s capabilities to meet the evolving needs of our BIZ Partners Group and Enterprise & National Government customers, as well as to cover billing and collection operations, ensuring continued reliability and efficiency in service delivery. We are planning to introduce a dedicated facility that would allow customers to easily schedule field visit appointments, enhancing convenience and streamlining the process.

## ISSUING DIGITAL RECEIPTS FOR CONVENIENCE



Our DORI initiative reflects Meralco’s focus on enhancing customer convenience through digital transformation. Launched in phases from 2022 to 2025, this project automates the issuance of ORs for payments made via Meralco Online and third-party channels such as Bayad, banks, and automatic payment arrangements.

Our customers now receive official receipts through email in PDF format, accompanied by SMS notifications. Future enhancements will allow users to view and download their receipts directly from Meralco Online.

Outside of tangible benefits for customers, DORI supports compliance with the Bureau of Internal Revenue’s regulations on prompt OR issuance and promotes operational efficiency by reducing physical receipt requests at business centers. The shift to digital receipts also yields cost savings and strengthens Meralco’s customer contact database through DORI service enrollments.

# CUSTOMER ENABLEMENT



## Heightened customer satisfaction

**Customer Satisfaction Index**  
(over-all satisfaction on different areas of the Meralco service)

**8.11** out of 10

Total Meralco

8.67 7.13 8.91

Business Residential Government

**Customer Experience Index**  
(measure of transactional experience with different customer channels)

**90** out of 100

Total Meralco

**Value for Money Rating**  
% who agreed that they get their money's worth with Meralco's service

**82** out of 100

Total Meralco



## Enlightened customers through year-round information, education and communication campaigns

Total Reach  
**322M**  
views  
(+194% vs 2023)

**21M**

average views/hits per month

### Meralco Advisory

Timely updates on electricity rates, service advisory and regulatory developments

**8M**

users of digital (social media)

### Meralco Online

Drive access of the Meralco account through web or app to seamlessly manage service, pay bills, report outage – anytime, anywhere.



## Empowered customers with innovative and sustainable energy solutions

**95,357**

Customers

Kuryente Load

**14,618**

Customers

Net Metering

**5,248**

Customers

AMI Postpaid

**6,541**

Customers

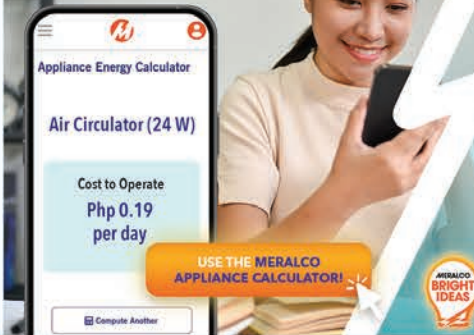
Peak / Off-Peak

**317**

DOE-registered 4-Wheel commercial charging points

EV Adoption

Power your performance efficiently!



**46M**

views/hits on digital, social media, TV, radio, billboards, customer engagements per month

### Bright Ideas

Offer data-driven tips for households to manage energy consumption

**1.4M**

business customers via bill ads, customer engagements and messaging platforms

### Power Ideas

Share beyond-the-meter solutions and practices for business



## Ensured responsive customer care and high service levels



Resolution Rate

**99.5%**



Service Level Answered in 20secs

**90.5%**



Ave. Time to Answer

**10.2** secs



## Drove digital access and promoted self-service options for greater convenience

**2** out of **3**

transactions used self-service and digital channels

Switch to paperless bills on the new My Meralco app



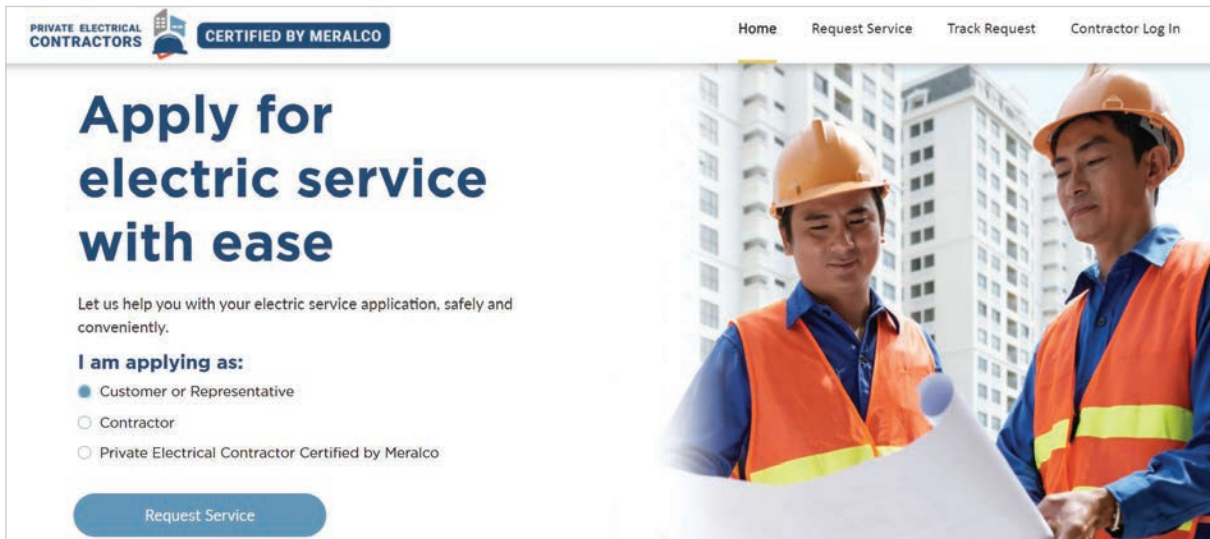
DOWNLOAD NOW



**1.1M**

Meralco Online active users per month





## STREAMLINING THE CUSTOMER APPLICATION JOURNEY

Meralco’s DSA platform, being rolled out from 2024 until 2026, represents our commitment to customer centricity. It offers customers flexible payment methods, digital contract signing, and an online facility for submitting documentary requirements, streamlining the service application process.

With the integration of Adobe Sign for e-signatures and new online payment options through Bayad channels, DSA reduces manual processes and cuts down transportation and paper-related costs. This can reduce average service application processing time by two days, enhancing efficiency and boosting customer satisfaction.

Another platform by which Meralco is able to streamline the customer application journey is through Private Electrical Contractors Certified by Meralco (“PECCBM”). This platform revolutionizes the way energy services are delivered, providing a streamlined, accessible, and user-friendly experience for certified contractors, Meralco frontliners, and customers alike.

By simplifying and automating service workflows, the platform aims to significantly reduce Ordinary Service Application (“OSA”) processing times, minimize rework, and enhance operational efficiency—all while driving

better customer experience with faster service energizations.

The PECCBM offers four service bundles tailored to customer needs and budgets. The Full Bundle provides comprehensive end-to-end service, including application submission, construction, and securing permits. Meanwhile, the Technical Bundle covers planning to construction of service entrance, the Documentary Bundle focuses on obtaining necessary permits, and the Processing Bundle handles document submission to Meralco. Pricing varies based on factors such as materials, load requirements, and location, offering flexibility for different customer needs. By the end of 2024, the PECCBM platform reduced OSA processing time by 47%, delivering a faster and more efficient service experience for our customers.

Meralco’s commitment to innovation through the CBM platform has garnered significant recognition, as the Company was recently honored with the prestigious Asia IoT Business Platform (“AIBP”) ASEAN Enterprise Innovation Award. Furthermore, CBM played a pivotal role in Meralco being named as the ASEAN’s Best Power Utility of the Year 2024. These achievements highlight our dedication to leveraging cutting-edge technology to enhance service efficiency and support sustainability goals.