



How PayMaya is creating a workforce for the future

- Targeted and data-driven hiring maintains PayMaya's lead in the Philippines' e-payments sector.
- Use of customised and scalable learning tools to engage and develop every employee.
- Building a connected and motivated workforce improves attrition rates amid COVID-19.

Overview

With a growing user base of 28 million who tap on services such as remittance, consumer wallets and business payment solutions, digital payments firm PayMaya processes hundreds of billions of pesos a year. But competition is rife in a saturated market that is constantly eyed by international giants. To make its first-mover advantage count, PayMaya ensures its 700-strong workforce is highly-skilled, motivated, and well-equipped to propel the company into the future.

Success in Numbers



Headhunting fees for 10 senior executives reduced in 2020



High activation rate for LinkedIn Learning within six months, with a repeat learner rate of 72%



Above-benchmark employee engagement levels despite its workforce staying home during COVID-19





The Challenge

With the COVID-19 crisis upending traditional forms of economic transactions, contactless and mobile financial services are more important than ever – and so are PayMaya’s employees who are the backbone of the company. There are two key challenges in talent management:

1. A rising risk of global competitors swooping in on its talent pool which it has built from scratch.
2. Ensuring that employees remain engaged as the pandemic reshapes the future of work.

The Strategy

Empowered employees drive business success – this is PayMaya’s work ethic as it creates a highly-engaged workforce for the future. Using both LinkedIn’s strategic branding boost and LinkedIn Talent Insights’ deep data has led to a strong employer brand, drawing more people to join the company. Empowering its hiring managers to take a more active role in the recruitment process also cultivates a culture of trust and ownership.

To drive employee engagement, PayMaya taps on Glint, LinkedIn’s people success platform, to ascertain and respond to concerns among employees. It relies on LinkedIn’s learning platform in its pivot to remote learning, which has generated not only significant cost savings but also greater personal growth for each employee. From hiring to learning, PayMaya is gearing its workforce for an uncertain landscape, with a focus on sustainable business growth.

LinkedIn Solutions in play:

LinkedIn Talent Solutions attract and recruit talent leveraging unique data insights from the world’s largest talent pool.

LinkedIn Learning Solutions connect employees to relevant skills, and build a culture of personalized and social learning.

Glint provides actionable insights that increase engagement, build stronger teams, and improve business performance.

“The solutions are so well-linked together and there’s a lot of thought put into the synchronisation of the platforms.

When we do strategy planning for our people, at the top of the wish list is that it all links together – from the start of the employee journey when you touch base, to engagement and learning.”



Carla Lanza

Chief People Officer,
PayMaya Philippines