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PLDT Wins Silver Award at 2026 UiPath AI Breakthrough Awards for Agentic AI-Driven Enterprise Transformation

Award-winning automation strategy has allowed PLDT to reclaim significant hours of manual work annually across enterprise sales, risk management, and lead generation

MANILA, Philippines--(BUSINESS WIRE)-- UiPath (NYSE: PATH), a leader in business orchestration and automation, today announced that PLDT, the leading digital services provider in the Philippines, is using a fleet of in-house AI agents built with UiPath Agent Builder™, Integration Service, and Robots to reclaim tens of thousands of hours of manual work annually. Powered by the UiPath Platform™, these agents are deployed across enterprise sales, risk management, and lead generation to eliminate bottlenecks and empower PLDT's workforce.

PLDT received a Silver Award at the 2026 UiPath AI Breakthrough Awards for this implementation. The UiPath AI Breakthrough Awards recognize organizations that are moving beyond automation to deploy agentic AI, business orchestration, and intelligent workflows at enterprise scale, delivering measurable impact and reshaping how their organizations operate.

Empowering Sales with Agentic AI

PLDT has transformed its enterprise sales operations with its breakthrough AI-powered assistant, Ellie (Enablement & Intelligence Engine). Ellie functions as a comprehensive, agentic AI layer orchestrated on the UiPath Platform. It aggregates scattered enterprise knowledge and integrates live CRM data to deliver actionable intelligence directly to sales teams. Ellie reduces time-intensive manual work for the sales support team by automatically generating tailored, customer-ready proposals and presentations.

By streamlining information retrieval and proposal creation using Ellie, PLDT has reclaimed an estimated 18,000 to 25,000 hours per year, redirecting this time toward higher-value engagements with customers.

Sales teams have also reported a 40% to 60% reduction in time spent on developing standard proposal and presentation materials, while proposal error rates have been reduced by 40% to 50%. Empowered with faster insights and more time to focus on higher-value engagements, PLDT has also observed a 20% to 50% increase in upsell rates.

Ellie also acts as a strategic co-pilot by continuously monitoring customer health indicators. It uses AI-driven predictive analytics to detect churn risks based on declining product utilization or delayed payments, prompting relationship managers with proactive alerts,

retention recommendations, and upsell opportunities.

Building an Agentic Enterprise

By integrating AI at its core, PLDT is eliminating manual bottlenecks to future-proof its operations and empower Philippine enterprises to scale at the speed of the modern digital economy. In addition to Ellie, two other initiatives are driving this transformation:

- **KAI (Knowledge, Automation, Intelligence) for Instant Knowledge Retrieval:** Transforms knowledge retrieval from a manual, up-to-five-day research process into contextual responses delivered in one to three seconds. Powered by an agentic AI assistant and grounded exclusively in approved sources, KAI eliminates repetitive research for proposal creation and customer support, creating approximately 12 FTE-equivalent annual productivity capacity and reducing an estimated 25,000 to 30,000 hours of manual effort annually. This enables a 99% faster response rate, increases organizational capacity without additional headcount, and allows teams to shift from repetitive information gathering toward higher-value, consultative work.

- **ERICA (Enterprise Risk Intelligence Companion Agent):** An AI agent that automates structured risk statements and scoring against compliance standards. ERICA has reduced manual effort by 97% to 99%, compressing risk assessments from taking two to 10 days down to just five minutes to 1 day.

"We are thrilled to receive the Silver Award at the 2026 UiPath AI Breakthrough Awards," said Gilbert Gaw, PLDT and Smart First Vice President and Head of IT and Transformation Office. "Technology is at the heart of how PLDT serves our customers and supports the country's growing digital needs. This recognition is a proud moment for PLDT and a testament to the passion our teams have channeled into building Ellie, KAI, and ERICA. It fuels our drive to keep pushing the boundaries of what agentic AI can achieve for our business and our customers."

“PLDT is setting a new global standard for what it means to be an AI-driven telecommunications provider,” said Karl Crowther, Area Vice President, Middle East & Africa and South Asia, UiPath. “By combining the power of AI agents with UiPath’s agentic business orchestration capabilities, PLDT is fundamentally changing how work gets done, freeing their people to focus on higher-value opportunities and setting a new benchmark for intelligent, connected operations.”

About UiPath

UiPath (NYSE: PATH) is a leader in business orchestration and automation, trusted by organizations worldwide to transform enterprise complexity into intelligent, secure operations where AI agents reason, robots act, and people lead. Built for the modern enterprise and the world's most regulated industries, UiPath integrates automation, orchestration, AI, and testing into governed, scalable workflows—unlocking innovation at the speed of business while delivering the controls and compliance enterprise leaders demand. Visit www.uipath.com for more information.

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