



SPRINGBOARD PHILIPPINES:

# Empowering Businesses with Scalable Solutions

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Company Overview

# Who We Are

Springboard Philippines is a **leading business solutions provider** specializing in IT services, HR consulting, staffing, digital marketing, systems integration, BPO services, and e-commerce enablement.



helped over

# 500

businesses across various industries optimize their operations, scale efficiently, and improve customer engagement.

Company Overview

# Mission

To provide **scalable, cost-effective, and innovative solutions** that help businesses streamline operations and achieve sustainable growth.



Company Overview

# Vision



To be the **top choice** for **businesses** looking for end-to-end support in IT, HR, digital marketing, and outsourcing services in the Philippines and beyond.

# Competitive Advantage

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## Integrated Solutions

A single provider for multiple business needs.



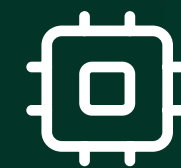
## Local Expertise, Global Standards

Deep market knowledge with international-grade service delivery.



## Customizable & Scalable

Solutions tailored for businesses of all sizes



## Tech-Driven Approach

Leveraging AI, automation, and analytics for superior performance.



# ▲ Core Service Offerings

🔧 IT Servicing & Systems Integration

📁 HR Consulting & Staffing Solutions

📈 Digital & Performance Marketing

📞 BPO & Customer Experience Solutions

🛒 E-commerce Enabler Services

# IT Servicing & Systems Integration

## Manage IT Services

(Helpdesk, Network Security, Cloud Solutions)

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## Systems Integration

(ERP, CRM, HRIS, AI-driven Automation)

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## Cybersecurity & Compliance Consulting

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## Custom Software Development

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## Data & Cloud Migration Services

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Alphaera Marine Services Inc. is a licensed manning agency in the Philippines, authorized by the Philippine Overseas Employment Administration (POEA) to recruit and deploy Filipino seafarers for international vessels.

⚠ Challenge:

Inefficient crew management and limited data visibility due to manual processes

☑ Solution

Custom ERP solution with integrated crew management, real-time data dashboard, and automated workflows

Results

- 30% increase in operational efficiency
- Improved data accuracy for better decision-making
- Streamlined crew management and compliance tracking

# HR Consulting & Staffing Solutions

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Executive Search & Talent Acquisition

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End-to-End HR Outsourcing

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Recruitment Process Outsourcing (RPO)

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Payroll & Benefits Administration

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Employee Training & Development

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Generali Life Assurance Philippines, Inc. has been providing life insurance solutions to international and local clients in the Philippines since 1999, with a solid track record in group insurance and credit life business.

⚠ Challenge:

High hiring costs and slow recruitment process for specialized roles

☑ Solution

Strategic recruitment strategy delivering 100+ specialized hires within 3 months

Results

- Reduced hiring costs by 40%
- Achieved rapid talent acquisition with 100+ hires in 3 months
- Improved recruitment efficiency and process scalability

# Digital & Performance Marketing

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## SEO & Content Marketing

(Keyword optimization, blogging, video marketing)

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## Paid Advertising

(PPC, Social Ads, Google Ads, Retargeting)

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## Conversion Rate Optimization (CRO) & Analytics

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## Email & SMS Marketing Campaigns

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## Social Media Management & Influencer Marketing

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SEC Motosupply is a prominent provider of motorcycle accessories and riding essentials in the Philippines. They offer a wide range of products, including helmets, safety gear, and various motorcycle accessories, all designed to ensure rider safety and comfort.

⚠ Challenge:

Low online visibility and limited e-commerce sales.

✅ Solution

Strategic digital marketing, optimized online store, and targeted ad campaigns.

Results:

Results

- 200% increase in online revenue in 6 months
- Improved customer engagement and brand reach
- Higher conversion rates through enhanced UX

# BPO & Customer Experience Solutions

## Customer Support Outsourcing

(Voice & Non-voice)

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## Technical Support & Helpdesk Solutions

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## AI-Powered Chatbots & Automation

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## Back-Office Support

(Data Entry, Order Processing, Virtual Assistance)

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## The Hearty Grub

The Hearty Grub is a meal delivery service that brings fresh, delicious, Chef designed and Nutritionist approved meals straight to your home or office.

Challenge:

Slow customer response times affecting satisfaction.

Solution

AI-powered chatbot, automated order tracking, and streamlined support processes.

Results

- 50% reduction in response time
- Higher customer satisfaction scores
- Increased repeat orders and referrals

# E-commerce Enabler Services

## Marketplace Management

(Lazada, Shopee, Shopify, Amazon)

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## Order Fulfillment & Last-Mile Logistics

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## Customer Acquisition & Retention Strategies

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## Cross-Border E-commerce Expansion

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Robinsons Malls is one of the largest shopping mall and retail operators in the Philippines. The company develops, operates, and maintains commercial shopping centers across the country.

#### Challenge:

Slow e-commerce growth and limited digital adoption.

#### Solution

Scalable e-commerce platform, seamless logistics integration, and omnichannel marketing.

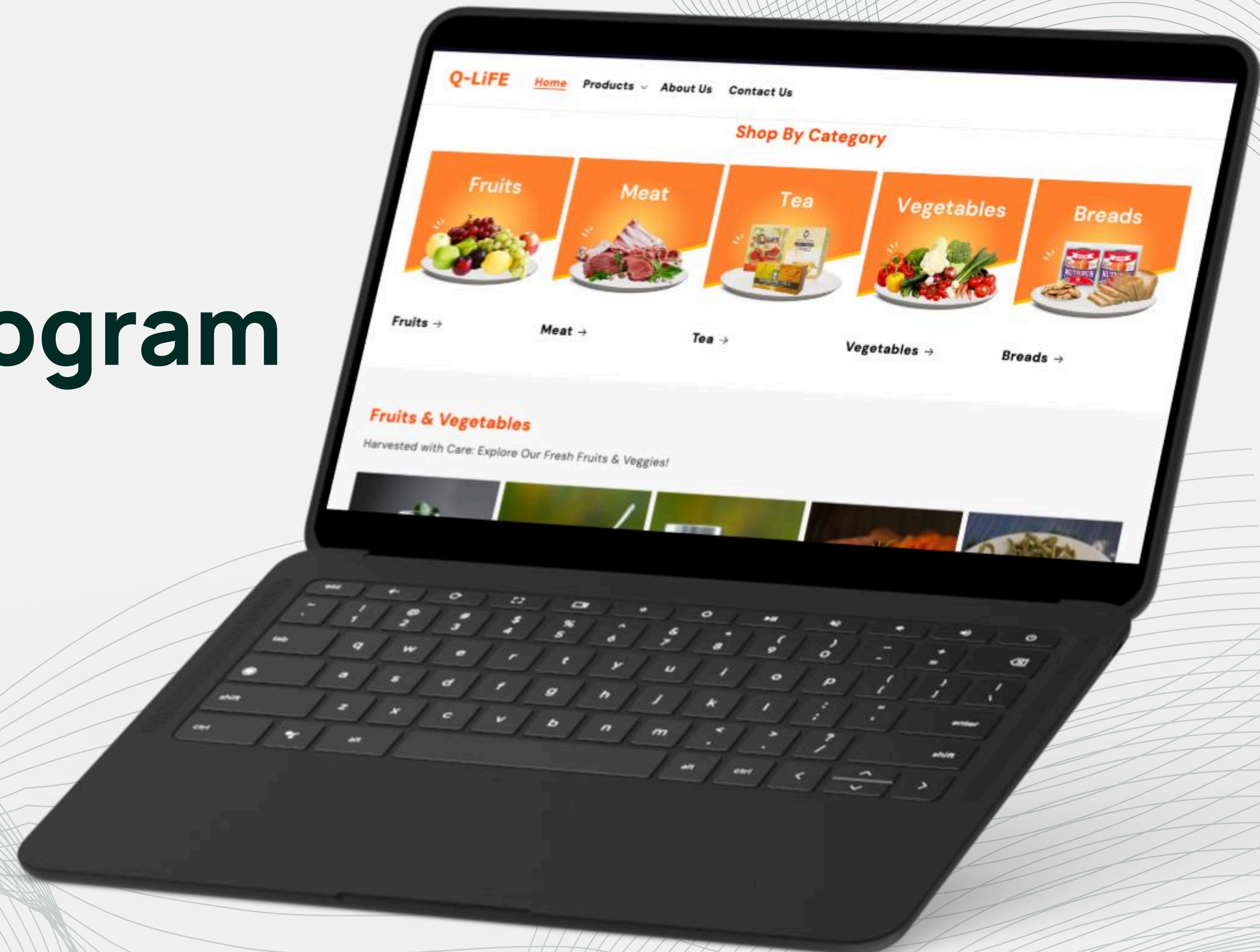
#### Results

- 300% growth in e-commerce sales in one year
- Improved customer retention and online engagement
- Enhanced shopping experience across multiple touchpoints

Government Project

# ERP for Quirino Province's QLife Program

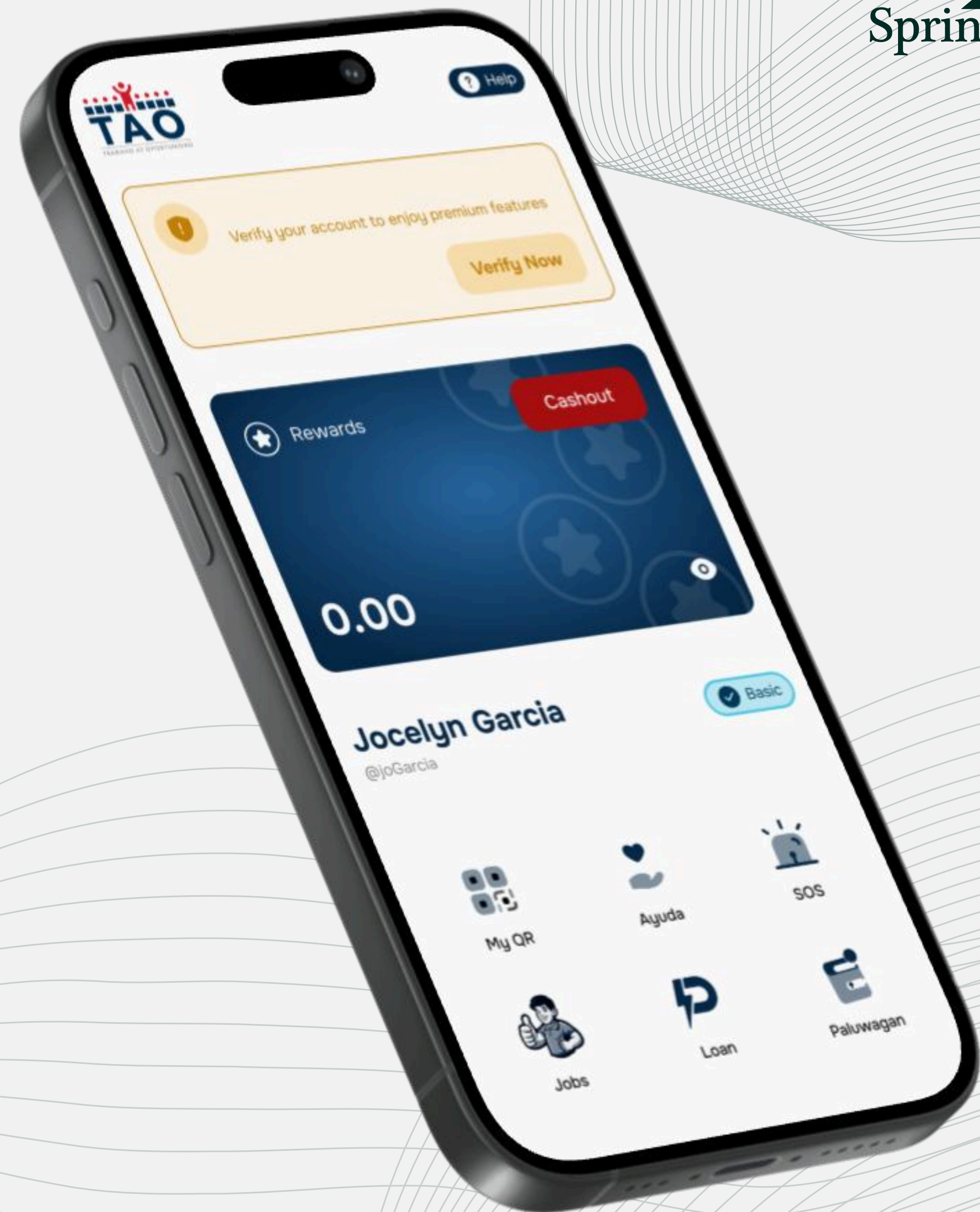
Government A province-wide system for QLife Quirino to track and manage sales and inventory of raw, fresh, and processed goods. Features include barcode-enabled transactions, real-time inventory alerts, supplier tracking, sales reports, and a custom e-commerce site.



Government Project

# TAO App

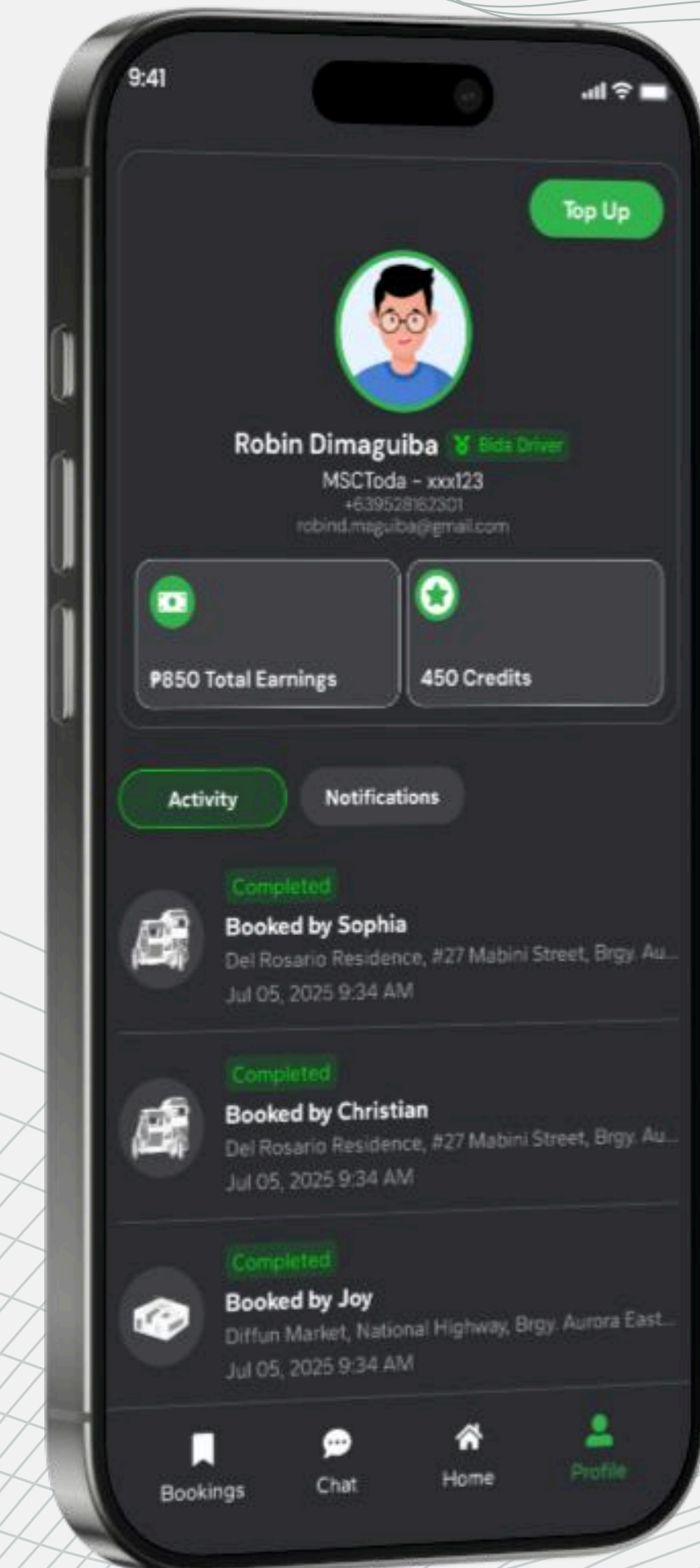
A hyperlocalized mobile platform that gives Filipinos secure digital IDs and instant access to government services—like financial aid, trainings, gig jobs, and local announcements. Designed for deployment across all 42,000 barangays, TAO brings public service straight to people’s phones, anytime they need it.



Government Project

# PasaDax

A ride-hailing app built specifically for tricycles in the Philippines. Designed for rural areas underserved by mainstream transport apps, it connects passengers with nearby TODA drivers for safe, cashless, and efficient rides. Drivers can accept bookings, navigate routes, and track earnings directly from their phones. LGUs get access to powerful tools for zoning, pricing regulation, and transport data monitoring.





# Our Unique Value Proposition

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## **Integrated, Multi-Service Capabilities:**

IT, HR, Digital, BPO & E-commerce under one roof.

## **Scalability and Flexibility:**

Solutions tailored to any business size.

## **Global Standards, Local Execution:**

Deep understanding of the Philippine business landscape.

## **Data-Driven Decision Making:**

AI & automation to improve efficiency.

# Partnership & Engagement Models

## Project-Based Engagement

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Best for short-term projects or specific needs.

## Retainer Model

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Ongoing support & optimization.

## Dedicated Team Setup

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Long-term staffing or managed teams embedded in operations.



# Why partner with **Springboard Philippines?**

Trusted by

# 100+

businesses across multiple  
industries.

Proven track record in IT,  
HR, digital, and e-  
commerce solutions.

Custom-tailored solutions  
that maximize efficiency  
and cost-effectiveness.

Dedicated account  
managers and round-the-  
clock support.

# Tailored Engagements for Your Big Business

We offer flexible pricing models to match your business goals and budget

- Project-Based Pricing
- Subscription / Retainer Model
- Performance-Based Pricing
- Dedicated Team Pricing
- Hybrid / Custom Pricing



# Project-Based Pricing

Short-term projects, system implementations, or specific digital marketing campaigns.

- ✓ Fixed price based on project scope, complexity, and timeline.
- ✓ Ideal for businesses needing a one-time solution like software development, system integration, or ad-hoc consulting.

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## 📁 Packages

### Custom Website Development

Starts at ₱250,000

### SEO optimization package

Starts at ₱100,000

# Subscription / Retainer Model

Ongoing support, managed services, and continuous improvement strategies.

- ⦿ Monthly/quarterly fee for continued service.
- ⦿ Ensures ongoing performance optimization for IT support, HR, digital marketing, and BPO solutions.
- ⦿ Comes with a dedicated account manager and periodic reporting.

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## 📁 Packages

### IT Helpdesk Support (24/7)

Starts at ₱100,000/month

### Full-Service Digital Marketing (SEO, PPC, Social Media, Content)

Starts a ₱150,000/month

### Dedicated BPO Team (5 Agents)

Starts a ₱250,000/month

# Performance-Based Pricing (Pay-for-Results)

Digital marketing, lead generation, or sales-driven projects.

- ⦿ Fees tied to specific performance metrics like sales, leads, or engagement rates.
  - ⦿ Risk-sharing model where clients pay for measurable success.
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📁 Example Pricing:

## PPC Ad Management

10-15% of ad spend

## Lead Generation Services

₱500–₱2,000 per qualified lead

## Sales-based Commissions

5-20% of closed deals

## Dedicated Team Pricing (Staff Augmentation / Offshore Teams)

Companies needing full-time dedicated professionals for IT, HR, marketing, or customer support.

- ⦿ Fixed monthly cost per FTE (full-time employee).
  - ⦿ Reduces HR overhead while ensuring talented professionals at competitive rates.
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### 📁 Example Pricing:

#### IT Developer (Full-Time)

₱120,000/month

#### Digital Marketing Specialist

₱90,000/month

#### Customer Service Agent (English Support)

₱60,000/month

# Hybrid / Custom Pricing

Businesses that need a mix of project-based, retainer, and performance-driven services.

- ⦿ Combination of fixed fees, hourly rates, and performance-based elements.
  - ⦿ Fully customizable based on the client's needs.
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📁 Example Pricing:

## Custom E-commerce Enabler Package

₱200,000 setup fee + revenue share model

## IT Support & Cybersecurity

₱100,000/month + per-incident fees

## Customer Service Agent (English Support)

₱60,000/month

# The Rise of Digital Transformation: 2025 Market Outlook

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By 2025, the Global Market size expected to reach  
**\$1.5 TRILLION**

**Top Adoption Drivers**  
AI, Cloud, Automation,  
Cybersecurity



**90%**

of businesses plan to increase IT spending

**65%**

of companies investing in automation & AI

**15% YoY**

Expected growth for E-commerce Sales



# The Future of Work & Talent Acquisition

## Remote & Hybrid Work

Remote & Hybrid Work

## Top 3 in-demand skills

AI & Machine Learning, Cybersecurity, Data Analytics

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Skills Demand Shift

**80%**

Companies prioritizing upskilling

**8.5% Expected CAGR**

Philippines BPO Growth

# The Future of BPO and Customer Experience

Global BPO Market: Expected to reach

**\$350 billion**  
by 2025

**Key Trends: AI chatbots,  
Multilingual support, Automation**

## Philippines BPO Advantage:

- World's 2nd largest BPO hub
- 24/7 English-speaking workforce
- 50% cost savings compared to in-house teams

# IT Solutions

Client

**Company X**

Challenge

**Outdated IT infrastructure causing 40% downtime**

Solution

**Springboard implemented cloud-based ERP & cybersecurity**

## Results

- ✓ 50% improvement in operational efficiency
- ✓ Reduced IT costs by 35%
- ✓ Zero security breaches post-implementation

# Digital Marketing

Client

**E-commerce Brand**

Challenge

**Low website traffic & poor conversion rates**

Solution

- **SEO Optimization**
- **PPC & Retargeting Ads**
- **Social Media Growth Strategy**

## Results

- ✓ 200% increase in organic traffic
- ✓ 3x return on ad spend (ROAS)
- ✓ Boosted online revenue by ₱5M in 6 months

# BPO Services

Client

**Company Y - Customer Support**

Challenge

**High customer churn & long response times**

Solution

**24/7 BPO customer support  
AI powered chatbots for first-level support**

## Results

- ✓ 50% reduction in customer wait times
- ✓ Customer satisfaction score increased from 3.5 to 4.8 stars

# Tech Expertise



# Tech Expertise



# Tech Certifications



# Partners

**BBDO**

Ogilvy

COMPLink

maya

ASUS

[24]7.ai

Manulife

HOP INN

Keychron

DYL

Levi's

MITSUBISHI  
MOTORS



TESLA

GCash

citi

DUTY FREE  
Philippines



SEC  
MOTOSUPPLY

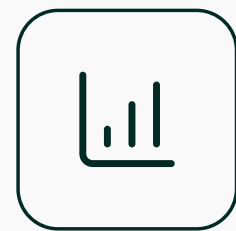
# Partners



# Affiliates



# Frequently Asked Questions



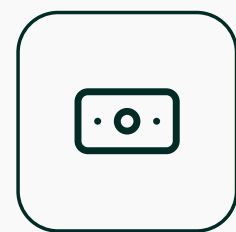
## **How does Springboard customize solutions for my business?**

We analyze your business needs and provide customized strategies based on data insights.



## **What industries does Springboard serve?**

We work with tech, retail, healthcare, e-commerce, finance, and SMEs.



## **What pricing model works best for my business?**

We offer project-based, subscription, performance-based, and hybrid models



# Ready To Scale Your Business?

# Let's Talk!

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