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# ASIA PACIFIC COLLEGE LEGACY - TELESCOOP

ONLINE LOAN APPLICATION (OLA) PROJECT



2023



PLDT TelesCoop:

# Making Employee Loan Applications Accessible

During the COVID-19 Lockdown

By

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~ Emiliano R. Tanchico

Cooperatives work so that individual members have a say in how the organization is run. Every co-op needs a champion with a vision, a group with a shared interest, and a market for the service or product delivered by the co-op. Cooperatives enable connections by keeping close membership of people in society. This creates a network of people unified through a common goal from which everyone makes benefit.

Always a “Helping Hand” in times of need and a provider of funds for providential and productive purposes for its members, the driving force of the Philippine Long Distance Telephone Company (PLDT) “TelesCoop: Kaagapay Sa Pag-Unlad “ is now proverbial among its members and stakeholders.

The PLDT Employees Multi-Cooperative (TelesCoop) is a leading enterprise that offers funds, offerings, and merchandise to its members. The enterprise earned its Certificate of Registration issued with the aid of using the Bureau of Cooperative Development on June 18, 1976. The enterprise offers loans and economic and direct-promoting mortgages. Under the economic mortgage, it has ten unique offerings along with Financial Services and Development, Tuition Fee Loans, Travel Loans, etc. Whereas direct promoting mortgage offers merchandise that can be supplied with the aid of using TelesCoop.

With its vision of “Excellence through Cooperativism”, and its mission of commitment to providing financial empowerment to its stakeholders, TelesCoop aims to lead the Multi-Purpose Cooperative Sector by providing prompt, efficient, quality, and innovative service compliant to the principles of cooperatives as well as adhering to the values which will improve the lives of its members and enhance community development. TelesCoop enshrines values of integrity, service, excellence, resourcefulness, values enhancement, and entrepreneurship. According to TelesCoop Director Hector M. Profeta, “One of the missions of TelesCoop, as mandated by the Cooperative Development Authority, is to be of help to our countrymen.”

# The Need for A Digital Solution

In this study, TelesCoop, expressed their desire to shift to an Online Loan Application system to automate their loan application procedure. “We were mulling over a digital transformation to address operational issues when serving our members during the pandemic.”, said PLDT TelesCoop Director Emiliano R. Tanchico. As technology progresses, different public and private organizations must migrate from manual operations to adopting various technological improvements in their procedures to better serve their members. This digital shift would not only enhance and simplify their work, but it will also minimize error, demonstrate transparency, and benefit their constituents.

An Online Loan Application (OLA) for TelesCoop is an extension of the values that PLDT, as a company, holds sacred. During the COVID-19 lockdown, a time of great social and financial insecurity, the OLA was envisioned as a functional website where PLDT employees can apply for loans as needed without having to go to the PLDT offices in person. Furthermore, digitizing the process of offering loans also benefits the company because paperless transactions are designated to their online database, which can generate reports that can be easily accessed for evaluation and trend analysis—making the cooperative heads more responsive and consistent. As Tanchico notes, “APC has brought in a new perspective—exactly what we were looking for.”







## Setting up for Success

This article outlines the developers' goals and how they plan to achieve them, and also highlights some of the other existing online loan application systems, showing the inspiration for developing the system such as modules, functionality, and process.

The OLA for TelesCoop, as a collaboration between PLDT and Asia Pacific College (APC), created a user-friendly website in which employees from PLDT could apply for a loan with ease via an online application, benefiting both parties from the ongoing pandemic. Each employee working on the backend website for the loan application was given a username and password to keep track of the transaction and the applicant's progress.

The Board of Directors and General Managers also have a tab or window where the employee handling the applicant's transaction is monitored closely, based on department approval. There is also a Co-Makers tab where employees can store their information for loan security and contact purposes. What the website also uniquely provides is the Treasury, where the company can check each transaction that was uploaded in real-time, having all the details that were inputted from the applicant so that if contact is required, they will have their complete contact information on file. In addition, the team assembled a database in which all files submitted will be saved to avoid the risk of file deletion or loss.



# Pandemic Innovations



Before the COVID-19 lockdown, a member would have to go to their office to fill out the loan application form, and secure approval from their co-makers through signatures and information, for security and validation purposes, with the physical document passed through each department for processing. Certain departments encode the member's information in their Enhanced Translation Business Management System (ETBMS) to record both the transaction and the necessary personal information. With the online loan application, TelesCoop Director Benedicto M. Portugal II recalls that during "the start of the pandemic, we had new demand on how we can serve our members. Now, the OLA is addressing the new norm of loan activity, and TelesCoop improved a lot on the way we deliver service."

The innovation of APC and PLDT to transition from a manual process of applying for a loan, to an online system to continue operations remotely, could not have come at a better time. The proponents were tasked to create a website for members to apply for loans, as well as dashboards for each department to process loan applications and conduct business online. According to TelesCoop General Manager Ma. Isabelita G. De Guzman, "It's so easy for the employees of PLDT across the country to access loans—within the day they can get the loan that they applied for."

The general objectives of this project were to create a website that brings convenience on

applying for a loan for both TelesCoop and its stakeholders. Operationally, this meant 3 things:

- 1 digitizing the process of the loan application
- 2 creating an application for members to apply for a loan and view current loan application status, and
- 3 creating dashboards that have specific actions according to the role of each of the respective managerial departments

These objectives would be assessed using 2 main values: functionality and user-friendliness.

There were, however, some constraints indicated for undertaking this project, coming from the multiple representatives from TelesCoop that are employed at the company, namely:

- 1 that the application must operate under the laws and policies of the Bureau of Cooperative Development
- 2 that the website must be able to process the loan application remotely through a website with full visibility to the departments responsible for approval and provide an easier and faster transaction for applicants

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~ Ma. Isabelita G. De Guzman



# Achieving Sustainable Development Goals

The significance of the project lies in its goal of solving Sustainable Development Goal 9 which is Industry, Innovation, and Infrastructure. For PLDT TelesCoop itself, the shift to an online system from a manual process of loan applications has proven to be convenient, efficient, and timely. For the stakeholders, the members of TelesCoop, the online nature of the loan itself proved crucial in being able to access the financial resources to support their families over the pandemic and beyond. To TelesCoop department members, the OLA benefitted every department member by providing a new and convenient way to process loan applications. Lastly, and certainly most impactful, to future researchers, the study of the development of this project will now serve as a reference for people who want to venture into and implement improvements in the same field in the future.

Various lending corporations have undertaken similar online shifts before. They served as

inspirations for the development of the telescope OLA. Firstly, there is Meralco Mobile, an application developed by Manila Electric Company that allows users to track their energy bills and usage. Meralco Smartphone also helps users to track power outages, busted signs, leaning poles, and other Meralco issues.

Users can pay their utility bills by online payments such as credit cards, debit cards, Gcash, SmartMoney, and PayMaya. Similar to the project, consumers will be told if their loan is approved and all other required details on their application are given.



After testing and assessing the final design of the website of TelesCoop, the proponents were able to identify the strengths and weaknesses of the study. The discovered strengths are the significant points achieved in the study while the weaknesses are the aspects of the study that still need improvement. The strengths are as follows:

- 1 the website provides a paperless transaction
- 2 the website gives results in real-time
- 3 the User interface is very simple and easy on the eyes, and (4) the system is device-friendly, any device with a browser and internet connection can access the site.
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# Improvement & Responsiveness

THE AREAS FOR IMPROVEMENT ARE AS FOLLOWS:

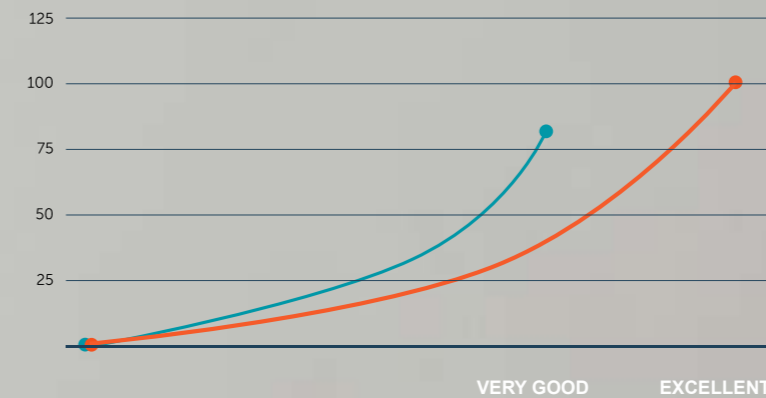
- 1** The information system will depend on an internet connection. If the user's internet connection or device is slow, the website will be slow in responding to requests
- 2** The scope of the information system in terms of environmental impact is limited to lessening the usage of paper through online registration forms only

Considering the objectives of the study, the design functions implemented in the development of the information system were able to execute their roles as programmed and provide satisfactory results, confirming functionality and user-friendliness. The most important functional feature would have to be the ability to store data in the JIRA database, with accurate and comprehensive member profiling, which would be useful in loan applications overall. The user experience was also identified as very good and user-friendly as it is easy to use to navigate with structured information, accurate information, clean labels, and well-displayed icons, based on the comments of members and department heads that used the OLA.

Even though several complications and problems were encountered when developing the OLA, this is perfectly normal during the institution of a new system. However, the findings fulfilled the study's objectives in a significant way—the system could deliver a highly functional and user-friendly online loan application, meeting its goals. Following the completion of the system's creation and analysis, the researchers were able to reach the following conclusions:

- 1** based on the proponent's objective measurements, the OLA has a 100% completely functional result, which was rated "Excellent."
- 2** with a user-friendliness rating of 79, which was classified as "Very Good," the OLA has proven itself as simple to use

These scores were determined by a poll of members who had previously applied for a loan through PLDT Telescoop's online application form.



**100%**  
FUNCTIONALITY

**79%**  
USER-FRIENDLINESS







# Applying APC's Project-Based Learning as Innovation Model

Not only was innovation seen in PLDT Telescoop's OLA, but it also paved way for APC to apply its innovative interdisciplinary project-based learning (PBL) method for this special project. Students from the School of Computing and Information Technologies, School of Engineering, and School of Management came together to perform various roles in developing the system. They are mentored by project advisers who are faculty members from the respective schools. These students collaborated by dividing the task according to their expertise. By completing the industry project, students applied and integrated the content of different subject areas in various phases of systems development (e.g., planning, development, and presentations), as well as being exposed to work in a professional environment. Documentation of the said project could be found at <https://wiki2.apc.edu.ph/index.php?title=TelesCoop>

The collaboration between APC and PLDT TelesCoop has given a better approach to helping each other—with the academe and industry working together to make a difference in real-life situations, responding to the pandemic, and leading to a beneficial digital transformation in their operations. PLDT TelesCoop Director Emiliano R. Tanchico puts it perfectly in saying, “The digital transformation was a main factor in making sure that PLDT will not just be ‘business as usual’ but now operates on a different level of efficiency.” All in all, it is with great pride that the team from Asia Pacific College, using its PBL approach, was able to deliver a project that applied the use of technology to immediately impact the everyday lives of hardworking Filipinos and their families. We are steadfast in our commitment to innovative solutions to the problems that persist in the country, and even the larger global landscape



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~ Emiliano R. Tanchico







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