



Megaworld Lifestyle Malls increases customer tickets handled by 3.5x within 8 months of adopting HubSpot

As digital engagement becomes more essential, Megaworld Lifestyle Malls is not just adapting—they're setting the pace. Discover how their customer experience team revamped their service operations using HubSpot's Service and Marketing Hub.



3.5x

increase in tickets handled

45%

45% open rates for marketing emails

About

Megaworld Lifestyle Malls

Megaworld Corporation, a top real estate developer in the Philippines, pioneered the country's mixed-use 'township' developments. Its retail division, Megaworld Lifestyle Malls, is among the largest mall developers in the nation.

Industry: Retail

Company Size: Enterprise (200+ employees)

Location: Philippines

Use Case:

Improve Service

Personalize Campaigns

Integrate Company Data

Products:

[Service Hub](#)

[Marketing Hub](#)

Customer Experience Powers Megaworld Lifestyle Malls' Success

Megaworld Lifestyle Malls, the retail arm of Megaworld Corporation, has revolutionized the shopping experience in the Philippines through 20 innovative malls and 26 townships. Recognizing the shift in consumer behavior accelerated by the pandemic, the Customer Experience Group embarked on a digital transformation journey to improve their service processes and offer seamless online interactions.

Initially, they faced challenges with disconnected databases and fragmented tools, but their decision to adopt HubSpot as their unified CRM brought remarkable improvements. By February 2023, just three months after transitioning, Megaworld was leveraging HubSpot for marketing automation and customer service. They deployed 18 omnichannel chatbots to handle common inquiries and route more complex questions to live agents. This increased efficiency and enhanced customer engagement.

Additionally, HubSpot enabled streamlined workflows, empowering Megaworld's marketing team to run campaigns more productively, and provided better segmentation for personalized outreach. By simplifying data collection and automating manual tasks, their productivity surged, allowing customer service agents to exceed SLA targets and handle 3.5 times more inquiries. HubSpot's flexibility even supports other teams, such as facilities management, by improving audit processes. As a result, Megaworld Lifestyle Malls has seen significant ROI from this transformative change.