

San Miguel Corporation

Customer Relationships

How SMC connects with people:

1. Personal touch:

They have a Care Centre to answer questions, fix problems, and listen to feedback making customers feel heard and valued.

2. Reaching people everywhere:

Whether it's through social media, TV, radio, or even community events, San Miguel stays connected with customers in ways that feel natural and personal - online and offline.

Channels

How SMC gets its products to people:

1. Available everywhere:

With over 470,000 stores, from big groceries to sari-sari stores, their products are easy to find wherever you are.

2. Smart delivery and media:

They use TV, radio, social media, and strong delivery systems to promote and deliver their products - quickly and efficiently, right to where people need them.