



CASE STUDY: **Virgin Media Empowers UK Field Force with Antenna**

BACKGROUND

Virgin Media is the UK's largest residential broadband provider, the largest virtual mobile network operator and the second-largest provider of pay TV and home phone service. The company was formed by the merger of the UK's two largest cable companies, NTL and Telewest, and the subsequent acquisition of Virgin Mobile, with Virgin Media rebranded and launched in February 2007.

Virgin Media – with over 14,000 employees and almost 10 million customers – is committed to delivering high quality digital entertainment and communications, supported by responsive, flexible customer service.



MOBILITY ENSURES THE HIGHEST STANDARD OF SUPPORT

The NTL and Telewest merger resulted in a combined UK mobile workforce of 2,500 technicians and engineers using different technologies and field processes, some of which were manual and paper-based. This presented the new company with the challenge of standardizing operations across its business in order to improve efficiency and remove the unnecessary costs of maintaining duplicate systems.

As Virgin Media offers a host of different service packages to its millions of customers, the company recognized that it was vital for its mobile workforce to be able to install, configure and activate the correct equipment at each customer's home, as well as identify and rectify any problems on-site the first time around.

“In such a competitive market, customer support and satisfaction is key. We recognized from an early stage that standardizing our field activities and arming our customer-facing staff with better mobile tools would be critical in ensuring that the highest standard of support could be maintained post-merger, particularly as more customers are taking more services from us.”

- Paul Buttery, Managing Director, Access Division, Virgin Media

Virgin's Antenna Mobile Solution

Virgin Media had several key goals for its project with Antenna:

- Grant workers mobile access to multiple back-office systems
- Ensure successful first-time customer installations
- Allow technicians to make on-premise equipment diagnostics
- Provide managers with greater insight into status of ongoing tasks
- Dispatch scheduling updates and job notifications to the workforce

“Using Antenna’s platform, our technicians are now equipped with the necessary applications to complete each job on the first visit. This not only greatly increases internal efficiency and cost savings, but most importantly, it ensures ongoing customer satisfaction – a key to our company’s continued success.”

- Paul Buttery, Managing Director, Access Division, Virgin Media

LEVERAGING A FLEXIBLE MOBILITY PLATFORM

Virgin Media reviewed its existing application and platform solutions, and selected the Antenna Concert platform as it offered the necessary security and flexibility to deliver mobile applications to its entire UK field service staff. It would also lay the foundation for the development of further customized applications going forward.

Based on the Antenna platform, Virgin Media has developed its own field service application that is deployed on the field force’s semi-ruggedized Motorola Symbol MC70 handsets. The platform provides the company’s field technicians with the tools needed to perform all customer installations and on-premise maintenance automatically, achieving greater efficiency and increased customer satisfaction.

Virgin Media field staff is trained to provide telephone, broadband and digital television support, all from a single device, making real-time back-office integration a necessity in order to resolve customer problems on the spot. The field service application they built on the Antenna platform specifically enables employees to perform diagnostic tests and activate services. This information is fed into Virgin Media’s in-house customer management system, ICOMS, through the Antenna platform, with the relevant data or diagnostics results then relayed back to the mobile workers’ devices.

From a management perspective, the new solution provides Virgin Media with far greater insight into the status of current and outstanding tasks, as well as enabling the company to send out scheduling updates and job notifications as they occur.

Virgin's Antenna Mobile Solution

CONCLUSION

In a competitive marketplace where organizations differentiate themselves on the strength of their service and support, customer loyalty can easily be gained or lost based on the interactions between field staff and customers.

Virgin Media has used its field service application powered by Antenna to empower its mobile workforce, improving its efficiency both in terms of responding to customer requests, as well as deploying the correct solution at the first time of asking. To date, they are enjoying the following:

- The right engineers now have the right parts to complete correct installations
- Improved first-time completion rate has reduced revisit costs
- Management has greater insight into the status of activities
- Improved scheduling has reduced travel time and sped up response times