



## Client

Virgin Mobile

## Industry

Telecommunications

## Country

United Kingdom

## Challenge

In order to enhance the quality of service and satisfaction mobile customers receive, Virgin Mobile identified the need for a world-class customer contact centre.

## Solution

High technology customer contact environment.

## Merchants Creates High Quality Customer Contact Environment at Virgin Mobile.

Leading mobile network operator Virgin Mobile used Merchants' integrated customer contact solutions to enhance service and satisfaction.

### Client Overview

Virgin Mobile, a joint venture between Virgin and Deutsche Telekom's One 2 One, was the UK's first virtual mobile network operator. The company, which was launched in November 1999, has already achieved some impressive accolades. It was the first operator to abolish peak call charges, the first to offer one simple tariff for all customers, and the first to offer m-commerce services to all customers, via Virgin Xtras. Virgin Mobile was awarded 'Best Network' by the consumer magazine, Mobile Choice, aiming to achieve over one million customers in less than two years.

### Business Challenge

In order to ensure customers received unrivalled service and satisfaction in the fiercely competitive mobile communications marketplace, Virgin Mobile identified the need for a world-class customer contact centre to manage its customer relationships. "The introduction of new products and services, stronger competition from new and existing vendors, and a greater number of customers to support, over more communication channels, means that to sustain our competitive edge, we needed to deliver excellent service and satisfaction. Otherwise our customers may switch to a competitive service – possibly never to return," says Andrew Ralston, Customer Relationship Director Virgin Mobile.

### Solution Provided

Virgin Mobile conducted a stringent review of the leading customer contact solutions companies, and concluded that Merchants possessed the understanding the company was looking for. "Merchants' experience with other communications vendors, their understanding of what we were trying to achieve, and the cultural synergy between the two organisations made Merchants the ideal partner for Virgin Mobile. They were responsive towards our initial enquiry, displayed a professional attitude and were able to mobilize a team rapidly," he continues.

Merchants worked side-by-side with Virgin Mobile in a co-sourced partnership to design, develop, deploy and manage a technology-led customer contact environment at Trowbridge, in Wiltshire. "Merchants have assisted Virgin Mobile with much more than simply recruiting agents to respond to customer enquiries," says Ralston. "Their experience – which was based on working with many of the world's leading organisations to create contact solutions – proved to be useful in the successful design, launch and ongoing management of Virgin Mobile's customer contact centre."

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## Results

- ▲ Helped Virgin Mobile grow the number of subscribers and increase profitability, while also enhancing service, satisfaction, and customer retention.
- ▲ Customers received a rapid, accurate and effective response to their enquiries.
- ▲ Agents' understanding of Virgin Mobile, its products and services, helped Virgin Mobile achieve significant marked success in a short timeframe.
- ▲ Agents were able to manage, synchronise, and coordinate service, support, and sales interactions across a broad range of communication channels.
- ▲ Solution enhanced long term loyalty of Virgin Mobile's customer base.

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## Value Derived

Ralston and his team were highly impressed by the quality of Merchants' customer service agents. "Merchants displayed a consistent ability to recruit, train and motivate good quality agents."

"The agents' understanding of Virgin Mobile's product portfolio and new services ensured that customers received prompt, efficient and high-quality service and advice. This helped Virgin Mobile achieve significant market success in a short timeframe," he says. With a customer base rapidly reaching one million, Virgin Mobile worked in close partnership with Merchants to maximise the use of technology.

This approach helped the organisation grow the number of subscribers and increase profitability, while also enhancing service, satisfaction, and customer retention. "By introducing a single, comprehensive view of our customer base, we were able to effectively service and support each and every customer through any channel – including face-to-face via the retail channel, the telephone and the internet. Whichever channel the customer chose Virgin Mobile were able to maintain a seamless, uninterrupted dialogue with them. This multi-channel approach to service will, we believe, enhance the quality of service provided, and the long-term loyalty of our existing customers," Ralston concludes.

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Andrew Ralston, Customer Relationship Director at Virgin Mobile