

Case Study

Virgin Media

» Fujitsu are representing the Virgin brand. They are delivering the Virgin Media experience to our customers «
Jon James, Executive Director Broadband, Virgin Media



The customer

Virgin Media were the pioneers of high speed internet in the UK, launching the first form of broadband back in the year 2000 and they have been committed to faster speeds and better service ever since.

They are unique in the UK Media industry through being the first “quadruple-play” media company, providing a full range of services for both businesses and customers: from fixed and mobile telephone to television and broadband. They own and operate their own fibre-optic cable network, the only such national cable network in the UK.

The challenge

The installation of Virgin Media services and products is the beginning of the customer journey and one of the first touch points with the Virgin Media brand.

Virgin Media wanted their customers to have a seamless experience from the get go. This meant robust transition planning of the transfer and recruitment of more than 1,000 technicians was vital, both technically and through supporting the customer journey. Virgin Media needed a partner that could guarantee core technical expertise and an outstanding experience for its customers.

The solution

Fujitsu had a proven track record of providing Virgin Media with innovative and efficient solutions, having already supplied network engineering and business installation services as well as providing cabinet and business Customer Premises Equipment (CPE) solutions. Fujitsu responded to Virgin Media’s requirements with a compelling and competitive proposal and now supports Virgin Media in its residential and business installations and helps provide engineering services. The multi-year contract began in March 2011, with Fujitsu’s Transition Team ensuring a seamless integration of Fujitsu services over the first few weeks.

THE CUSTOMER

Country: UK
Industry: Telecommunications & Media
Number of employees: 11,000
Website: www.virginmedia.com



CHALLENGE

Virgin Media needed a partner that could guarantee a great business and consumer customer experience by providing technicians to deliver an outstanding product and service installation at the start of customers’ Join Journey and maintain the mother of all broadband networks with equipment installed at operational sites and street cabinets.

APPROACH

Fujitsu supports Virgin Media in residential and business installations and helps provide engineering services. Fujitsu technicians work in partnership with Virgin Media to deliver an outstanding installation experience to customers in Scotland, Midlands, Northern England and Northern Ireland.

THE BENEFIT

- Providing core expertise
- Delivering an outstanding customer experience
- Understanding of the Virgin Media brand

Fujitsu is playing an integral part in Virgin Media's commitment to a great customer experience throughout the Join Journey and beyond. Fujitsu technicians work in partnership with Virgin Media to deliver an outstanding installation experience to customers in Scotland, North East England and Northern Ireland. Fujitsu also helps Virgin Media to streamline its post-install operational processes by providing residential and network engineering support in the ever evolving digital home and business environment.

In any given day, Fujitsu is representing the Virgin Media brand by delivering service in over 4,000 homes and 400 businesses whilst covering the national network asset through networks civils, fibre optic cabling, equipment installation and services at over 300,000 street cabinets.

The benefit

Fujitsu now supports Virgin Media in delivering an outstanding customer experience, providing core expertise and a real understanding of the Virgin Media brand.

As Virgin Media Executive Broadband, Jon James, says:

"The relationship with Fujitsu is one of those pillars of Virgin Media's digital ambition. Fujitsu is absolutely on the front line of delivering what the Virgin brand sets out to do in people's digital lives."

Fujitsu provides a level of service that Virgin Media trust:

"Fujitsu are representing the Virgin brand. They are delivering the Virgin Media experience to our customers. That means not just the technical experience, not just the processes, but the customer experience, the relationship and the behaviours in the home."

Conclusion

People's digital lives are exploding and Virgin Media are committed to enable their homes to become more exciting places to live. Technology and consumer behaviour are changing so fast that it is impossible to predict what the home will look like in the years to come. However, Virgin Media believes they are in the optimum position to respond to changes and be the best in the market.

"Fujitsu were and are ambitious for the scope of this project and the quality they deliver but they are also responsive because our needs change all the time, our customers' needs change all the time and none of us have all of the answers," says Jon James.

Fujitsu and Virgin Media will continue to work together every day in customers' homes installing and maintaining, upgrading and enabling their digital experience.

"The relationship between Fujitsu and Virgin Media is one of those critical relationships without which we simply couldn't achieve our vision. Without them, our ambitions simply couldn't come true."

About Fujitsu

Fujitsu is the leading Japanese information and communication technology (ICT) company offering a full range of technology products, solutions and services. Approximately 170,000 Fujitsu people support customers in more than 100 countries. We use our experience and the power of ICT to shape the future of society with our customers. For more information, please see www.fujitsu.com.

