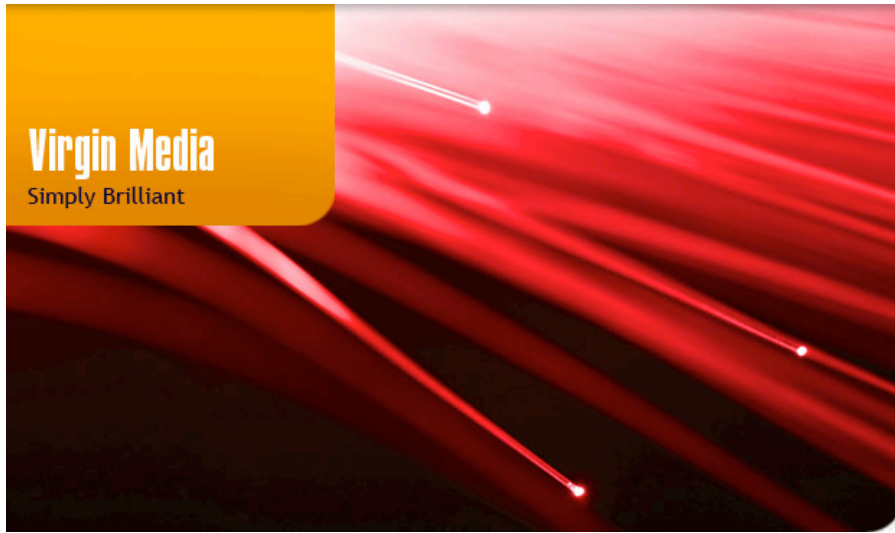


Power Train case study



The issue

Following a series of mergers, and as part of an ambitious expansion plan in a highly competitive market, Virgin Media unveiled its new brand promise of 'One Vision, One Customer Journey, One Customer Experience.' In order to deliver on that promise, it required a programme that would transform the behaviour of all personnel in contact with customers whilst reflecting the corporate philosophy, "how your managers treat their staff is how their staff treat their customers". The desired result was that every customer would describe every contact with Virgin Media as "Simply Brilliant".

What we did

Having conducted an in-depth diagnostic to get to grips with the technical as well as cultural aspects of Virgin Media's business (including spending time out on customer visits), we developed a 'top down', fully co-ordinated programme utilising our ActNatural concept. This focused on the delivery of the 'One Virgin Media' brand promise, both internally and externally, by harnessing each person's own personality, aptitudes and strengths. It ensured that every member of the Virgin Media team could commit to 'One Vision, One Customer Journey, One Customer Experience' without compromising or sacrificing their individuality.

How we did it

The 'Simply Brilliant' programme, delivered by fully rehearsed teams of Power Train Training and Actor Consultants, utilised 'Total Reality' sets to recreate Virgin Media and customer environments and situations. Following a successful pilot, the main rollout included a 'Directors Cut' engagement and sampling event for senior managers and stakeholders, 'Simply Brilliant' main events for a total of 900+ Field Technicians and also staff at the Field Service Operations Contact Centre and 'Simply Brilliant Leadership and Coaching' events for all team leaders and first line managers.

During the main event, the participants worked on delivery of the Virgin Media Customer Experience as expressed through customer perception statements, whilst the Leadership and Coaching event focused on the development and application of the Virgin Media Leadership Mindset. We also co-operated with Virgin Media in the development of a range of sustainment activities.

Return on investment

At the commencement of the 'Simply Brilliant' programme, Virgin Media and Power Train agreed a range of targets that linked with concurrent quality enhancement initiatives. These included improvements in the company's Net Promoter Score, reductions in the Seven Day Fault Repeat Rate and reduced Early Life Failure. As the rollout nears completion, all targets are being met, with Virgin Media estimating a minimum six figure ROI through cost savings alone.

As a result of the success of 'Simply Brilliant', we have designed a new induction programme for Field Technicians which is being delivered by a combination of Power Train Training Consultants and Virgin Media licensed trainers.

We are also developing an adapted version of the 'Simply Brilliant' programme which will be delivered to over 7000 Customer Contact Centre staff in the UK, South Africa, India and the Philippines during the coming year. This programme has already been launched through a specially designed live input to Virgin Media's annual Customer Contact Centre Management Conference.