

Virgin Media Business uses ServiceNow to streamline its operations and improve customer satisfaction

“We now have the right platform that enables us to continuously improve the service that we offer to our customers. We have seen dramatic improvements in visibility, performance, and availability. From a business point of view this has helped us increase the capacity to take-on new customers and will enable us to grow without significant operational cost.” **Martin Singer, Virgin Media Business**

The client

Virgin Media Business Limited is a telecommunications provider specialising in providing services to businesses in the United Kingdom.

For over 20 years, Virgin Media Business has helped small, medium, and large sized businesses across sectors to:

- Get better connected with their people and their customers.
- Adapt to new ways of working.
- Accelerate digital transformation projects.

The challenges

Virgin Media Business have ambitious plans for growth; to achieve this goal, the network operations team needed to streamline the whole operation of taking on a new customer to provide a more effective service to customers as well as to reduce cost.

The desire was to remove bottlenecks while freeing up skilled employees to contribute more rewarding and valuable work to the business.

Martin Singer noted “*HP introduced us to Engage ESM who have proved to be excellent service providers. Whilst the people who we work with at Engage ESM clearly demonstrate great individual skill and experience we have also benefited greatly from the collective experience. This wider group of consultants and technical engineers has been a great source of knowledge and skill especially when integrating between a number of different service management systems.*”

The solution

Working closely with all the key stakeholders, the staged approach of design, build, configure and test was closely tailored to Virgin Media Business’ requirements.

The implementation was completed on time and on budget and from the initial concept took 20 weeks to complete.

Therefore, Virgin Media Business now have a streamlined and automated process for the take-on of new customers that has eliminated bottlenecks and manual processes.

In addition to the initial take-on process, there is now an integrated Network Management System to identify issues earlier and manage network performance.