



**Pega is the Beating Heart
of Virgin Media Ireland's
Total Customer Transformation**

2023 Innovation Award Winner



PegaWorld*iN*spire

JUNE 11-13, 2023 | LAS VEGAS





Introductions

TERRY MCCAUL

Senior Operations Manager

STEWART JAMESON

Senior Digital Transformation Manager

<https://pegadigitalassethub.com/c/0kuhtcgp>



Virgin Media Ireland



Founded in 2005
Part of the
Liberty Global
Group

Leading
entertainment cable
and broadcast
business in Ireland

Employ approx.
1300 people across
multiple locations.
Main offices are in
Dublin & Limerick

Limerick



Limerick – Customer Success Center



Building
connections
that really
matter

The Customer Teams'

4 key principles

THINK
— AS A —
CUSTOMER



HEARTFELT
SER♥**VICE**



DIGITAL
TRANS
FORM
ATION



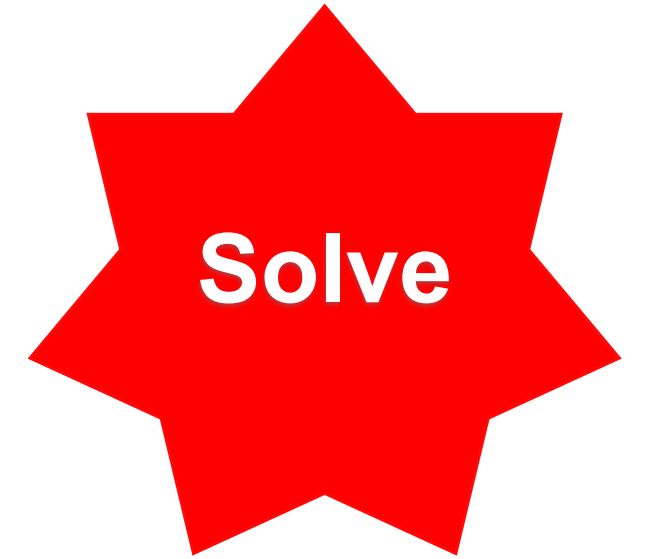
MAKE IT
EASY



The vision



**RIGHT
CONTACT
TO THE
RIGHT
PLACE**



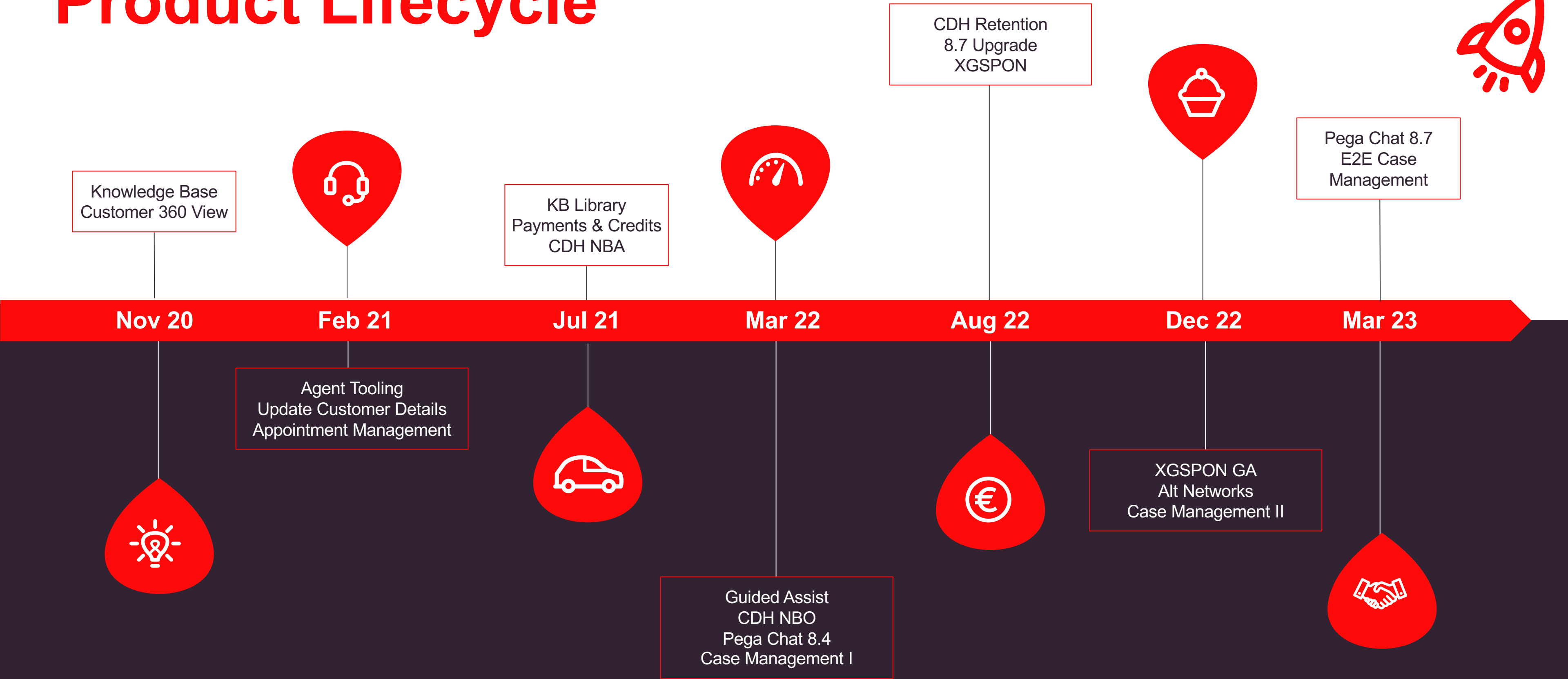
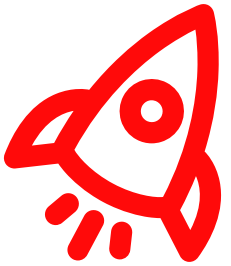
From this



To this



Product Lifecycle



Brought to life in the Contact Center



Activated new operation in 4 weeks



Onboarding time reduced by 25%



Oct 21 Launch



Piloted with teams in Limerick



New satellite operation activated



Trained only through Single Agent Desktop



Reluctance to adapt

Enhancements and Roll Out continues



User Friendly Navigation



New Health Check Features



Expansion of Guided Assist Flows



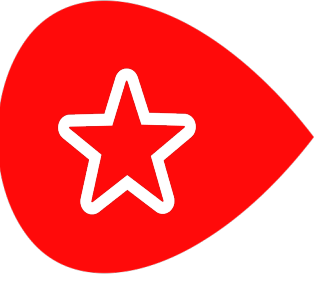
Embedded Knowledge Base



85% Adoption



Amazing Connections & Add Value Program Rolled Out



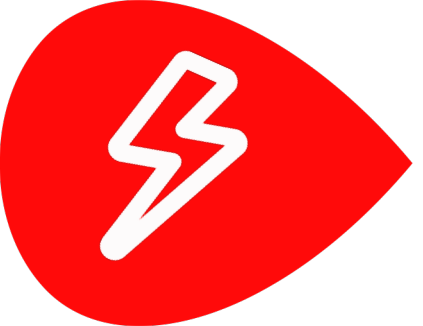
Ability to easily cross skill teams



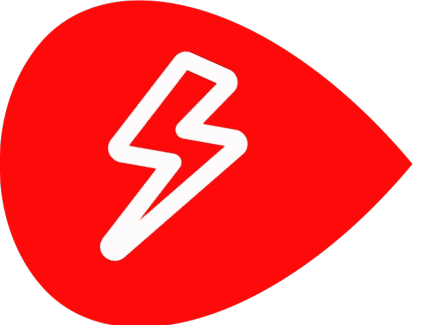
Relationship with Pega Grows



Challenges



Not all lines of business in Single Agent Desktop



Tenured agents logging back into older systems



Newly trained agents learning bad habits as tenure grows



Reluctance to restrict access to back end systems

2023 Ramp Up



Pega Chat



Case Management



Using AI through BOTs



Remove access to back end systems

rNPS +15%

Authenticated journeys

Customer Centric Optimization

95% team adaption



The main call out is the simplicity and ease of use
Karen Campbell (Billing)

Much easier to navigate than any of our other systems
Shauna Hogan (Billing)

What our users are saying

Accepting a call and all the details populate makes it easier to identify customers
Jodie Caulfield (Mobile)

Less clicks to check phone usage. BB usage can also be checked in PEGA, the BB Usage Tool is a thing of the past
Aaron Carey (TSD)

Great having the Mobile GA flows to follow the option for a ticket to be sent at the end makes it so much easier and you know no information will be left out
Elizabeth Smyth (Mobile)

Guided Assist helps to ensure correct business process is being followed
Katherine Brasseur (Mobile)

Future Enhancements



Agent Desktop



- **New Mobile and Fixed CRM**



CDH



- **Propensity to Churn Model**
- **Collections**
- **Contextual Support**
- **Lead Generation & Paid Media**



Customer Device Management



- **Smart Home**
- **Mobile Devices**





Questions?





Thank you!