

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

#### 2023 Innovation

Award Winner





PegaWorldiNspire

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











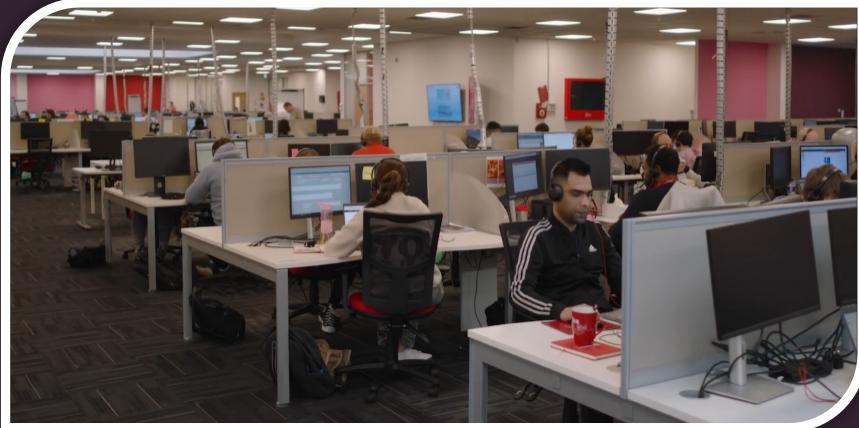


#### Limerick – Customer Success Center











# Building cennections that really mætter

# The Customer Teams' 4 key principles

THINK
-AS ACUSTOMER



HEARTFELT SER CICE



TRANS
FORM
ATION







#### The vision



RIGHT CONTACT TO THE RIGHT PLACE



#### From this

#### To this



Fixed/Mobile CRM

**Case Management** 

**Troubleshooting** 



Comet

**Clear Choice** 

Clarify

ACC

Cassio

**Oracle RN** 

LivePerson

CDM

ServAssure

C-Spire







**Sales Entry** 

Fixed/Mobile CRM

Comet/Connected Partners

Clarify

ACC

Case Management/ Troubleshooting





#### **Product Lifecycle CDH Retention** 8.7 Upgrade **XGSPON** Pega Chat 8.7 E2E Case Management Knowledge Base **KB** Library Customer 360 View Payments & Credits **CDH NBA Nov 20** Feb 21 **Jul 21 Mar 22** Aug 22 Dec 22 Mar 23 Agent Tooling **Update Customer Details Appointment Management** XGSPON GA € Alt Networks Case Management II -<u>%</u>-Will ! Guided Assist CDH NBO Pega Chat 8.4 Case Management I

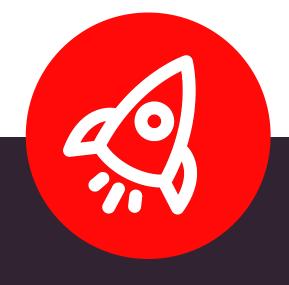
#### Brought to life in the Contact Center



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** 



85% Adoption



New Health Check Features



Amazing Connections & Add Value Program Rolled Out



Expansion of Guided Assist Flows



Ability to easily cross skill teams



Embedded Knowledge Base



Relationship with Pega Grows Cross Sell/Up Sells Increased by 30%

20%
Reduction in
Transfers

Development opportunities reduced attrition

#### 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

Authenticated journeys

rNPS +15%

Customer
Centric
Optimization

95% team adaption



Much easier to navigate than any of our other systems Shauna Hogan (Billing) The main call out is the simplicity and ease of use Karen Campbell (Billing)



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)

What our users are saying

Accepting a call and all the details populate makes it easier to identify customers

Jodie Caulfield (Mobile)

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 Brasseux (Mobile)

Virgin Media | Internal

#### **Future Enhancements**



**Agent Desktop** 



New Mobile and Fixed CRM

Remove Tactical Solutions



CDH



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

Enhanced Sales
Conversion and
Support



Customer Device Management



- **Smart Home**
- Mobile Devices

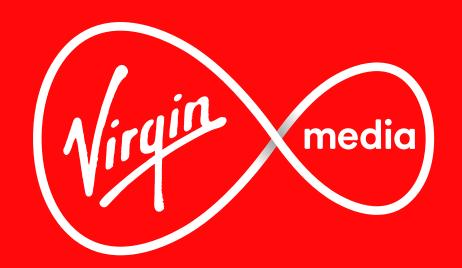
Next Level Health Check





### Questions?





## Thank you!