



**MODULE CODE:
BMSW4003
PRESENTATION GROUP
5
MODULE:
DIGITAL SKILL AND
RESEARCH.
LECTURER: ALFRED**

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INTRODUCTION & BACKGROUND OF THE ORGANIZATION.
- MAGDALENA (2022639)
CHALLENGE BEFORE INTRODUCING MODERN TECHNOLOGY.
- MUBIN (1714086): INSIGHT OF MODERN TECHNOLOGY INTRODUCED.
- VAYARO (2019275): IMPACTS OF MODERN TECHNOLOGY.
- OLUSENGUN (20143229):
LESSON DRAW FROM THE CASE STUDY
CONCLUSION & REFERENCES
Q & A

Introduction

- This presentation is relation to real world situation in modern technology to improve workplace efficiency and employability we choose Virgin Money UK PLC.
- It is banking force in UK; Clydesdale Bank, Yorkshire Bank and Virgin Money all create the UK's 6th largest bank.

BACKGROUND HISTORY

What is Clydesdale bank?

- In 1883 Glasgow was founded Clydesdale bank.
- Has a history of support for industry, communities and innovation.



What is Yorkshire bank?

- Established in 1859 in Halifax bank by owner Colonel Edward Akroyd.
- Now the head office in Leed, Yorkshire bank has 22 business and private banking also as 82 branches

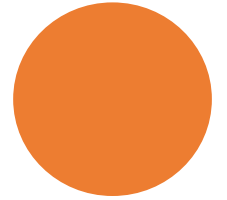


Virgin Money UK PLC

- Virgin Money brand was founded by 1995 Newcastle.
- They paid Richard Branson a billionaire profit about £11-12m a year in license fees to use the virgin's name since they take over.
- Following court approval business of Virgin Money PLC was transferred to Clydesdale Bank PLC on 2nd October 2019.
- David Duffy is a CEO of Virgin Money mobile app which includes the use of virgin money digital banking online (business internet banking (BIB) and telephone banking (e.g. mobile phone, Uk number or tablet) the device user can download more than one device. Cloud storage has also been on an uproar in recent years due to storage spacing. The user can use fingertips can set up and switch all in one setting.



MONEY



MONEY

The challenges before the introduction of modern technology in Virgin Money:

- Any business organization like Virgin Money can face myriad of challenges before the initiation of new technologies.
- The challenges are faced due to adopting new technologies and with this the way of working of the people engaged in the company are also changed (Homepage | Virgin Money UK, 2021).
- In the following segment those are represented accordingly.





CHALLENGES

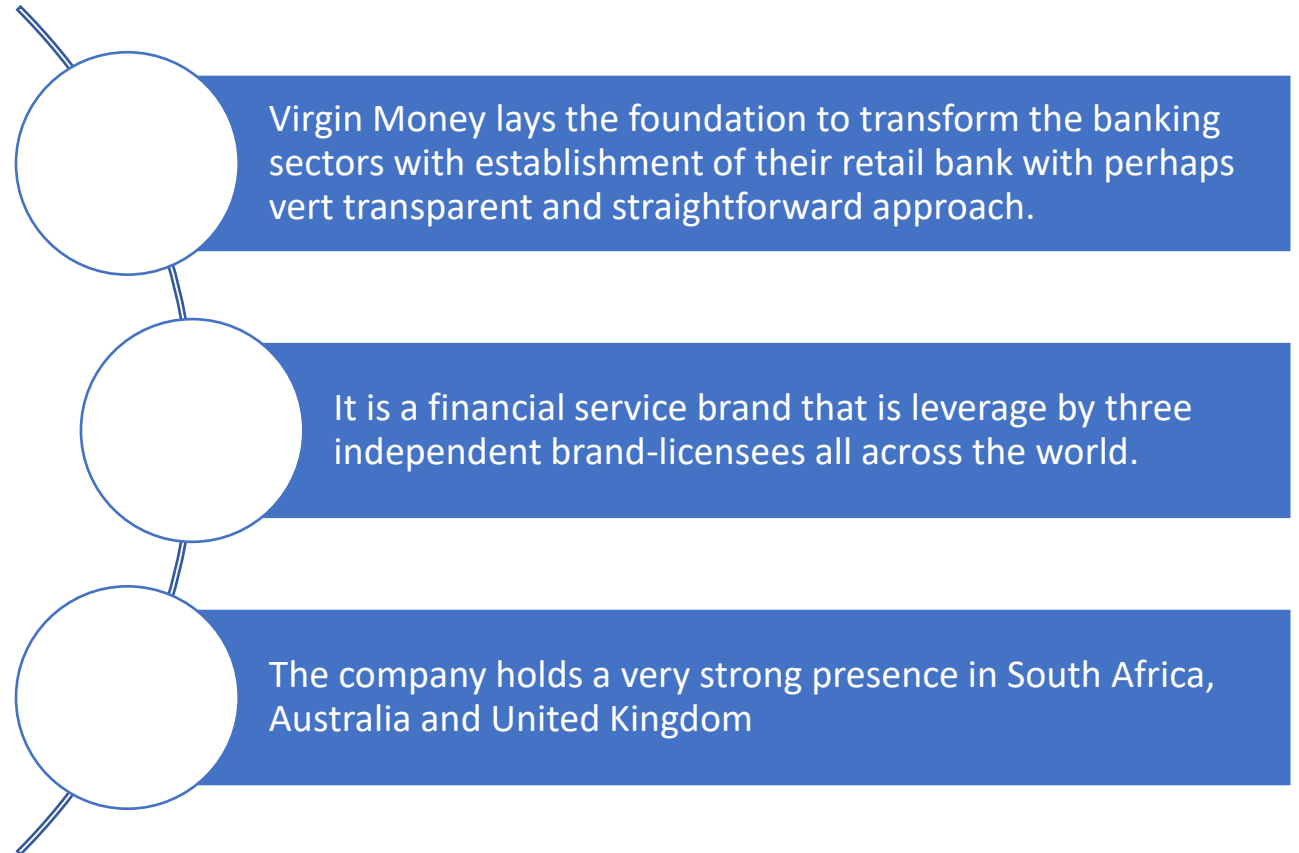
- Using the technology for its new arrival: In the company when any technology is outdated then new technology is required.
- Changing the way of working of the employees: In the company like Virgin Money lots of people are accustomed with their previous method of working.

Challenges:

- Keeping the old data for the new system: when new technology is considered to be introduced then the old system is replaced with it.
- Insufficient training staff:
To operate the new technology well trained staffs are required.



About Virgin Money





Impact of Technology

- Making managing finances much easier
- Helping Customers take Informed Decision
- Efficient Business Operations
- Seamless communication with employees & clients
- Effective client engagements and experience
- 24*7 support and services can be offered to the customers because of technology



Impact of Technology

Virgin Money Stores are the classic examples of how technology has shaped the business today!

"It's one small step for man, one giant leap for mankind." - Neil Armstrong

These stores are a new generation of community-focused and creative on the high street that is designed to expand the horizons of people as well as brighten the lives of their customers.



Conclusion

In conclusion the general evolution has increased drastically and in modern business it has now become a necessity however prior to it's success there has been several challenges .





Thank you! Questions? |

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