

VIRGIN MEDIA

LCBB4002

COMMUNITY ENGAGEMENT

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Introduction

Virgin Media is a leading organisation which supplies broadband, digital TV, landline phone and mobile service in the UK and Ireland. The company was started in March 2006 after NTL and Telewest united into now the Virgin media. They combined with one purpose – Virgin Media to be different from all previous cable operators. All costumers from over 5 million users got it letter personally from Richard Branson contouring his views from the new company. The communions is being redirected to a microsite(www.know1st.co.uk) where ideas and suggestions for the services of Virgin Media are exchanged in an open discuss. When started the Virgin Media brand intended to give the letter that the Virgin Media brand offers fantastic worth in compared to other companies. Virgin had an imaginary aim – to make Virgin Media consumer champion in the communication marketplace. The constructive concept was an idea “over to you”- this is plan of action to be customers like they are part of something special. Boothby, K. (2009)

Virgin Media – sector, size and structure

Virgin Media is a member of Liberty Global the world’s biggest international TV and a broadband company. Virgin started the first virtual mobile system and the company is one of the major stationary home phone contractors in the United Kingdom and Ireland. It was the first company in Britain to offer full package from broadband, TV, mobile, and home phone services all in one package and has won many awards after its establishment. Today, Virgin Media continues to offer exclusive products with improved connection network speeds of up to

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300Mbps. The mega company's head office is located in Hook, Hampshire, with around 1500 people on the site and has all the support operations, including finance, legal, communications, and IT departments (Virgin Media, 2019).

Virgin Media – goals, mission and values

This company has established operating goals, which were set in 2015 referred to as “5 in 5”, 5 aims for 5 years, which include transforming live of the disadvantaged people through digital platforms, boosting small scale businesses to grow, and to offer better products and services to develop the stability productivity of every new product. Also, the company aims to lower the carbon levels' impact into the atmosphere and to become more inclusive by nurturing the employees, which typify the company's variety of the clients and community. Virgin Media develops its business in the long run and all the company does is provides the best customer service. The ultimate mission of the company is to invest in the network and its people to explore the possibilities of giving the people communion and pleasure they need. (Virgin Media, 2019)

Virgin Media’s customers and what they expect

Most of the Virgin Media customers directly seek their various products. These customers order home appliances, for example, digital TVs, mobile phones, home phones, and broadband services by connecting with the company customer care services through their online network platforms. Virgin Media provides 14.7 million broadband, video and fixed-line telephony services to 5.9 million cable customers and mobile services to 3.1 million regular members. Virgin Media Reports PreliminaryQ4 2018 Results, Virgin Media(2019). Often after -sales, customers drop their reviews on the kind of services they received from the company and feedback. In this case, there Virgin Media

is an online interaction with the clients where, after services, they are asked to rate the company's customer care services. Another group of customers work from home and use the internet for business. These customers seek internet connectivity services for their personal computers and mobile phones from the company. A close examination of the customer reviews points out that there are issues that the customer's needs, for instance, one of the customers' requests the company to send a network provider to rectify slow network speeds in her house where the broadband services were down. Also, another one enquires why the charges for network connectivity was quite high, despite not using the router for some time. On the other hand, customers who buy goods directly are more satisfied with the company's products. At times, the company's offers on goods attract more customers, which increase their sales. Virgin Media(2019)

SWOT analysis Virgin Media

A SWOT analysis of the Virgin Media company includes the strengths, weaknesses, opportunities, and threats, which may directly or indirectly affect its performance.

Strengths	Weaknesses	Opportunities	Threats
All user services are branded under the Virgin Media name. All four the basic media services-broadband, digital TV, landline phone and mobile services. Cable infrastructure. Owens and operates its fiber-cable network. Broad consumers base, about 5 million cable customers. Virgin TV carries 300 digital television and radio channels. The fastest speed - 5times faster speed than other leading companies	Distraction of operations due to integrating acquisitions. A lot of expenses in incorporating IT operations in the company. High cost of business operations.	Internet television acquires higher demand for internet services. More interaction and cooperation with other high profile companies. Internet TV gives over seeking for internet favor.	High competition in the industry. Job cutting causes distractions. Unfavorable government policies.

Strengths

The company's name is branded on all products and services, including consumer services, which improves the public relations between the company and outside factors, implying more customers will be attracted to the business. Cable infrastructure meets the needs of most customers and, therefore they get satisfied, which is one of the company's goals. Virgin media is one of the major companies that offer whole packages from all four media services – broadband, digital TV, landline phone and mobile services. This company owns and operates its optical fiber in the UK, therefore standing out as the best. In this digital era, the numerous TV and radio channels attract a large number of customers, hence widening the customer base. Virgin Media

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have the fastest speed, it is 5 times faster speed than other leading companies. Virgin Media(2019)

Weaknesses

The integration of office acquisitions to reach out to more customers affects the daily operations of the Virgin Media business. Also, the costs of operation of the business are quite high, compared to the profit margins expected. **Virgin Media Reports Preliminary Q4 2018**

Results/Virgin Media (2019)

Opportunities

Internet television calls for the provision of installation services to customers. This opportunity provides a chance for installing internet routers, cable infrastructure, thus developing more services to customers. Also, the existence of different internet services providers opens up for outsourcing from diverse corporations, which invites economies of scale. Internet TV gives over seeking for internet favor. Shichilenge, E. N. (2013).

Threats

The Virgin Media's survival in the industry calls for techniques to outdo competition from other similar companies. Competition pokes a company to improve on service provision and updated operational services. The government may pose a risk to this company if the policies established adversely influence its operations, for instance, policies on waste disposal may add costs to the company. Besides, job cutting is another threat to the company, where workers are laid off to cut expenses when the profit margin is low. Shichilenge, E. N. (2013).

Virgin Media's employees

The Virgin Media has recruited over 14000 employees in different sections and branches. The role of the employees is to fulfill the duties and responsibilities assigned to them. Employees have to report to work as early as 7 am so that they can hit the daily set targets. The management provides a conducive atmosphere for the workers and often gives incentives and benefits to the outstanding employees (Shichilenge, 2013). This appreciation motivates them and helps the company attain set targets and focus on high performance. Every activity is geared towards increasing sales, as the company stipulates the kind of standards expected, and the employees work towards attaining them. It is the responsibility of the workers to use skills and knowledge for the benefit of Virgin Media. Occasionally, the company holds training sessions to the employees, who in turn are expected to utilize the expertise to better their performance.

Training and development – why this is important to Virgin Media

Training employees is a key input if good results are to be expected. Different employees are trained in their respective specializations, while other times, they are trained as an entire group. Virgin Media accrues benefits, such as improved employee performance, which results from confidence built by the employer. Also, there is improved employee satisfaction and morale, which positively modifies the workplace to have happy workers. A company training its staff addresses the weaknesses that may have been identified or not, for example, in a chain of activities, there may be delay by the employees, but after training, the issue is rectified, and workflow returns to normal. Employees who are regularly trained are more likely to stick to that company, a step that reduces employee turnover. Finally, there is an increased innovation of new strategies and products as the company offers staff training, therefore employees can find more and easier ways to perform activities in the workplace. Virgin Media(2019)

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Customer service manager of Virgin Media

A customer service manager receives, handles, and responds to clients to ensure that their needs are satisfactorily met.

As a customer services manager, especially in this growing Virgin Media business company, one needs techniques of how to gain and maintain potential consumers in the organization. The Virgin Media may succeed as a result of competent customer service managers, while other competing companies may fail to appreciate their work.

First, in Virgin Media, communication skills are paramount to customer service managers, as they use persuasive language to woo customers to join, purchase goods, or prefer the services from the business. Since talking with clients means advertising and guiding, its crucial for them to have clarity and create good rapport so that clients can be satisfied, which in turn makes profitability to the organization. Also, creative thinking skills are fundamental. Customer service managers should come up with effective strategies to cover the customers' ever-changing tastes and preferences, product modifications, methods of motivating more clients, and establishing policies to retain customers in the business. Field operation, Virgin Media(2019)

Additionally, problem-solving skills are essential since customers need assistance when they encounter problems while using Virgin Media products. Customer service managers should find solutions to different issues, to defend the organization diplomatically. All the company does is gives the best to the customer. Customer service manager is the voice of virgin media. He is who must satisfy the demands of the clients with his knowledge and commitment, convincing them of the benefits and conveniences of the company's services. Virgin Media(2019) Customer Services

Conclusion

Nowadays technologies have a big impact on our lives and Virgin Media helps us with the best services. It is an established organization, which carries out its operations effectively, and the quality of goods produced is high. The company's view is to use their combinative resourcefulness, their skillful people and the brand Virgin Media to show that digital makes the best things to be a fact. Virgin Media has responsibilities to be up to be up to date not only with the services that they provide but also to improve the customer satisfaction. The goal of the managers Customer Service of Virgin Media is always one – they can hear the smile on the client's face. Then the team of the company is satisfied.

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APPENDICES

Training Plan Template

Training Name:	Time: min	Training Type:
Learning Consultancy	120 min	Digital Corporate

Training Goals
1.Creating Good relationship with clients
2.Clarifying business needs.
3.Provide Good attention to improving the design and relationships.

Results
- Employees were able to adopt the changes needed to improve themselves and their organizations. - Employees were able to measure their efficiency in contributing to the achievement of your business goals.

Certificate Skills Covered
Consulting skills certificate

Time / Length	Section Goals	Description	Equipment and Material	Comments
20 min	Introduction to Consultancy	The meaning of Consultancy. Types of Consultancy services	Chalkboard Notebooks	Done well.
60 min	Significance of consultancy services in a company	Why a company needs consultancy. Skills that need to be displayed. The customers' issues handling. Building confidence in public relations. Need for knowledge about the company	PowerPoint presentations.	Well presented.
40 min	Conclusion	The need to have consultancy skills for career growth	PowerPoint presentations.	Covered thoroughly.

