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Work Title: Managing People at Virgin Media

Image retrieved from Virgin Media Website Sunday, 12 December 2021

Managing People at Virgin Media

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Managing People at Virgin Media

Introduction

History of Virgin Media

- Founded in 2006 by Richards Branson
- Telecommunication mass media industry
- NTL and Telewest merged

Mission and objectives

- Do better with digital and growing responsibility and sustainability
- *Support a highly engaged workforce*
- *Having a lower environment impact*

Purpose

- Building connections that really matter". (Virgin Media , 2021)

Services

- Broadband Internet
- Television
- Mobile telephony
- Fixed line telephony(Forbes, 2021)

Values

- Insatiable curiosity
- Delightful, surprising
- Heartfelt service
- Smart Disruption
- Straight Up
- Red Hot Relevance

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Evolution and function of human resource activities within Virgin Media (cont.)

Human resource functions

The human resource functions are among the most important in company success. According to (Parul & Mazhar , 2019) the essential role of human resource is to ensure the accessibility of the workforce, equipped and ready to meet the organization objectives. Human resource role and concepts underlining HR Management matured substantially. Black and Edwards argued that" HR is in a state of transition…it becomes involved in activities that traditionally have not been in the remit of human resources but other disciplines". (Back & Edwards , 2012)

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Evolution of human resource activities within Virgin Media (cont.)

Human resource function

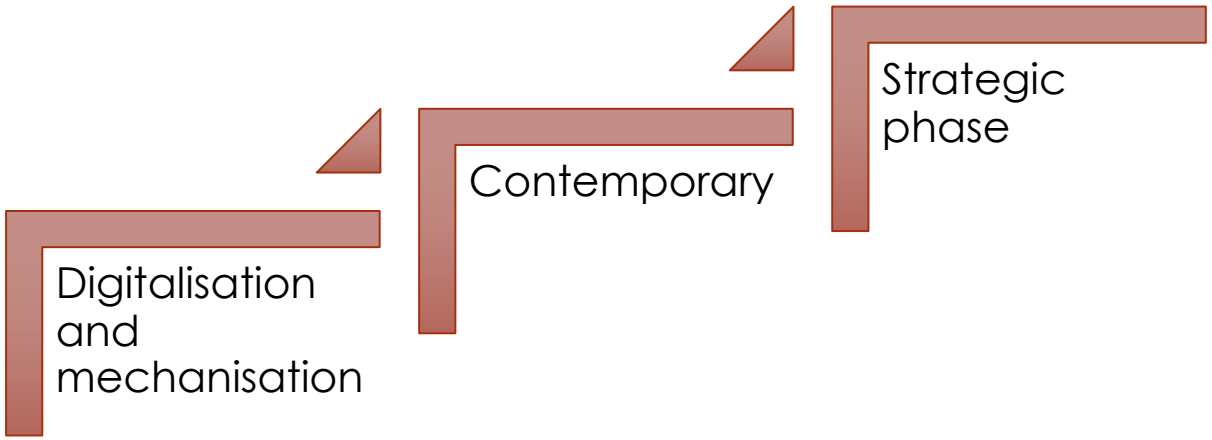
- Recruiting right personnel for the work
- Maintain a safe environment
- Build healthy working environment for employees
- Making payments and remuneration structures
- Provide training and development for employees



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Evolution of human resource activities within Virgin Media

Evolution



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Key resourcing activities used by Virgin Media(cont.)

Recruitment and selection

Step 1. Online Application

Step 2. Situational judgement test

Step 3. Telephone interview

Step 4. One to one chat via a phone call to prepare for Virtual Discovery centre

Step 5. Virtual Discovery centre (45 minutes)

Skills such as teamwork, problem solving skills, day to day task performance.

Workforce planning

Step 1. Understanding and aligning the plan with business strategy

Step 2. Categorising desired talent skills required for the roles.

Step 3. Analysing talent pool Step 4 . Preparing a talent action plan

Step 5 Analysis of challenges in implementation process.

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Key resourcing activities used by Virgin Media(cont.)

Virgin Media employee rewards scheme



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Key resourcing activities used by Virgin Media

Health and safety

- Respond to employee concerns
- Administer and implement health and safety strategies
- Collecting and store safely personal information

Employee relations

- Invest in getting the best out of people
- Encouraging and motivating and inspiring them to perform better
- Build a positive working culture is open-door policy.

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Virgin Media organizational objectives that HR must deliver

Societal

Societal objectives refer to being ethically and socially in charge of challenges met by society and utilize the resources accordingly to avoid a negative impact. Virgin Media societal objective that HR must deliver is creating a safe environment where employees views are heard and build a positive working environment.

Organisational

The company's goal is digitalisation of operations while growing the company profit and sustainability. HR organisational objective of Virgin Media is effectively implementing the workforce optimization.

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Virgin Media organizational objectives that HR must deliver

Functional

To keep up HR function (planning, recruitment, and selection) in a good measurement. Also, to address potential issue that come up along the way and using the resources effectively.

Personal

To recruit qualified employee, support their development and create a work-life balance environment.

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Virgin Media organizational objectives that HR must deliver



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Factors influencing HR activities (cont.)

Internal factors

- corporate objectives
- operational strategies and requirements
- financial strategies of the organisation

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Factors influencing HR activities (cont.)

External factors

Political	Economic
• Government policies (Communication Act 2003) • Influence the wage rates • Political instability	• Impact of Brexit • Consumer's income • Unemployment
Social	**Technological**
• Social changes • Privacy concern • Cultural dynamics	• Human resource practices • High advancement in communication • High speed expectations
Legal	**Environment**
• Privacy breach • Employment law • Litigiousness	• Sustainability requirements • Pressure to lower carbon emissions • Global warming

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Factors influencing HR activities

Impact of Covid-19 on HR

HR activities involved specially in these uncertain times of pandemic because of the need to adapt to new challenges and restrictions imposed by government. the recruitment process of Virgin Media hasn't changed very much however the interviewing process is conducted virtually.



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Personal Reflection

The project goals were to analyse the HR activities within Virgin Media including factors that impact upon operations. The research provided important insights into company background, the evolution, and functions of human resource activities within organisation and key resourcing. Nevertheless, there is lack of data on internal disruption within HR operations, therefore further research may be required. The lessons conducted from the research are that the HR function must be strongly aligned with organisational objectives, otherwise the business performance may be affected along with employee morale.

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Conclusion

In conclusion Human resources play a fundamental role in achieving organisational objectives. Along the time the HR activities of Virgin Media hasn't changed very much however with the technological evolution and implication of both internal external factors there is always a need to apply changes in order to meet comply with legal requirements and other trends. The impact of Covid-19 leads to changes in interviewing process along with increased flexibility to work from home. Therefore, the HR professionals had and still have crucial role in to monitoring employee wellbeing.

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