

Delivering value and quality with partner-centred service

Broadband4 case study

Following a decline in support from its previous network supplier, this managed service provider turned to us for an improved customer experience and better value.



The challenge: Decreasing support and increasing prices

Broadband4 serves the education sector with internet access and web filtering services, so it needs high performance, high availability solutions.

When the company approached us, it already had a long-term Openreach supplier. However, the supplier's customer service levels had declined, as it no longer provided a dedicated account manager. This made it more difficult to get timely responses and support. The supplier was also introducing in-contract price rises, so Broadband4 started looking for a better service experience and greater cost stability. This is particularly important in the education sector, where budgets have to be carefully managed. The company was therefore keen to partner with a provider who would be easily accessible - ideally with a dedicated account manager, reflecting the high standard of service it delivers to its own customers.

It liked the idea of Virgin Media Business as a partner because of our commitment to price stability, with no in-contract price increases. This would enable Broadband4 to offer its customers consistent, predictable pricing throughout the entire contract term.

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Working with Virgin Media Business Wholesale has been a real game changer for us. The full account management support and consistently strong service have made us feel valued and empowered, which is exactly what we strive to give our customers too. The network performance and the clarity around pricing have been a huge boost for our business, but it's the personal touch that we really appreciate. There's a real relationship, not just a transaction.

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Steve Jones, Managing Director,
Broadband4.



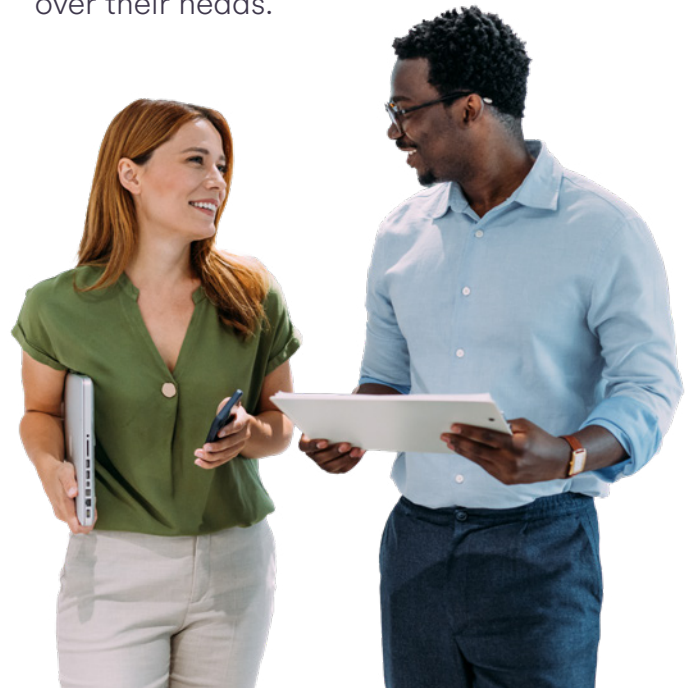
The solution: Solution design expertise and commercial support

We know our partners all have different goals and requirements, and for Broadband4, that meant being more than a supplier. We needed to be a true partner, invested in the company's success and available to help when called upon.

To deliver on that, we put in place a full, customer-centred account management wrap, including pre-sales, commercial and marketing support. Our aim was to free up time for Broadband4, allowing it to focus more on customer relationships and long-term growth.

Working alongside our engineers and using our Smart Planning Tool, Broadband4 can now explore more routes and identify any potential blockers much earlier. And if the company needs help attracting customers and winning deals, it can reach out to our sales and marketing teams for additional support.

As with all our partners, we wanted to make business easier for Broadband4, but we didn't forget to address its cost concerns. Unlike many Openreach suppliers, we never hit our partners with in-contract price rises, and when customers are out of contract, we do our best to protect them and give them fair pricing, with more than 90 days' notice of changes. That means Steve and his team can plan ahead more effectively without potential cost increases hanging over their heads.



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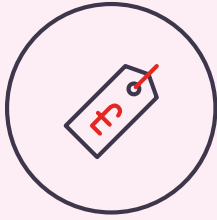
When we need help, the Virgin Media Business Wholesale are there for us. If issues do arise, they're dealt with quickly, and we're never left in the dark. That communication is invaluable to us.

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Steve Jones, Managing Director, Broadband4

The results: Great service with no nasty surprises

This partnership will benefit Broadband4 and its customers in several key ways:



Pricing certainty

Because we don't do in-contract price rises, Steve and his team can plan and go to market with greater confidence, without any unexpected changes further down the line. And if prices are going to change out-of-contract, they know we'll give them the best deal we can, with plenty of notice.



Expanded support

Broadband4's team can be confident that we're committed to their success – and that we won't leave them in the lurch the moment a contract is signed. If we can offer support with anything, we will, whether it's writing bids, planning projects or advising on the company's marketing campaigns.



Enhanced communications

When the Broadband4 team need to reach out to a real person, they can, thanks to our peer-to-peer approach to customer relationships, which means our partners aren't limited to contacting their account managers only.



Growth opportunities

Broadband4 can count on us to support its continued growth ambitions. We're investing £2bn a year to expand our reach, increasing metro coverage six-fold and carrying out the biggest ever upgrade of our entire network – so as bandwidth demands rise and opportunities increase, this partner will be ready.

Working together, Broadband4 and Virgin Media Business Wholesale are bringing better broadband to schools, without unexpected price increases throwing a spanner in the works. We're looking forward to a mutually beneficial, long-term business relationship.