

# Virgin Media

Streamlining operations and cutting costs  
with a seamless network transition



## Business

Following the merger of Virgin Media and O<sub>2</sub> in 2021, we were challenged to migrate the entire Virgin Media workforce – approximately 15,000 connections – and adapt our operational infrastructure to the O<sub>2</sub> mobile network.

All Virgin Media staff had mobile contracts with a different provider, incurring significantly higher costs for our business.

These contracts covered all critical devices used by engineering teams, field sales and support personnel. Plus everyone else in the company and a whole host of operational equipment like intercoms, security gates and lifts.

Planning and executing a seamless transition on this scale required every ounce of experience and expertise from our Delivery Management team.

### The challenge

The quicker the migration, the quicker we could save money for the business. But with such a big and complex migration there were a number of questions to answer first:

- Initial analysis showed 15,000 connections but how many of these were active?
- Did we have the right cost centre and people assigned to devices?
- How could we avoid any major sticking points that might prevent a smooth transfer?
- What was a realistic timeframe to move everyone over to the O2 network?

“

Businesses can be just like people. Even when there's a clear saving, we don't always want to switch because we think there's a risk involved. This is where planning and communication are key.

”

**Allan Turner**  
Head of Customer Delivery,  
Virgin Media O2

## A huge undertaking

In June 2021, two of Britain's best-loved brands joined forces as Virgin Media O2. At the time, O2 was known for its mobile network and Virgin Media for its broadband and landline services.

While most Virgin Mobile customers were moving across to O2 mobile plans, we also looked at the benefits for our Virgin Media colleagues too.

The figures were compelling enough to kick-start a migration plan to move Virgin Media mobile contracts onto the O2 network. The complexity of managing diverse users, devices and locations raised significant concerns about the feasibility of such a large-scale move.

With colleagues integrating into new teams following the merger, there could be 'dark spots' where we didn't know who was using what. This meant services people had relied on for years might suddenly stop working if a specific connection was turned off.

With 15,000 registered Virgin Media connections before the merger, clearly this was going to be a huge undertaking. Reviewing our entire base, explaining the procedure to thousands of staff members and migrating every connection quickly needed the diligence of our Delivery Management team.

**Before we could even start the migration, we needed to know three things:**

- 1** Precisely how many mobile connections we had
- 2** What connections we would need in the future
- 3** Where there could be risks to essential services







## A collective effort

There were two important elements to our migration of contracts from Virgin Media's existing provider to the O2 network:

- 1 Review our base and remove any inactive connections to reduce costs
- 2 Engage our employees to encourage adoption and prevent risks

We started with a complete audit of all Virgin Media connections using the tried and tested Nuvoli process. This gave us a detailed analysis of the entire estate, including which of the 15,000 connections were inactive (close to 3,500 as it turned out). So we knew for sure which connections were necessary and how to prioritise them during the migration.

This took three months from beginning to end and meant we could create a detailed transition timeline, resource plan, risk mitigation strategy and overall migration approach.

**As Joanna Watts, Delivery Director at Virgin Media O2, puts it:**

“

With any migration, it's not just about the switchover. It's about the planning, the engagement and how you can remove the risks that services will be disrupted.

”

While we evaluated our estate, we also developed an employee engagement strategy and communications plan. This gave us a series of step-by-step notices that explained what was happening and why.

We emphasised to every user the benefits of making the transition and gave simple advice on what to do. This helped us reduce the lead time between people receiving their new sim cards and actually activating them.

Having verified 11,500 active connections, we were able to migrate every one in four months, with the majority completed in just three.

We successfully turned a logistical challenge into an operational win, unlocking significant savings and setting a solid foundation for future growth.

## Advantages all round

The migration from Virgin Media's previous provider to the O2 mobile network was a chance to cleanse our connections. By identifying 3,500 inactive connections and moving active users over to cheaper tariffs, we were able to **reduce our total costs by a third.**

Cost reductions weren't the only advantage. Amar Treon, Procurement Director at Virgin Media O2 explains the other benefits of switching from existing contracts. "Our combined teams now all share the same contract benefits from O2. Like special offers with O2 Priority and the chance to pass on these benefits to others through our Friends & Family scheme."

Going through a massive migration like this has impacted our delivery capabilities too.

Initially, we were able to port around 1,000 connections per week. After employing the lessons we learned on our own journey, the Virgin Media O2 Business Delivery Management team is **now able to port 1,000 connections per day.**

So our customers benefit from tried and trusted techniques as well as **proven guidance on how to reduce risks and engage users.**

“

We now have a complete picture of our mobile requirements. We've stripped out all our inactive connections to reduce costs. And we'll be saving money each year in the future because we know all our users are on the best tariffs

”

**Amar Treon**

Procurement Director, Virgin Media O2



**Want to know how we could achieve the same for you?**

With us, you get the power of two great networks with the simplicity of one provider, and the confidence of knowing our experience in network transitioning.

Get in touch with the team today on **0800 955 5590** and let's have a conversation.

**Want more content like this?**

Head to our website

**Take a look**

