

# Virgin Mobile

## The difference in a competitive market place

### CLIENT ISSUE

In the highly competitive mobile phone market, it is vital for Virgin Mobile to differentiate itself from its competitors. Their approach is to focus on providing **outstanding customer service**, and a crucial element of this is to ensure that every one of their customers is on a tariff that meets their needs and usage patterns.

The company operates from locations within W H Smith and Virgin Megastores and they have developed a seven-step sequence to translate service into sales and this supports their key principles of value, choice, simplicity and fun. They need a reliable way of **measuring** how effectively their recommended **approach** is being applied and practised in stores.

### RESULT

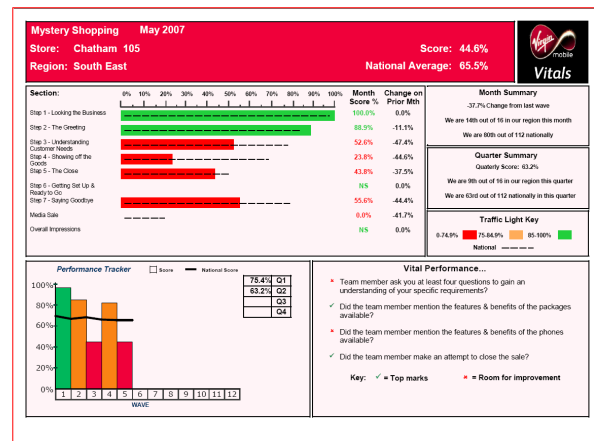
Virgin Mobile has a **clear and accurate** picture of what is happening in stores. This gives managers the information they need to help them to **recognise and promote excellence**, and provides clear guidance as to whether training is needed in particular areas.



### GRASS ROOTS SOLUTION

We **measure store performance** in regular waves of activity, selecting mystery shoppers from our extensive database to match the profile of Virgin Mobile's young customers. Shoppers evaluate every step of the service they receive beginning with the questions that sales team members should be asking to understand the customer's needs, moving on to demonstrating the product before accomplishing the close and completing the interaction with an appropriate and positive farewell.

We provide **feedback** to all stores in the form of detailed and graphical reports **displayed on wall charts**, all helping to support Virgin Mobile's commitment to continuous improvement in customer service and retention.



*“There is no reason why a serious business shouldn't be fun. This approach helps us raise standards, motivate the team and reward our people for delivering the best service out there.”*

**Channel Training Manager**