

CASE STUDY

How Virgin Media O2 Improves Customer Network Experience with Dwnndetector Connect™

Evolving network technology now makes it easier for operators to deliver lightning-fast network speeds and broad coverage. So how do the world's leading mobile network operators differentiate their services in highly competitive markets?

Virgin Media O2 has transformed their business by connecting data from digital customer interactions to the Service Operations Center (SOC). By partnering with Ookla, the global leader in network intelligence, and adopting the Dwnndetector Connect platform for customer-driven network improvement, VMO2 empowers their customers with self-serve digital tools — and provides proactive, transparent communication to customers. As a result, the operator has emerged as a leader in the U.K. for customer network satisfaction.



“[Dwnndetector Connect] has made a tremendous impact on our customer satisfaction scores. We’re fixing and improving the things that matter most to our customers, faster. We are giving them crucial information at the right time — so that they don’t even need to pick up the phone to tell us something’s wrong.”

— Matias Quintanilla, Head of Customer Monitoring at Virgin Media O2

Network prioritization driven by customer data

Every mobile network operator must manage ongoing service disruptions. Most prioritize network fixes based on traditional network alarms or escalations from the call center. However, leading-edge operators like VMO2 know that network improvements should be prioritized based on the volume and severity of impacted customers.

Dwnndetector Connect provides consumers with a simple interface to check their network status and receive network updates. It connects this subjective network feedback with device radio measurements, and delivers the data to the teams who need it most: the Network Operations Center (NOC) and SOC. By putting customer experience at the heart of their network operations, VMO2 delivers network improvements where they matter most to customers.

Happier customers on a better network

To the customer experiencing a disruption, clear and proactive communication means the difference between a happy customer and a dissatisfied customer. Since adopting Dwnndetector Connect, VMO2 has seen vast improvements in Net Promoter Score™ (NPS). Customers report a high level of satisfaction with the increased transparency of VMO2’s messaging. By communicating that they’re working on the network — often before a customer even realizes there might be an issue — VMO2 delivers both a superior network experience and a superior digital customer experience.

About Virgin Media O2

Virgin Media O2 combines the UK’s largest and most reliable mobile network with a broadband network offering the fastest widely-available broadband speeds. VMO2 is a customer-first organisation that brings a range of connectivity services together in one place with a clear mission: to upgrade the UK. VMO2 is a corporate brand of the 50:50 joint venture between Liberty Global and Telefónica SA.