

Injecting the V Factor

Embedding the Virgin Value to create a differentiated customer experience

RED HOT

We have an contemporary and beautiful design that both new and exciting. It's a confident attitude we express by:

- being loose and bold
- the colour red
- a certain sassiness, not just sexiness

DELIGHTFULLY SURPRISING

We challenge the status quo in order to improve it. It's an attitude we bring to life by means of:

- a warm sense of humour
- discovering unexpected moments
- seeing beyond the predictable

Smile

HEARTFELT SERVICE

Virgin people are real, human and warm. It's a culture we express through:

- a friendly tone of voice
- warm, neutral colours
- handwritten fonts

STRAIGHT UP

We are motivated by a love of the computer, the internet and about it. It's a 'what you see is what you get' approach that is captured by:

- bold sans serif typography
- clean, confident graphics
- a technical, on a digital

SMART DISRUPTION

We celebrate new and different solutions that improve the way we live and work by means of:

- bold use of handwritten fonts
- overlapping of type and colour
- integrated graphics that break out of their boundaries

INSATIABLE CURIOSITY

Before it's characterised as a curiosity which has rubbed off on our brand and culture, it actually captured in the following ways:

- images taken within images
- the act of looking within
- the ability to make a combination with just a touch

Memorable Moments



Iain Brookes @iainbruX
Follow

@VirginMoney after working hard on my credit score, and applying for the card I was absolutely delighted when I got approved and nearly cried - and I was even more heartfelt when I received this! Thank you ❤️



Kay Ramsbottom
Jun 08, 7:31pm

A big thank you to Laura Redhead spoke to her this week regarding a payment holiday on our mortgage she was amazing and I told her so, as I had spoke to a number of people from Virgin Money over the last 8 weeks as she was the professional kind and helped and even after our conversation went above and beyond sending my daughters the below goodies. Well done Virgin Money for employing Laura Redhead she's an amazing member of staff and this shouldn't go unrecognised.



"I would just like to say **thank you** for sending a little gift for my daughter (Mina Rose). Tricia was very friendly and dealt with my call quickly and **the gift is a lovely welcome** to being a new Virgin Money customer."



"What a **lovely surprise** waiting for me when I got home on Friday. Thank you **so very much** for those beautiful flowers the colours are glorious as is the scent- including 'stocks' which were Nasih's favourite. Thank you with love and kind regards"

21 likes

samanthalphipp When you tell your new credit card company you are expecting and this turns up the next day... @virginmoney #lovethis #customerservice #phipples #50daystogo @phippo

Random Acts of Kindness



Virgin Money UK
15 February at 12:44 · 🌐

We asked our Credit Card customers to nominate someone special to receive a treat for #RandomActsOfKindnessDay and you didn't disappoint! After reading through over 4,000 nominations, we got on the road and started surprising.

First stop, Durham to deliver a treat to the very lovely Julie. <https://virg.in/Zrnv>

LYNN NOMINATED JULIE FOR THE ACADEMIC AND EMOTIONAL SUPPORT SHE PROVIDES TO HER AUTISTIC DAUGHTER

169k Views
Like Comment Share

Virgin Money UK
17 February at 09:39 · 🌐

We asked our Credit Card customers to nominate someone special to receive a special treat for #RandomActsOfKindnessDay. After reading through over 4,000 nominations, we got on the road to surprise some amazing people and thank them for all that they do for others. virg.in/Z7q

24k Views
Like Comment Share

Manchester United with Virgin Money UK
April 28 · Paid · ⚙️

Virgin Money UK recently gave one truly deserving young fan a Manchester United experience he'll never forget, helped by some very special guests... To nominate someone you know, visit www.manutd.com/theunitedway.

1.2M Views
Like Comment Share
5.6K
703 Shares
Write a comment...
Natalie Lough A huge thankyou to Man Utd and Virgin money for making Samuel's dreams come true. It was truly memorable day for us all!

Spreading the kindness with Lynne in London

February 16, 2017 · Credit Cards

1 Fans 63,542 Followers 4,995 Following
1,464 Subscribers 2,932 Followers 28,597 Followers

Sign up for our emails for the chance to win fantastic Virgin prizes [virginatic](#)

Come and take a closer look at our mortgage deals

Become a lounge member

Last month, we asked our Credit Card customers to nominate someone special to receive a treat to mark Random Acts of Kindness Day. We love giving our customers little treats all year round and enjoyed reading through over 4,000 nominations to help us spread that love.

We went to meet Lynne, who was nominated by Jonathan for all the good she does in the community with her *Small Acts of Kindness* social enterprise, distributing *Warm in Winter* bags for free to those who can't afford to heat their homes. Jonathan tells us that "The bag contains a thermal blanket, gloves, socks, a scarf and a mug with sachets of tea, coffee and hot chocolate and is delivered free to people who are nominated for one".

In the first year Lynne delivered 60 Warm in Winter bags, in the second that increased to 800 and this year she is on target to deliver more than 2500 to deserving people in Hertfordshire.

After all of Lynne's hard work to ensure others keep warm and feel loved, we thought she should enjoy some time for herself. We surprised her with a *Virgin Experience Days* boutique escape for two at the Kings Head Hotel. Situated in the Cotswolds, we hope Lynne enjoys the views and the leisure facilities during her much-deserved break.



Virgin money |

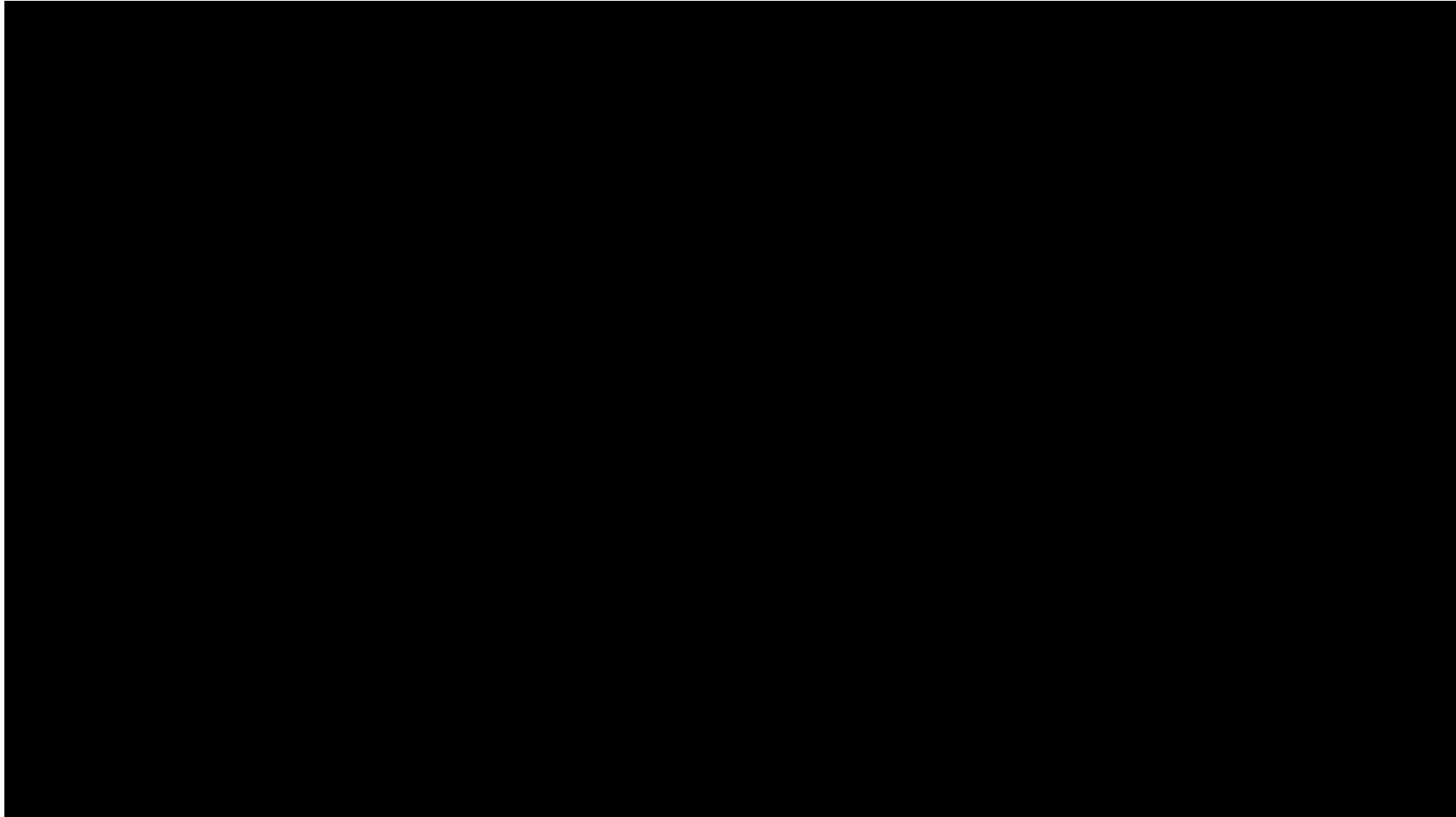
Make their day. The United way.

We need your help to find those fans who deserve a treat. The dedicated, die-hard supporter. The fan with a big life event this season. Or the lifelong follower in the family. Whoever they are, we'd love to hear about them.

We'll pick the best ones and when they least expect it, do something amazing for them.

NOMINATE

The United Way - Samuel's day of surprises at Old Trafford



Customer Feedback



"Very efficient and friendly, but extremely professional staff. Daniel obviously enjoys his job very much. His enthusiasm was infectious and his expertise was evident. We were very impressed with the bank and pleasantly surprised about all the in store extras - free beverages etc"

Daniel Booth - Sheffield Store



"Virgin Money absolutely first class as always. Best company I have ever dealt with and I really mean that. Well done to you all and a big thank you"

Dave Smith - Contact Centre

"Michelle is a credit to Virgin Money. She was very friendly & helpful. Mostly I was pleased that at no point did I feel Michelle added any pressure to buy a product. She was happy to spend the time with me even without a sale at the end! Thank you!"

Michelle Carlyle - Durham Store



"It was a pleasure dealing with her. This is the reason I am with Virgin Bank. All the staff are helpful, it is how banking used to be, no sales push, just genuine respect for the customer and the products which might suit me. It is a pleasure to go there"

Stephanie Wilson - Edinburgh Store

"Brilliant customer service representative, he was so helpful and friendly, I was very pleased with the level of service and just wish that all financial services provided the same level of service as Virgin Money"

Ian Ogilvie - Contact Centre



"I was delighted with the help I received from Emma. It was a pleasure to receive such warmth and professionalism from her. I feel Emma is a great asset to your team. I would highly recommend. Many thanks"

Emma James - Contact Centre

"Mark is always our first choice to advise on investments he is loyal, caring and extremely helpful. He always goes the extra mile and we hope to use him for many years to come as he is someone who we trust 100%"

Mark Sykes - Carlisle Store

Lounges



Customer Experience Awards

2016

- Judges Choice award for Voice of the Customer @ the Confindit ACE Awards
- Silver Award for our Voice of the Customer programme @ UK Customer Experience Awards
- Overall Best Financial Services Experience Award @ UK Financial Services Awards
- Best Innovation Award @ UK Financial Services Awards
- Employee Engagement 'Improving CX' Award @ UK Financial Services Awards
- Delivering Customer Experience Award @ UK Employee Experience Awards
- Customer Centric Organisation winner @ Ukbizawards
- Best Customer Experience Centre of the Year @ CCA Excellence Awards
- Best Use of VOC Engagement in Financial Service @ 2016 Engage Awards
- Best Deployment of Customer Insight @ European Contact Centre & Customer Service Awards
- Insight and Feedback Award @ UK Customer Experience Awards
- Customer Satisfaction Innovation of the Year @ The ICS Customer Satisfaction Awards

2017

- Retained our Judges Choice award for Voice of the Customer @ the Confindit ACE Awards
- Best Use of Customer Insight @ the Institute of Customer Service Awards
- Best Financial Sector @ UK Customer Experience Awards

2018

- Judges Choice award for Multi-Channel Success @ the Confindit ACE Awards
- Winner in the Voice of the Customer & Business Impact categories @ the Confindit ACE Awards
- Best Use of Customer Insight @ the Institute of Customer Service Awards
- Most Improved Complaint Handling, alongside 5 other awards @ UK Complaint Handling Awards

