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Case Study

MONEY

What matters to Virgin Money is enhancing its workforce with intelligent automation

Do what matters

To help its employees deal with the annual Individual Savings Account (ISA) season surge, UK financial service provider Virgin Money sought help to speed up its case management using intelligent automation. The bank deployed 26 Microsoft Power Automate robot virtual machines within an accelerated 12-week timeline, meeting regulatory compliance and setting a precedent for future automation projects. By streamlining case management processes, Virgin Money has reduced costs, accelerated outcomes and ensured customers get the high-quality service they've come to expect.

Company Name: Virgin Money
Country: UK
Company Size: ~7,300 employees
Industry: Banking, Financial Services
Solutions: Microsoft Power Platform, Intelligent Automation

Inspiring change: Navigating demand

An ISA can be a great option for UK-based investors seeking to grow their wealth tax-free. Maximizing this opportunity often coincides with the end of the UK tax year, when individuals are encouraged to use their allowance, resulting in spikes of significant activity as customers move money. As the expected influx approached, Virgin Money anticipated having to action around 4,000 cases per day over the course of three days during this peak period.

The bank had four existing robots to handle the process, with a case capacity capped at 250 per day. Launching more robots on the existing platform would lead to prohibitive license costs, and leaders faced the prospect of needing to hire a significant number of new employees to accommodate the extra cases.

"We didn't have the capacity or infrastructure to support the upcoming demand. We would have needed to build 60 more bots with our existing solution or hire more people. We needed to quickly assess our other options."

– Paul Nichol
Automation Lead, Virgin Money

To respond to this demand in a cost-effective way, they partnered with Accenture and Avanade — a joint venture between Accenture and Microsoft — to help scale Virgin Money's virtual machine cluster capacity and support an outdated infrastructure to meet the surge in demand while maintaining a seamless customer experience.

We recommended the bank use their newly implemented Microsoft Power Platform to build additional bots using Power Automate Desktop. Importantly, the solution needed to be ready in just 12 weeks to stay within the regulatory limits set by the UK government.

"We knew how ambitious it was, but missing the deadline simply wasn't an option."

– Paul Nichol
Automation Lead, Virgin Money

Driving innovation: Prioritizing automation

We merged and mobilized the right skilled resources to get the project in motion in under a week. The joint team worked tirelessly to implement a holistic, integrated platform, building and configuring 26 Power Automate virtual machines, which can be leveraged for other services during off-peak demand.

Our partnership also supported a strategic imperative for the bank's leadership to implement intelligent automation, providing the agility to deploy the new process in days and avoiding substantial IT and staffing costs during this period.

Achieving what matters: Aligning with the ecosystem

By working together, Virgin Money implemented the new automation technology within the 12-week timeline. "Reception among both our employees and our senior leadership has been incredibly positive," says Nichol. "It's amazing that we were able to achieve such a massive impact on such a tight deadline."

Benefits of the new bots include:

- **Reduced manual work:** By increasing automation capacity, the bank didn't have to hire more employees. Additionally, the exception rate for cases dropped from 20% to less than 10%, cutting the need for manual intervention.

- **Faster case resolution:** Each new bot was able to do the job faster than the previous bots, resolving cases in five minutes compared with eight minutes with the previous solution.
- **Significant cost savings** for the team to process maturities and stay within regulatory timelines. Expensive, ongoing licensing costs can be avoided.

Migrating and adopting Power Platform will continue delivering significant benefits, including business agility, increased automation opportunities and easier integration into the Virgin Money single-customer ecosystem.

About Virgin Money

Virgin Money is a Tier 1 bank with c.6.6 million retail and business customers across the UK, bringing the best of the Virgin brand to make banking better and enable customers to achieve their financial goals. Led by its purpose of "making you happier about money", Virgin Money offers a range of straightforward, award-winning products including current accounts, credit cards, savings, investments, mortgages, pensions, loans and more.

Rewarding, digital-first customer experiences are central to its ambition of becoming the UK's best digital bank, supported by a network of stores, contact centres and relationship managers. Through the Virgin Money Foundation and key partnerships, the bank also delivers positive change in society as part of its progressive sustainability and ESG agenda.

An inclusive and ambitious culture for approximately 7,300 full time equivalent colleagues is fostered through "A Life More Virgin" policy, encouraging colleagues to work in a healthy, flexible, digitally-led environment. Headquartered in Glasgow with major offices in Newcastle upon Tyne and London, Virgin Money is a FTSE 250 company, dual-listed on the London Stock Exchange (VMUK) and the Australian Securities Exchange (VUK).

About Avanade

Avanade is the leading provider of innovative digital and cloud services, business solutions and design-led experiences on the Microsoft ecosystem. With 43,000 professionals in 25 countries, we are the power behind the Accenture Microsoft Business Group, helping companies to engage customers, empower employees, optimize operations and transform products, leveraging the Microsoft platform. Majority owned by Accenture, Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. **Learn more at www.avanade.com.**

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About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. **Visit us at www.accenture.com**