



SALES LOCATIONS OPTIMISATION

Virgin Atlantic and Virgin Holidays are the principal subsidiaries of Virgin Travel Group, part of the diversified business conglomerate founded by Sir Richard Branson. In 2009, OMIS assisted Virgin Atlantic with the re-shoring of 200 outsourced customer service jobs from India to Swansea in South Wales. The Virgin Group has been an OMIS client since 2004.

CHALLENGES

Lack of profitability and a sharp downturn in customer sales inquiries. Validation of management proposals to create a new satellite site for Virgin Holidays sales operations to complement core operations based at Crawley, West Sussex. OMIS was tasked with assessing all subsidiary operations from both business location and 'best practice' perspectives to identify any potential to split sales activities and roles between 'complex' and 'simple' tasks (or some other division), then recommend optimal UK locations and breakdowns for different types of Virgin Holidays sales activity, if all trading businesses were merged.

APPROACH

Discovery: Detailed audits of operations, systems, manpower, remuneration and performance (Crawley, Dorking and Swindon).

Sales Activities Split: Opportunities for sales processes to be segmented by geography, customer, type, staff competency, complexity, profit margins, location, etc and best managed in-house or outsourced.

Locations Optimisation: Existing sales staff residential and travel-to-work profiles. Location requirements (people – sales experience, travel sector skills and knowledge base – processes, costs, sustainability). Site separation and site consolidation options. Feasible satellite location options

METHODS

Site visits; management interviews; staff call listening-in; OMIS data sets; multiple research and mapping evaluations; OMIS local market contacts.

