

# Virgin Media O2

## Spearheading eCommerce Payment Innovation

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Fintech Connect 2025





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Media O2





1964



## What can I help with?

Message ChatGPT



Create image



Analyze data



Make a plan



Summarize text

More

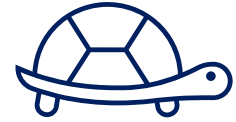
# UK Telcos & Recurring (contract) Payments



No other payment  
option beyond  
Direct Debit for  
contracts



Not aligned with what  
customers are using  
on day-to-day  
(Digital Wallets)



Slow & Manual  
process to enter your  
bank account details



Outdated Payment  
capabilities



Comfort zone for  
Telcos



Direct Debit is cheap



## VMO2 Payment Innovation



Empowering **our customers** to achieve an **intuitive and enhanced customer experience** through **hassle-free, modern payment experiences** while exceeding **business value** for Virgin Media O2

**1** Payment Methods

**2** Meet customer needs

**3** High aspirations

**4** Unified tooling



# VMO2's Payment Innovation approach



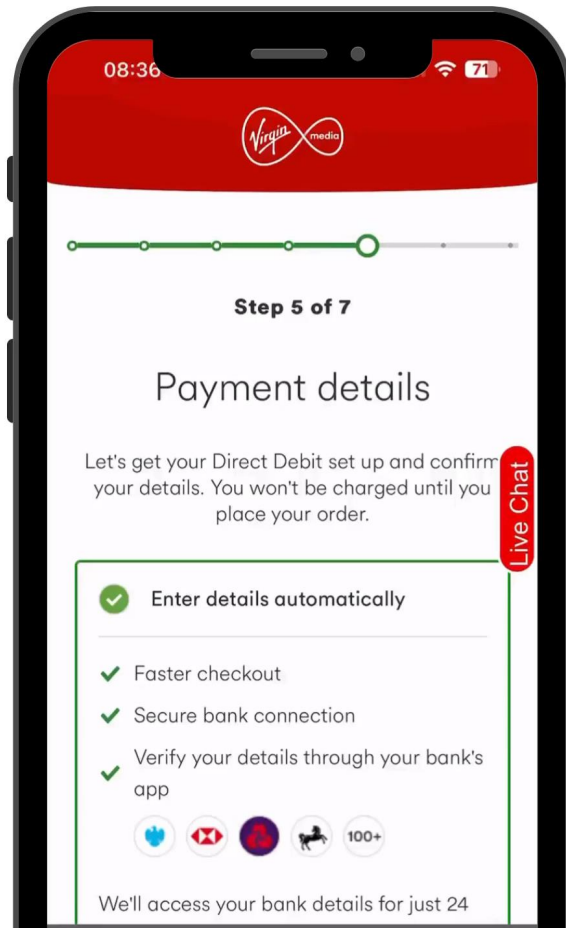
Modernize Direct Debit  
leveraging Open Banking

Introduce Alternative  
Payment Methods for  
contracts  
(recurring payments)

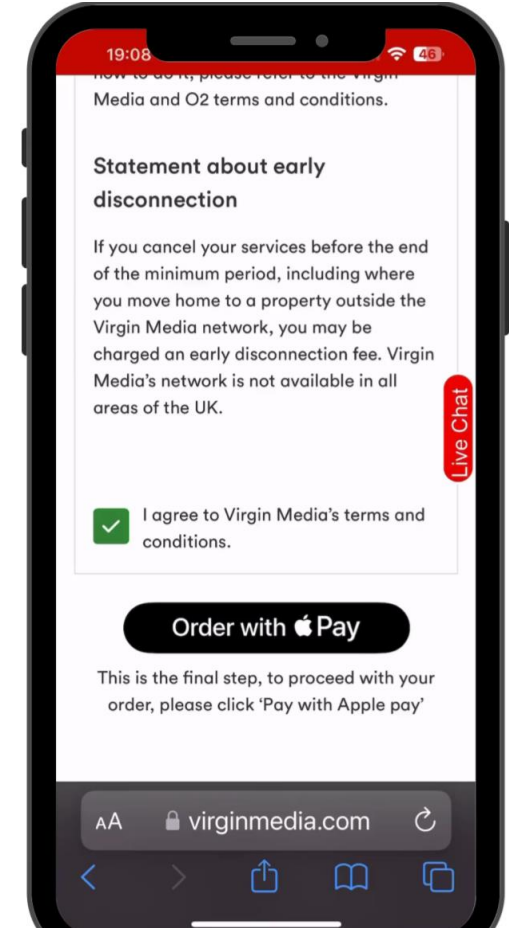
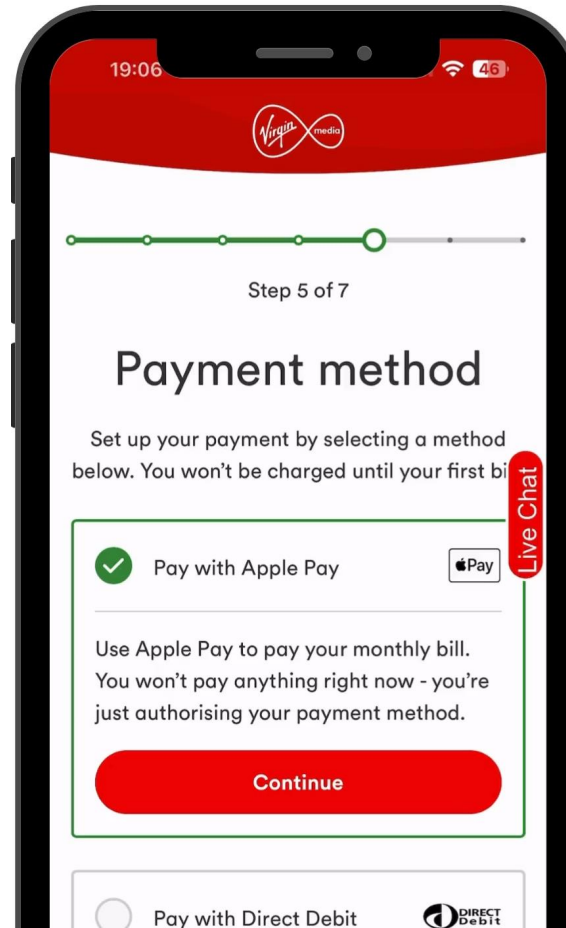


# Trailblazing Innovation in the UK Telco Industry (and beyond)

First-ever Open Banking pilot  
across all UK Telcos for  
Direct Debit Automation



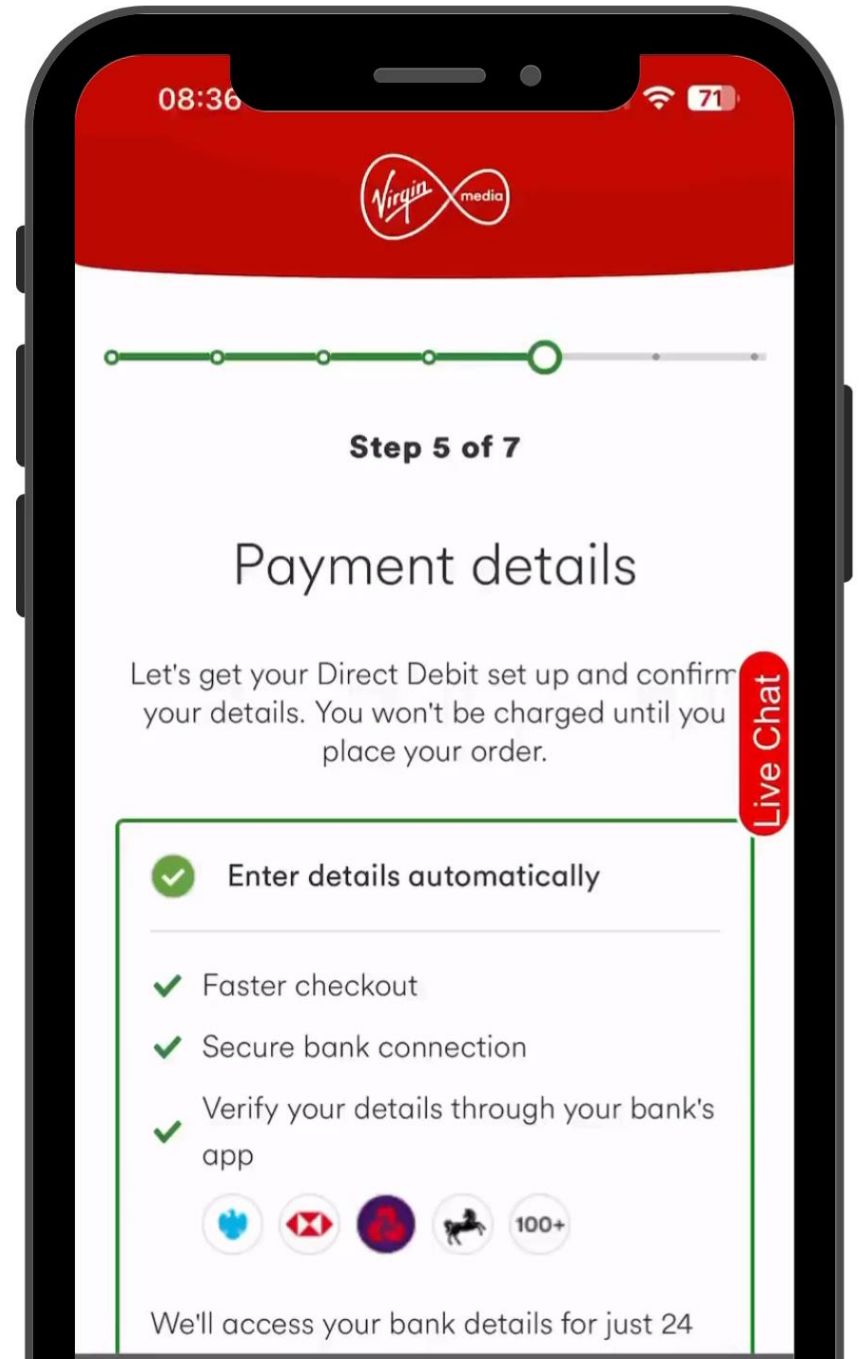
First UK Telco to offer Digital Wallet  
options for paying your contract  
hassle-free (recurring payments)



# Modernizing with industry-first Open Banking Account Automation

- Make our online experience better & faster
- Automate Direct Debit account details entry
- Improve accuracy of data entered
- Ride the wave of Open Banking

60% of users  
+3% Conversion

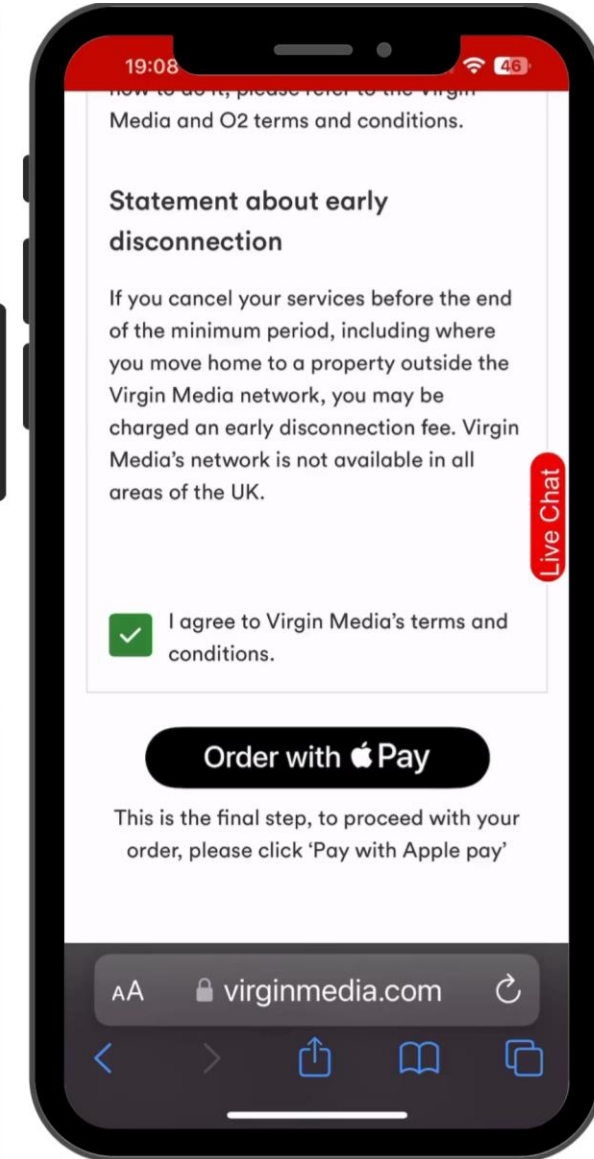
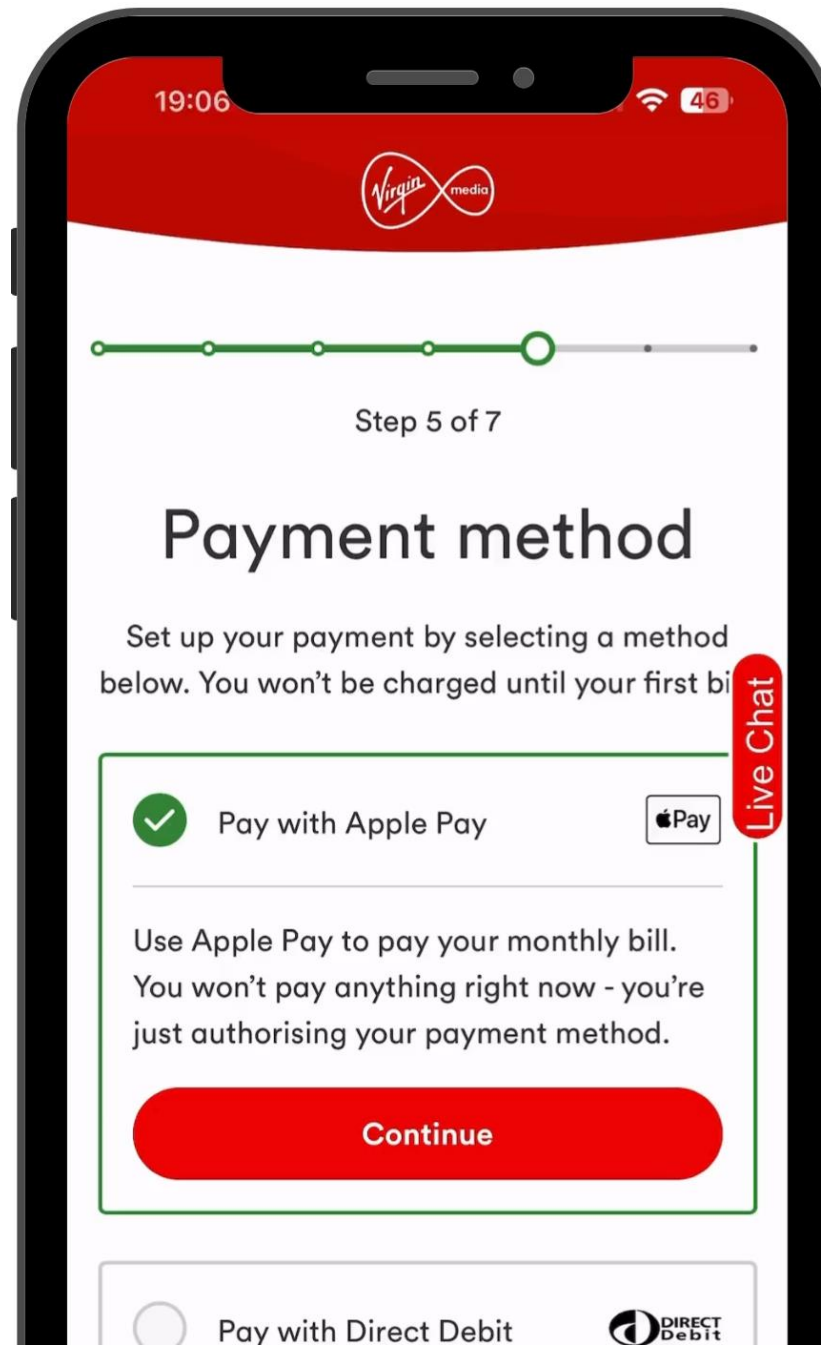


# Modern Payment methods for recurring/contract payments



- Enhanced Customer Convenience
- Appealing to a Tech-Savvy audience
- Increased Payment Security (biometrics)
- Escape the “only Direct Debit is just fine”

35% of Orders  
+3.5% Conversion



ISP

Preview

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Virgin Media Becomes First Big UK ISP to Adopt Apple Pay and Google Pay

Friday, Oct 11th, 2024 (10:09 am) - Score 7,360

EmailLink News

12 Comments



Broadband, TV and phone provider **Virgin Media (O2)** this morning claims to have become the first major UK telecoms provider to enable digital payment systems, Apple Pay and Google Pay, for recurring contract payments. The hope is that this will provide a "convenient alternative to traditional direct debits".

The provider is known to have been conducting trials of this for a little while, but at launch it's currently only available to new customers who sign-up for their service. **Virgin Media** said they're "working on expanding the availability of Apple Pay and Google Pay to existing customers in 2025", alongside a number of other digital initiatives designed to enhance customers' experience. But a specific date is not yet known.

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Virgin Media launches digital payment system

OCTOBER 11, 2024 13:03 EUROPE/LONDON BY JULIAN CLOVER



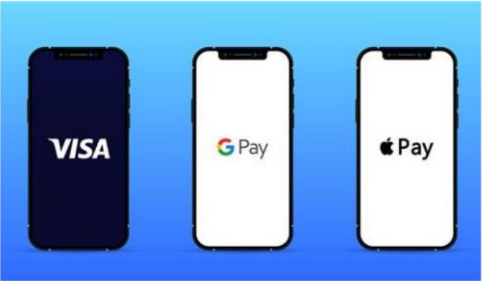
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Virgin Media launches digital payment systems

October 11, 2024



Virgin Media has become the first major UK telecoms provider to enable digital methods such as Apple Pay and Google Pay for recurring contract payments, providing an alternative to traditional direct debits.

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2023 PREVIEW

Virgin Media Introduces Apple Pay, Google Pay for Contract Payments

1 MONTH AGOANDREA KONTAL★★★★★1 VOTE

COMMENTFONT SIZE2.9 MIN READ



Virgin Media has become the first major UK telecoms provider to enable digital methods such as Apple Pay and Google Pay for recurring contract payments, providing a convenient alternative to traditional direct debits and enabling customers to pay for their cable services in a hassle-free and secure way.

capacity


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VM02 becomes first telecom to offer Apple Pay and Google Pay for recurring payments

Jasdlip SensiOctober 11, 2024 10:51 AM




Virgin Media has become the first major UK telecoms provider to introduce digital payment options like Apple Pay and Google Pay for recurring contract payments.

Virgin Media O2

OfficialOpen group25,194 membersThis is your group. Your place. Pin it. Visit regularly.

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Pay for recurring contract payments, simplifying the customer experience! Read more in our [press release](#).



47

1 shareSeen by 3.7K

Virgin Media O2

61,782 followers1mo

Exciting news! Virgin Media becomes the first major UK telecoms provider to launch Apple Pay and Google Pay for recurring contract payments, simplifying the customer experience! 🇧🇪 🇩🇪

Read more in the press release <https://lnkd.in/eixnbn7J>

#Digital #Payments #ApplePay #GooglePay Virgin Media #TeamVirginMediaO2



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Reactions



Coming in 2025



Actively push Alternative Payments methods & deliver our Open Banking roadmap in Virginmedia.com & o2.co.uk

Q1

Q2

Q3

Q4

Open Banking One-Off Payments  
Open Banking DD Automation

Open Banking AIS (Transactional Data)  
Open Banking cVRP (recurring payments)





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