

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)



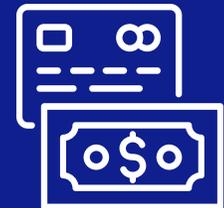
Slow & Manual process to enter your bank account details



Outdated Payment capabilities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

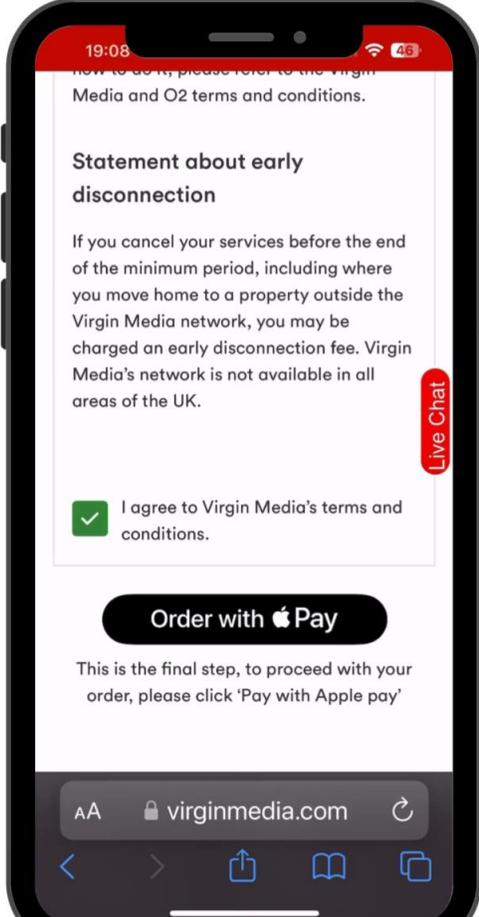
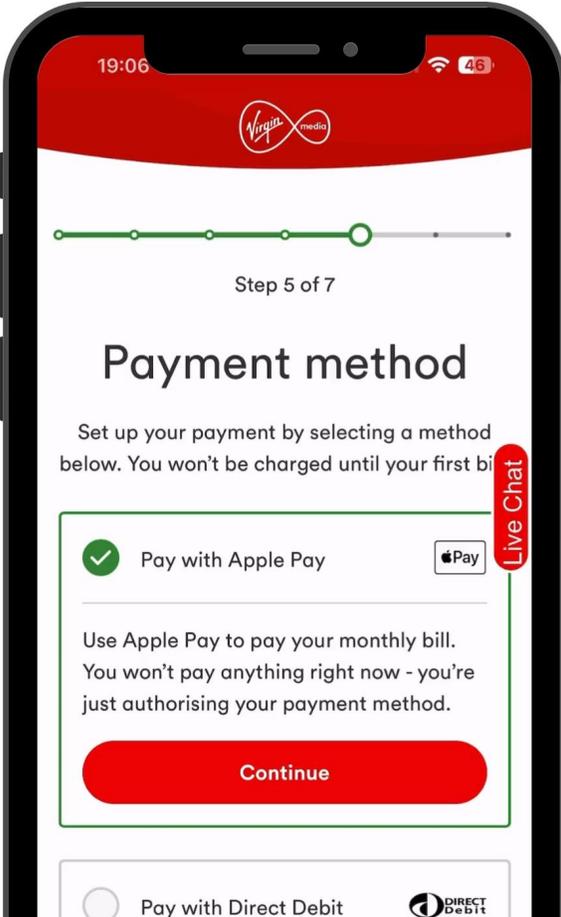
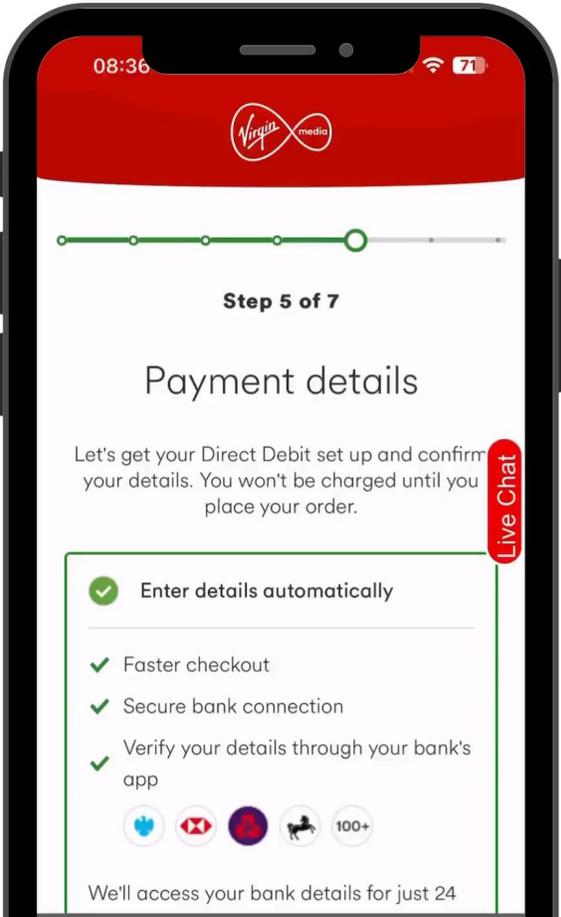
(recurring payments)



Trailblazing Innovation in the UK Telco Industry (and beyond)

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

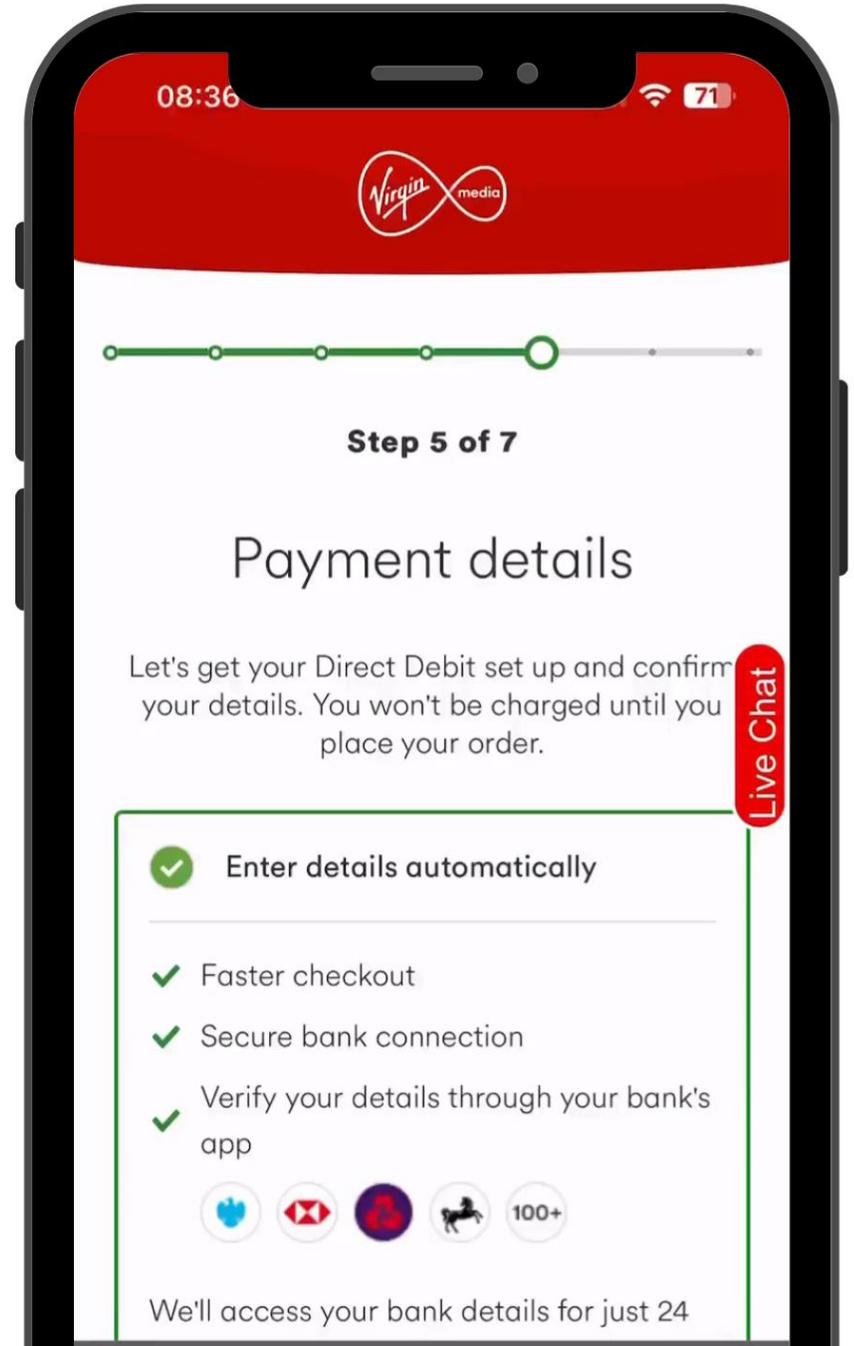
First UK Telco to offer Digital Wallet options for paying your contract hassle-free (recurring payments)



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

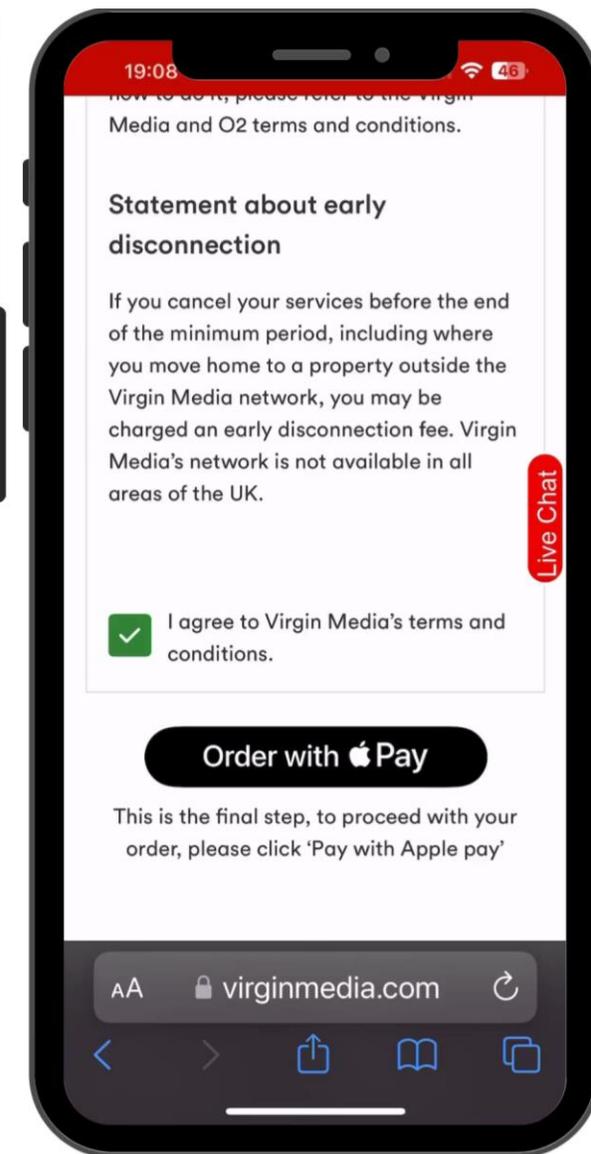
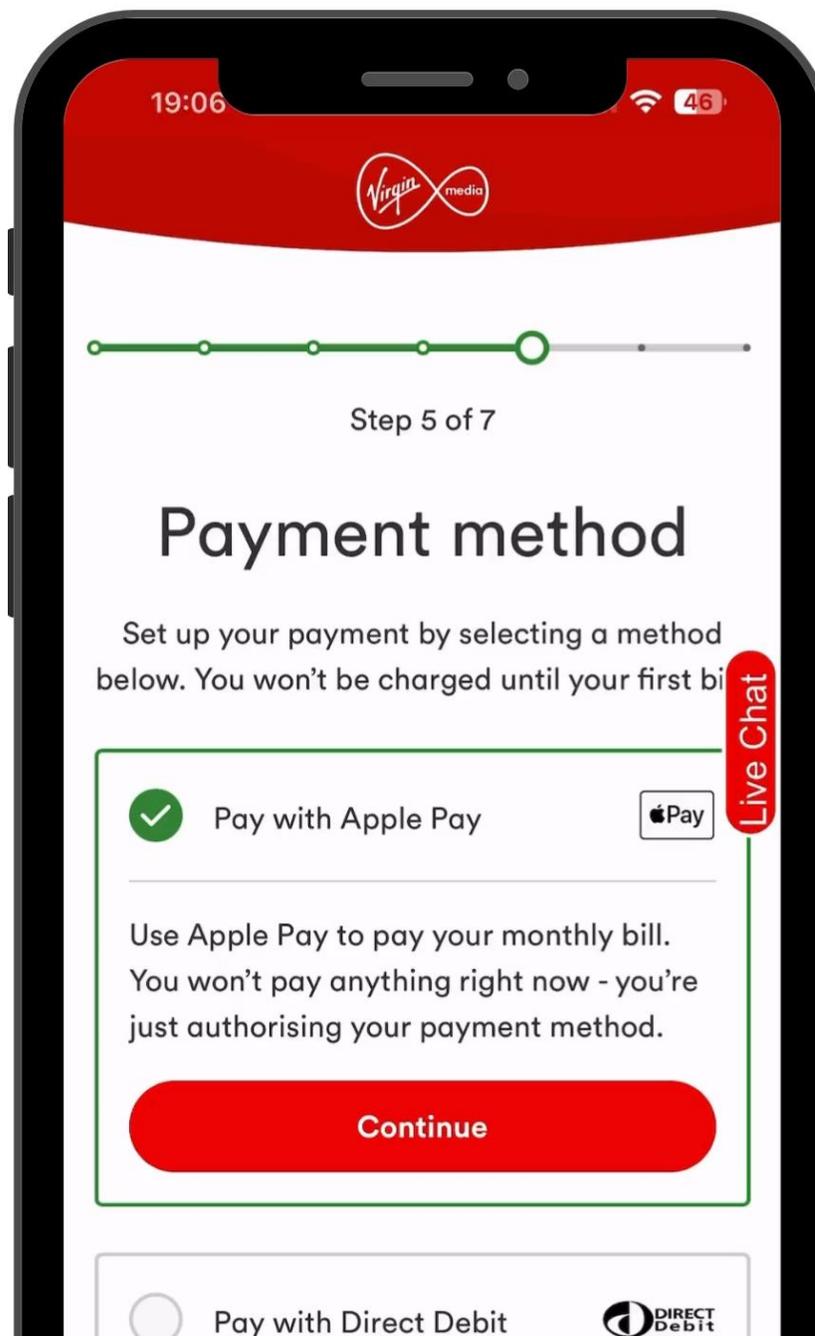


Modern Payment methods for recurring/contract payments



- 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



ISPReview

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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

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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.

THE FACT BOOK

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Virgin Media Introduces Apple Pay, Google Pay for Contract Payments

1 MONTH AGO ANDREA KITALI ★★★★★ VOICE COMMENT FONT SIZE 2.9 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
Technology brand

News Industry Sectors Topics

VMO2 becomes first telecom to offer Apple Pay and Google Pay for recurring payments

Jasdip Sensi October 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
Official Open group 25,194 members This is your group. Your place. Pin it. Visit regularly...

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



47 1 share Seen by 3.7K

Virgin Media O2
61,782 followers 1mo

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/eixnhn7J>

#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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