

VIRGIN MEDIA REDUCES FRAUDULENT MOBILE ORDERS THROUGH ECM EXPERTS THE CONTENT GROUP

- The Content Group implements FormScape software to help reduce fraudulent ordering -

21 September 2010: Virgin Media, operator of the UK's leading mobile virtual network, has implemented Bottomline Technologies *FormScape* software in consultation with Enterprise Content Management (ECM) solutions provider, The Content Group, to help reduce fraudulent mobile phone orders.

Following consultation with The Content Group, Virgin Media implemented a tactical solution to capture and identify potentially fraudulent orders before they were fulfilled by the warehouse and despatched. FormScape automatically uses the company's database to validate the purchase details on the pick notes through a specific set of criteria, such as ensuring the delivery address is genuine. If the order then fails this criteria test, its progression to the warehouse is stopped and details are sent to the fraud risk team.

Paul Brasset, head of forward logistics at Virgin Media, explains, "By automating our fraud checks, we have achieved better efficiencies and helped reduce fraudulent activity. The Content Group provided us with details as to what the solution should look like, what could be achieved and what technology we should therefore deploy. The result has been a fast and cost-effective solution, which has significantly enhanced our sales order processing. The Content Group's extensive knowledge and expertise of the solutions available has met all of our requirements perfectly."

Virgin Media, the UK's leading entertainment and communications company has over three million mobile phone customers, providing a range of mobile communications products and services, including mobile voice and non-voice services and international roaming. The company has over thousands outlets in the UK including Virgin Media Stores, outlets within The Carphone Warehouse, The Link, Dixons, Phones 4u, Comet, Tesco, John Lewis, Argos and Ryman plus hundreds of independent mobile phones dealers.