

Virgin Media / O2 - Spotlight on Workplace Adjustments

Overview

In 2023, following the merger Virgin Media and O2, the newly combined entity began work to harmonise their Workplace Adjustment (WPA) service. Working with WPA experts, Microlink PC, the company – now Virgin Media O2 – worked to design and deliver a consistent, best practice service for all their employees.

The Challenge Faced

Following the merger of the two telecoms giants, there was two different approaches to WPA... The challenge facing Virgin Media O2's Diversity Equity and Inclusion (DE&I) team was to take these differing approaches and ensure uniform practices and standards were delivered for the combined workforce.

Approaching the Challenge

Virgin Media came into the merger with O2 with a more mature WPA service. Virgin Media had worked with Microlink since 2019; together they created a comprehensive end-to-end, case managed service, with Microlink providing assessment, management and supply. With the process they designed, employees needing adjustments could request and receive the solutions they needed in a quick and dependable fashion.

After the merger, the company's, Frances Corrigan, led an extensive gap analysis and conducted focus groups amongst Virgin Media O2 employees to understand what was working, and what could be improved. Following this, the existing model with Microlink was rolled out across the business.

This has resulted in:

- Adoption of a solution-focused approach to assessment and adjustment delivery.
- Using Workplace Adjustment experts for assessment and case management to facilitate the solution-focused approach.
- Clearly designated points of referral allowing employees to request adjustments.
- Transparent case management keeping employees and line managers informed throughout the process from request to delivery and installation.

- Maintaining clear and reliable communication, including a dedicated email inbox, and creation of an Adjustment Passport for employees.
- Various awareness-raising, interactive strategies including informal assistive technology presentations and chat chats with employees and line managers.

Impact and Outcomes

After harmonising their WPA processes, Virgin Media O2 is fast becoming an industry leader in delivering a WPA service. It caters for the needs of employees requiring adjustments, particularly disabled employees. It offers a clearly designated pathway to solution-driven and expert-led support.

Looking Ahead

Virgin Media O2 is not resting on their laurels. The company is focused on increasing uptake and understanding of the WPA service. By communicating the different purpose of WPA from Occupational Health, employees are becoming more aware of the WPA service's ability to offer the solutions they need.

Discover how Microlink can support your organisation on its journey towards disability inclusion. [Contact Microlink](#)