

ADVISERPLUS CASE STUDY: Virgin Atlantic

Outsourcing ER support to **empower**® by AdviserPlus



virgin atlantic 

97%

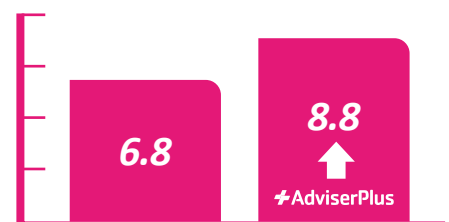


of Virgin Atlantic line managers rated their AdviserPlus case adviser's understanding of their business area and specific circumstances as **excellent**

64%



of interactions with **empower**® are **manager-led**



Managers rated their confidence and knowledge of handling people matters at **6.8 out of 10** pre-engaging with AdviserPlus, and as **8.8 out of 10** post-engagement

empower®
by **AdviserPlus**

Virgin Atlantic

Since first taking to the skies in 1984, Virgin Atlantic have become the second largest airline, helping customers to fly and connect all around the world with non-stop transatlantic flights to New York, Los Angeles, Hong Kong, Delhi and Johannesburg. In 2020, they were named the Best Airline in Europe as well as voted Britain's only Global Five Star Airline by Airline Passenger Experience Association for the fourth year running.



Challenge

Virgin Atlantic is one of the world's most progressive airlines, with innovation and amazing customer service at its core. The company's success story has meant that it has had to adopt sound HR practices to retain its growth and ensure that the airline's people can thrive at work, helping to drive the company's vision to be the most loved travel firm, whilst always underpinned by a relentless focus on health, safety and security.

In 2020, Virgin Atlantic redefined their HR operating model. This included removing the Employee Relations Manager and Consultant roles and setting up a centralised Advice and Guidance team within People Operations. It was recognised by the Leadership Team at Virgin Atlantic that processes needed to be underpinned by an effective self-service offering to maintain the leadership style synonymous with the brand: that happy employees equal happy customers.

Accordingly, they sought a partner that could provide:

- a best-in-class service, as befitting Virgin Atlantic's reputation as a market-leader;
- a manager self-service solution, aligned with Virgin Atlantic's reputation as an innovator;
- a seamless extension of the in-house HR Team; all in a cost-efficient way.

Due to the impacts of COVID-19, Virgin Atlantic's operations were heavily impacted; permanent headcount reductions were made and furlough took effect as the mobility of people worldwide was curtailed. The need for effective employee relations support became more urgent than ever.

Solution

In an immediate response to this need, within just four weeks of engagement, AdviserPlus mobilised an advice line, staffed by dedicated ER advisers who were wholly aligned with Virgin Atlantic's policies, processes, procedures, culture, brand identity and commerciality.

In the months that followed, AdviserPlus implemented **empower**® technology, to provide line managers with the ability to self-serve and end-to-end manage people matters, including sickness absence, informal disciplinary, performance and grievance, and flexible working from their remote working locations, with confidence and consistency. This meant a substantial reduction in the volume of cases warranting involvement from the in-house HR Team, enabling them to focus on the more complex cases and strategically navigate the business through the pandemic.

AdviserPlus also provided an analytics portal, Insight Manager, to provide a centralised reporting dashboard for all ER and advice and guidance data, giving Virgin Atlantic's HR stakeholder team consistent, clear and constant visibility of all aspects of people management across the organisation.

The Benefits

The partnership with AdviserPlus and the implementation of the **empower**® solution, has realised many benefits for the People team at Virgin Atlantic including cost savings, manager capability and creating efficiencies for the in-house HR Team.

- **24/7 access** to case management portal and analytics solution to track case progress and volumes
- **Consistent** high-quality advice and guidance from AdviserPlus advisers who are fully immersed in the company's culture, practices, processes and policies
- **Assurance** that people matters are being dealt with consistently and compliantly, with any complex cases or concerns referred to the in-house People team
- **Increased** confidence and capability in managers to deal with people issues before engaging with HR
- **Efficiencies** created as a result of outsourcing to AdviserPlus

Feedback from managers at Virgin Atlantic:

"I have never had support like this, this is great."

"The technology is so helpful and makes it easier for managers to manage their teams."

"Fantastic service – the advice was brilliant and gave me all I needed to handle the case on my own."

For more information, please get in touch

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