

We're on a mission...

Thinking like a customer

Whether our customers are looking to find the right insurance policy, energy tariff or good deal on something they want to enjoy, GoCo Group has the answer – and it's all thanks to our proprietary tech platform, SaveStack™.

How our tech makes things easy

Through development of our proprietary technology platform, GoCo Group is transforming into a modern technology and data-led business, based on cloud services, big data and automation.

Whether it's our real-time quoting engines which power comparison, our dynamic switching platforms that flip you to a better energy provider or our easy-to-integrate platforms for our B2B customers; our platforms will always be built for cloud scale, fast to deploy and based on insights.

We can innovate at speed and reach consumers wherever they are, however and whenever they want, including through brands outside of the Group.

Data gives us a 360° view of the customer

Our award-winning Group Data Platform is central to SaveStack™, allowing us to better tailor the offerings to our customer – through enhanced customer insight – across all brands. We are on a mission to use data to give our customers and partners the power to make informed decisions.

For all our businesses, data is a strategic asset.

Tech-enabled, people-powered

Continued investment in top talent has seen us strengthen our dedicated data science, engineering and tech teams. Our Engineering squads are led by product owners who are consciously crafting the sprints, setting direction and the overall pace of delivery. We continue to invest in the longevity of our talent pool through our GoFurther Academy and have seen improvements in the retention of our people.

Customer-focused experiences

We always view things through the lens of the customer, doing everything we can to understand them and what they are trying to do. That's where good design and UX are crucial. To make the technology disappear into the background so what a customer experiences is fantastic, regardless of what mobile device, browser or web page they are on.

Platform services

In 2019 we partnered with both Virgin Money UK PLC and Bud, to bring market-leading energy switching to their customers.

Virgin Money UK's digital banking service, B, has over 300,000 users nationwide. Of the B customers with energy direct debits, 76% are currently with one of the UK's 'big six' energy suppliers, so there is a substantial opportunity for its customers to save money by switching. Powered by SaveStack™, customers can quickly and easily find and switch to better energy deals, all within the B mobile banking app; customer details are used to pre-populate a lot of the questions needed to carry out an accurate comparison, making the process as hassle-free as possible.

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Partnering with GoCo has allowed us to deliver a new digital experience which goes beyond banking. The GoCompare app allows our customers to save money on their energy bills in the convenience of their banking app.

Sam Bedford

Head of Open Banking & New Ways of Working,
Virgin Money

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We are customer obsessed to help 'people save more time and money' and this simple mission is central to how we are evolving SaveStack™ to be built as our modern, robust and flexible platform architecture, to enable rapid innovation around business models and for our highly skilled teams to be brilliant in product and engineering.

Seb Chakraborty

Group CTO

~20%

Our tech workforce has grown significantly this year

x4

year on year increase of tech releases

20m

customer data profiles
collected to continually
improve our proposition

5m+

visitors every month
across our sites

300k

Virgin Money plc digital bank
customers have access to
switch energy tariffs in their
banking app, using our
SaveStack™ platform

