



**HOW CAN WE
HELP YOUR
BUSINESS
IMPROVE CX?**

Who is Sigma Connected?

We provide outsourced customer experience solutions for some of the largest and best known brands.

But we're not just another business process outsourcing provider. We were founded with the main aim of being different to the rest. To be a business with heart and soul that takes care of our people, our clients, and their customers. To us every connection is important. Because better connections mean better outcomes for all.



We're here to solve all your CX challenges. We can deliver a full contact centre solution, part of it, or just help you out of a temporary sticky situation. We're totally flexible and able to mobilise quickly, with highly trained teams and industry experts.

We support a huge range of industries, with particular specialities in energy, water, financial services, telecommunications, retail and ecommerce, and insurance services.

Why outsource CX?

It's a smart, cost-effective way for businesses to get top-class customer service, utilising the latest contact centre technology, but without the big costs, infrastructure and resources required to run it yourself. You'll get unrivalled expertise from day one and we can scale up or down, fast, to meet peaks and troughs in demand.

Why should you trust us with your CX?

In short, we live and breathe customer service – we've been doing it for a long time, and our clients tell us we're really good at it.

We believe every customer interaction is an opportunity to create value and build long-standing brand loyalty. Our teams work as an extension of your brand, treating your customers with the same care and respect.

Bringing the human touch back to the customer experience

We take full advantage of technology in customer service BUT when it comes to customer relationships, we believe it's all about balance. We stand firm in our commitment to keeping the human touch in customer experience.

Digital self-service channels are great for resolving simple matters, like updating your address and so on. But customers want – and expect – any complex or worrying problems to be solved by talking to a real person.

It's important to allow customers to choose between digital and human-first service options and ensure they are fully integrated.

That's why, alongside the latest digital tools and omnichannel technology we use, we have highly trained agents ready and waiting to take on the more complex calls. We're particularly experienced at the 'tougher' aspects of customer service, such as complaints and managing vulnerable customers. We focus on a human-centric and empathetic approach.



We're different to other outsourcers

We're different inside and out – in the way we are, what we do and how we do it. We're a big company with a family business ethic or, as we like to say, 'big enough to deliver, small enough to care'. It's our job to find solutions to your challenges, and never settle for 'good' as good enough.

Our technology

Our enterprise technology platforms enable us to deliver the best possible customer experience on whichever channel they prefer:

- **Omnichannel**
delivering effortless multi-channel customer experiences.
- **Unified agent desktop**
single interface showing account history across all channels.
- **Smart routing**
delivering contacts to advisors based on relevant experience.
- **Channel pivoting**
switching channels in-flight without restarting the conversation automation – inc. intelligent auto-responses and suggested canned responses.
- **Speech analytics**
for quality control and to identify dissatisfaction/complaints.
- **Full GDPR/ PCI compliance**
working to latest requirements.



Our services

- customer services
- complaint management
- collections
- customer acquisition
- specialist help for customers with problem debt (ReachOut)
- debt collection with a difference (McLaren Credit Services).



Taking care of the customer lifecycle

You don't need us to tell you how important stellar customer service is. Customers expect it and they are happy to tell others if they don't get it. And it starts from that very first contact they have with you.



Customer acquisition

Although not technically part of customer experience, we can also help you find new customers. We have dedicated specialists and a senior sales team whenever you need them.

We combine data, analytics and technology to hit your growth targets and can look after your whole sales function or just help for a short period of time to ramp up your sales activity.

Onboarding

A great onboarding experience will confirm to customers that they've made the right choice and ultimately determine whether they want to stay with you.

We understand how vital it is that things go smoothly. From ID checks and verification to account set up, our skilled and professional agents will make sure new customers have a warm welcome and experience a simple and seamless process.

Account management

Once customers are on board, or have made a purchase, all interactions and communications need to be looked after throughout their time with you. The ability for them to reach you, wherever they are, is essential.

We offer true omnichannel customer service and are able to manage and seamlessly switch between numerous methods of communication with customers.

Resolutions

Complaints are part and parcel of running a business and how you deal with them can be make or break for your brand. Effectively handling a complaint can turn it into a positive experience for your customers.

We can support or completely manage your complaints with our specialist complaint management teams. Whether that's increasing closures at first point of contact, preventing escalation, clearing backlogs or providing root cause analysis. We deliver high levels of resolution and help keep happy customers.

85% First call resolution

Averaging > 6 complaints resolutions per day per advisor

200 seconds reduction in average handling time
by transforming process for client

Cross selling and upselling

There are always opportunities with existing customers for further purchases down the line. But the key is to know your customers well to avoid selling them something that's not right for them or something they can't really afford.

Our blend of technology, data and insight, and the human touch, delivers a highly personalised service to your customers. Armed with information about a customer, our skilled agents make sure that any sell is genuinely of value and affordable.

Retention

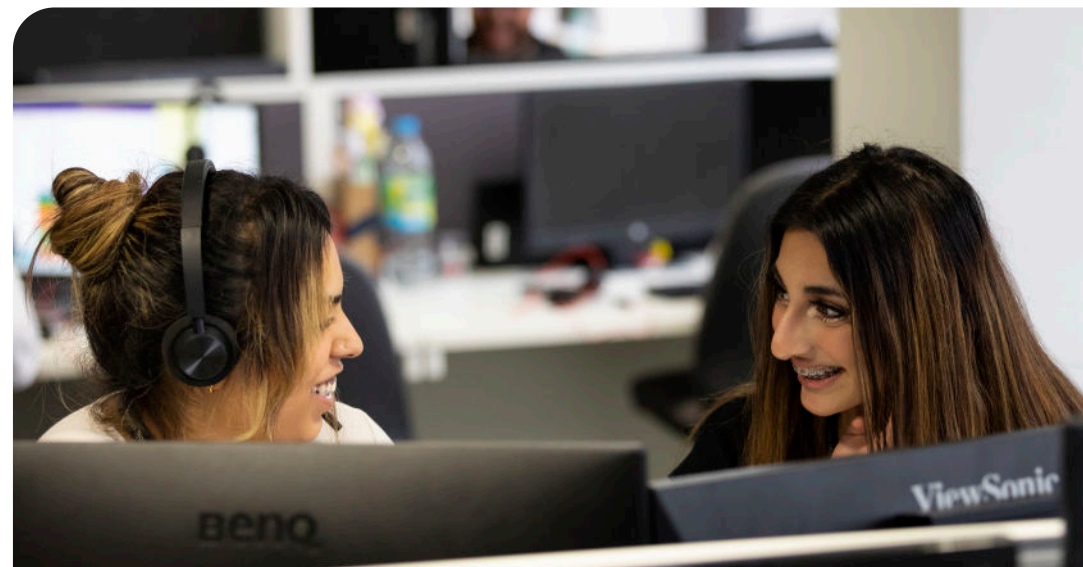
Our company-wide mission 'improve everything always' truly comes into play here. We give the same energy and effort to existing customers as we do with new ones, and are always looking at ways to improve.

We keep a close eye on all calls, emails and social media chats and make sure all questions and queries are answered accurately and quickly. We also dive deep into the data and analytics to look for ways to refine and optimise to keep customer satisfaction and retention rates high on an ongoing basis.

Offboarding

While offboarding is where we say goodbye to customers, it's still an opportunity to shine. That way you keep up your reputation – and they may even come back again.

Sigma Connected has experts in this area to ensure the offboarding customer's experience is smooth and friendly. We encourage open rapport to understand the reasons for the customer leaving, which gives you incredibly useful feedback. We're not pushy – listening and understanding is key here.



Why our CX proposition is different

We have dedicated sector and product specialists

We have customer service experts and sector experts, who've worked in your industry themselves. They know your challenges inside and out and will use their experience and knowledge to provide just the right outsourcing solutions for your needs.

We're pioneers of offshoring to Cape Town

You can opt for our CX services based in the UK, offshore in South Africa, or a blend of both. Whichever you choose, you'll have a UK-based account management team. Our contact centre operations in Cape Town are a mirror image of our ones in the UK, but with the added benefit of lower operating costs (up to 50%). But that's not the only benefit. South Africa has much to offer in terms of skills and infrastructure, as well as language and cultural alignment.

Impact Sourcing is embedded in our recruitment process

Impact Sourcing – actively recruiting, training and employing socio-economically disadvantaged individuals – plays an important part of our recruitment strategy both in the UK and in Cape Town, South Africa.

10% UK and 60% SA

employees recruited through Impact Sourcing

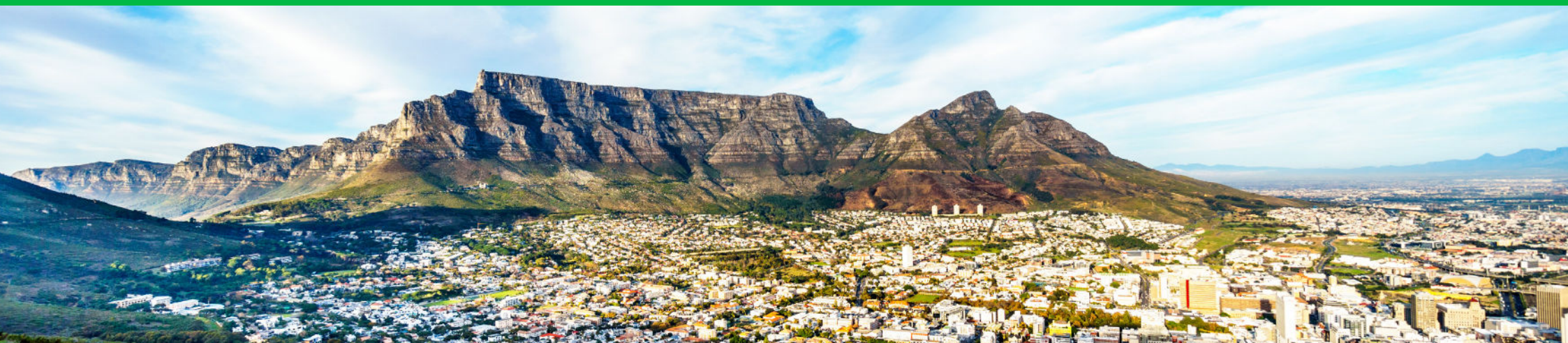
We work in partnership with

Shadow Careers

a job creation initiative, based in Cape Town and were their very first partner

First BPO

to open a state-of-the-art contact centre in the Cape Town township community of Mitchells Plain, where many of our employees live





At Sigma Connected we are committed to making a change in South Africa by creating employment opportunities as we believe it is one of the ways in which the country can address past inequalities. We realise that there is an oversupply of underutilised talent in the country, and we have made it one of our main goals to ensure that disadvantaged and underprivileged people have access to formal employment and good work conditions.



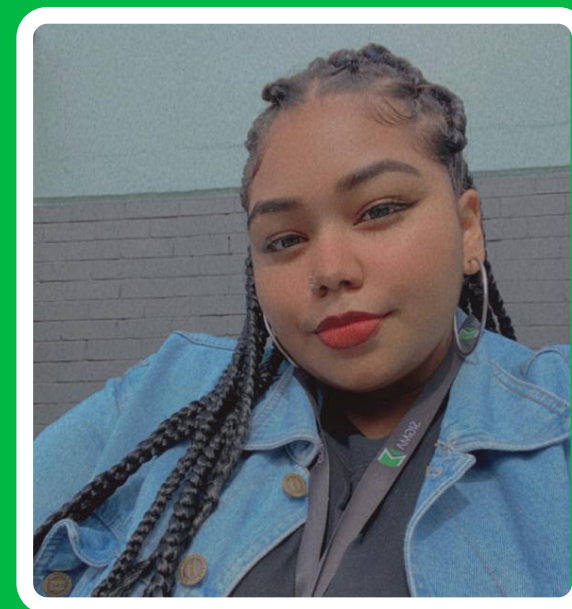
Mike Harfield,
Chief Operating Officer, Sigma Connected



I matriculated in 2019, was unemployed, then Covid hit and it was even harder to get a job. My cousin told me about Shadow Careers and I was lucky enough to be selected. After the training I was interviewed and got a job at Sigma Connected. It's such a great environment here and it has really brought me out of my shell, as I was very shy. Our team is always being upskilled and learning new things."



Kashiefa,
Team Leader, Sigma Connected





Why South Africa?

- Youth unemployment is high. There's a ready work force of young, vibrant people, who want to make customer experience their career.
- The cost of an outsourced customer experience seat is up to 50% cheaper than the UK.*
- South Africa provides 18% better CX quality compared to other offshore locations*.
- South Africa ranks higher than Poland, India, Philippines, Honduras and Malaysia in the English Proficiency Index**.
- South Africa is also ranked as one of the top 5 (out of 122) countries for highest positive emotional experiences***.



Sources: * National GBS and Source Market Value Propositions 2022/2023 ** https://en.wikipedia.org/wiki/EF_English_Proficiency_Index *** Gallup 2022 Global Emotions Report

Big enough to deliver, small enough to care

We're not like other BPOs. Our co-founders set out to be different from the start. They wanted to create something that wasn't solely about chasing the next £, but doing right by our people, clients, customers and our communities. That's why we'll always remain just the right size for us to remain relatable and accessible.

We put everything into our partnerships with our clients, and a bit more too, with value-add services built in as part of the package, over and above our contract. We focus on improving the customer experience constantly through the use of data and analytics, a focus on quality assurance, training and developing our team, and identifying and managing vulnerable customers with empathy and compassion.



We're people centric

While many businesses promote 'people first', we truly mean it. We couldn't be more proud to be voted as one of the UK's top employers in The Sunday Times Best Places to Work survey, and the only BPO on that list.

I think we have a unique culture and a unique community here. There's kindness, and there's no tough or aggressive culture, no politics, no backstabbing and no blame. Everyone's always encouraged to be what they want to be.

Andrew Law,
Chief Financial Officer





How we deliver

Onshore, offshore or a hybrid of the two - it's up to you.

In the UK

Our UK management teams have years of CX experience under their belts and our agents are highly trained and skilled in delivering exceptional service. We have a national work from home policy, so there are no barriers to employment – and we have access to a huge talent pool.

Offshore

We deliver services for many of our successful long-term partnership contracts from our contact centre operations in South Africa. Our Cape Town location provides us with a pool of highly skilled local talent, who we can call on to scale up services. This means we can be totally flexible to clients' needs.

Interested in how we can help your business improve CX?

We would love to talk to you about the challenges facing your business.

Contact us now on enquiries@sigmaconnected.com



Where people



with people



www.sigmaconnected.com