

ARUM APPROVED SERVICER REPORT

June 2024



SIGMA
CONNECTED



Arum®

EXECUTIVE SUMMARY

This review of Sigma Connected is linked to the business receiving the Arum Approved stamp which indicates that a business has passed Arum's requirements for this type of service in the current customer focussed regulatory and technology environment.

Our assessment has found that Sigma Connected is a mature, well run, well managed and well controlled business. We were impressed with the depth of knowledge of the management team and specialists.

Sigma Connected has around 3200 agents serving industry sectors including financial services, utilities and insurance. South Africa (SA) has around 2000 agents, with 1200 in the UK.

We were also impressed with the efforts that underpin staff engagement. It was apparent from the people that we spoke to that Sigma Connected is a great place to work, with innovative employee benefits, incentives and more contributing to Sigma Connected being recognised in the Sunday Times UK Best Places to Work list for two years in a row.

Sigma Connected has an impressive technology suite in place, although the nature of outsourcing means that agents operate off client systems, with some clients using Sigma Connected's MaxContact channel solution. In discussions it was apparent that Sigma Connected like to keep abreast of technology, with aspirations to provide more services to clients, such as speech analytics, chatbots and workforce management tools.

SIGMA CONNECTED MEETS THE REQUIREMENTS TO BE "ARUM APPROVED" AND WE ARE DELIGHTED TO PROVIDE SIGMA CONNECTED WITH THIS ACCREDITATION.

Our rationale for the Arum Approved accreditation is summarised in the "Supporting Observations" section

It was our pleasure to work with the team and we look forward to working together in the future.

