

We are
**Sigma
Connected**



Sigma Connected in numbers



 22.6m Calls made	 9.2m customer interactions	 Over 25 blue chip clients	 £207m Collected for clients
 700k SMS sent	 7 years average client tenure	 Multi-award winning services	 Carbon neutral by 2030

Who are we?

We're not just another business process outsourcing provider. We're a people company, built on the power of human connections. Whether that's with our employees, our clients, our clients' customers or our wider communities. To us every connection is important. Because better connections mean better outcomes for all.

Why are we different?

We're different inside and out – in the way we are, what we do and how we do it. Every business claims to be a 'people business' – but we don't just talk the talk. We're a big company with a family business ethic – and are all about human connections. Connections with our employees, our clients, our clients' customers and our wider communities. We bend over backwards to help, and never settle for 'good' as good enough.

[We are Sigma Connected - watch the video](#)



THE SUNDAY TIMES
**Best Places
to Work 2024**
BIG ORGANISATION

We are a people company, built on the power of human connections

1

Dedicated sector and product specialists

We have experts that have been 'in your shoes', facing similar operational challenges. They have the **experience and knowledge** to provide the right outsourcing solutions for your needs.

2

Pioneers of offshoring to Cape Town

Whether you're after an offshore delivery, onshore in the UK or a blend of both, we have over 15 years experience, delivering a range of customer interactions from the simple to the very complex.



UK governance

Whether you chose onshore, offshore or a combination, you will have a UK based account management team ensuring there's no difference in service between your internal team and our offshore experts in Cape Town, South Africa.



24/7

Whether your customers are located across the globe, or they need to contact you at any time of day, our best in class customer service team can support you, round the clock.



Wage arbitrage

At up to **65% cheaper** than onshore services, offshoring presents real value for money.

It's cheaper, yet just as effective – the perfect combination for any business.

3

Impact Sourcing to change lives



United Kingdom



20%

of our UK workforce are recruited through **Impact Sourcing**



South Africa



Mitchells Plain

We're the first BPO to open a call centre in Mitchells Plain, Western Cape - bringing jobs to the people



60%

of our South African workforce are recruited through **Impact Sourcing**



4

Big enough to deliver, small enough to care

We do what we say and say what we do

98.6% client retention rate

Accessible executive sponsor for each client

Customer service



Human-centric customer experiences

Excelling at problem solving and delivering positive customer outcomes.

Collections



Market leader for early arrears collections

We collect **20% more** than our competitors with live customers and over **40% more** on final debt.

Complaints



Bespoke complaints methodology

Outsource the whole complaints process to us or we can support in specific problem areas. It's up to you.

5

People-centric

Our employees voted us as a great place to work and we're the only BPO on the list



THE SUNDAY TIMES
Best Places to Work 2023
BIG COMPANY

What we do

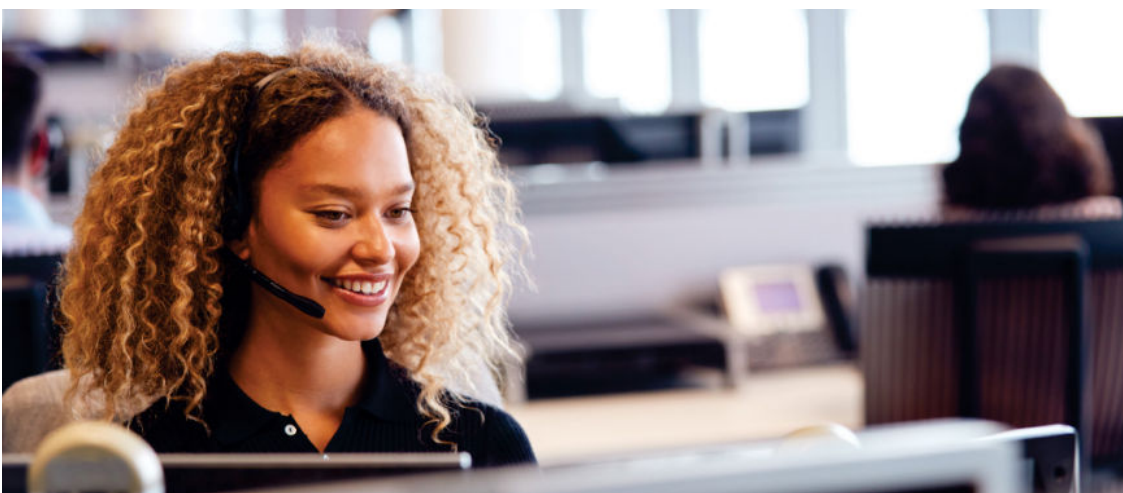
We provide outsourced customer contact solutions for some of the largest and best known brands. With customer experience expertise in multiple sectors, we particularly specialise in Energy, Water, Financial Services, Retail and Telecoms.

Our services cover the whole of the customer lifecycle, with a focus on delivering the best experience for the customer. We do this through building rapport with customers and focusing on delivering the 'human touch'. Whatever the reason for the interaction, we make sure that your customers come away feeling positive about your brand. This improves your customer satisfaction and increases customer retention.

Our services

Our range of services includes:

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



Customer service

Here at Sigma Connected, we're dedicated to giving your customers the experience that they deserve and representing your brand in the best possible way. We want to help you build loyalty through kindness, support, and care for your customers.

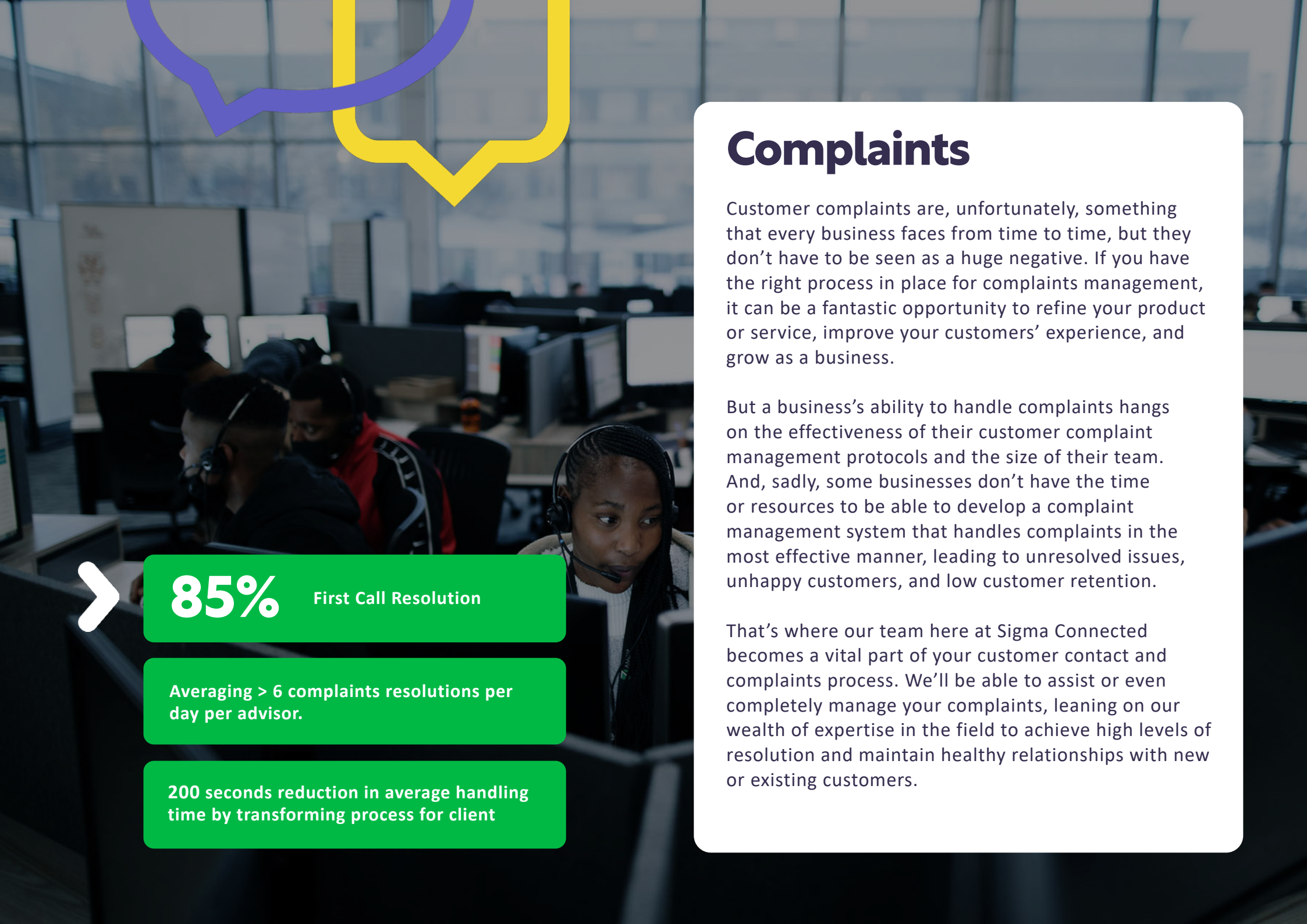
Our expert customer service teams are on hand to assist you in handling all of your customer relationships, whenever you need them. But it's not just our people that make the difference – it's our technology too. With our state-of-the-art omnichannel engagement tools, you can be sure that your outsourced customer service team is well-prepared for anything that comes their way.

From customer retention and win-back to technical support and query resolution, we've got you covered.



90%

quality assurance scores
across all campaigns



Complaints

Customer complaints are, unfortunately, something that every business faces from time to time, but they don't have to be seen as a huge negative. If you have the right process in place for complaints management, it can be a fantastic opportunity to refine your product or service, improve your customers' experience, and grow as a business.

But a business's ability to handle complaints hangs on the effectiveness of their customer complaint management protocols and the size of their team. And, sadly, some businesses don't have the time or resources to be able to develop a complaint management system that handles complaints in the most effective manner, leading to unresolved issues, unhappy customers, and low customer retention.

That's where our team here at Sigma Connected becomes a vital part of your customer contact and complaints process. We'll be able to assist or even completely manage your complaints, leaning on our wealth of expertise in the field to achieve high levels of resolution and maintain healthy relationships with new or existing 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

Collections

Our payment collection solutions provide your customers with a level of care and attention that goes beyond the norm. It can be a difficult subject to approach with customers, so engaging in a way that's compassionate, caring, and empathetic is crucial.

At Sigma Connected, we're experts in handling payment collections in a way that carefully balances your needs as a business with the well-being of your customers. We're a collections partner that treats your customers with respect, helping you to maintain strong relationships that lead to positive future engagements.

We'll be on hand to offer expert assistance at every stage of your collections process. Whether that's helping you across the full collections lifecycle, or at specific pain points where additional resources may be helpful, we'll structure a strategy that works to your strengths.

A human touch is central to what we do, and there will always be an empathetic, knowledgeable expert available to ensure your customers get the help that they need, whenever they need it.

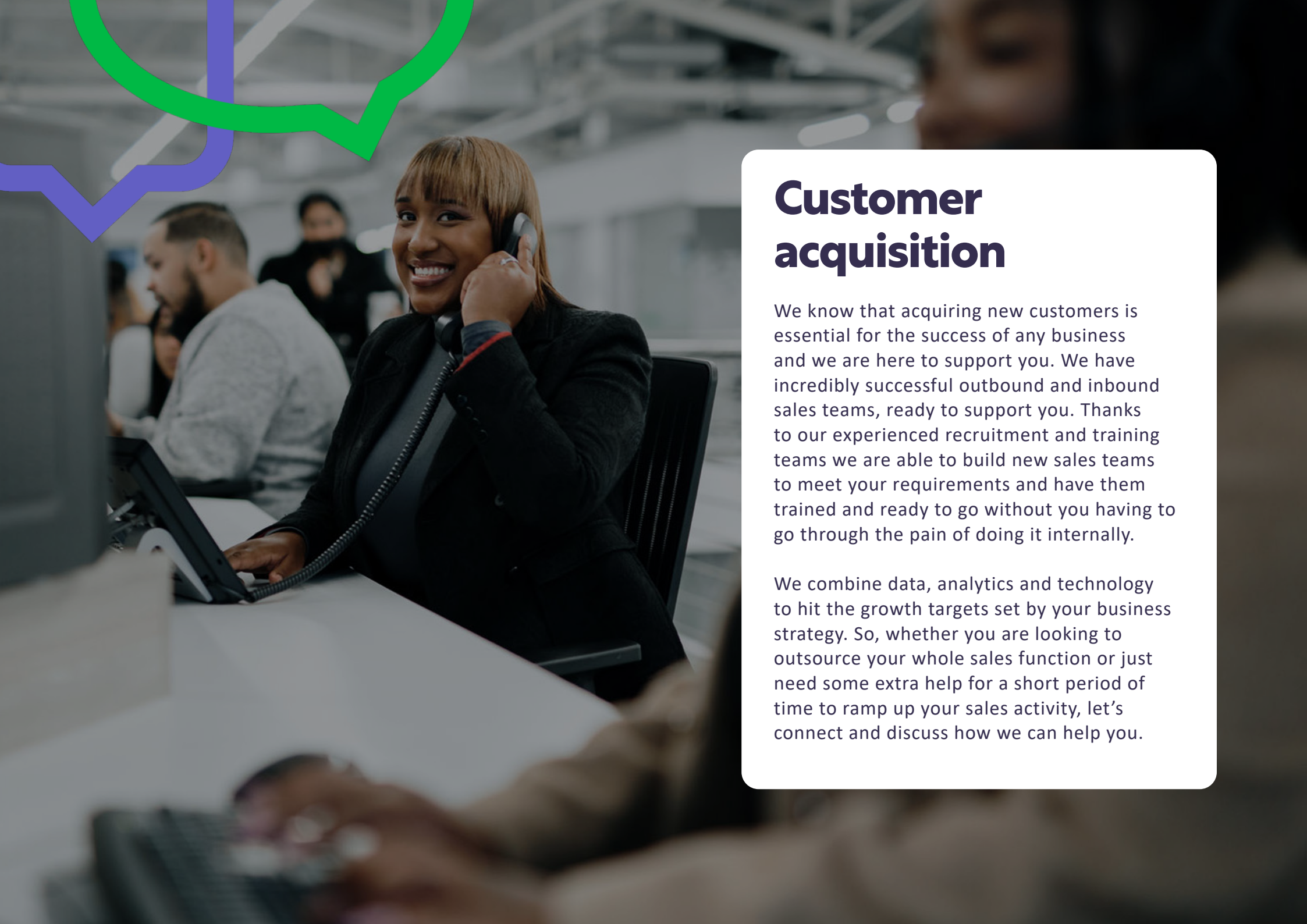


4% ahead of any competing BPO for Live Outbound

Liquidation rates in excess of 50% for Live Inbound

Achieve 10% more than competing BPOs for Live Inbound

Liquidation rates in excess of 8% for Live Outbound



Customer acquisition

We know that acquiring new customers is essential for the success of any business and we are here to support you. We have incredibly successful outbound and inbound sales teams, ready to support you. Thanks to our experienced recruitment and training teams we are able to build new sales teams to meet your requirements and have them trained and ready to go without you having to go through the pain of doing it internally.

We combine data, analytics and technology to hit the growth targets set by your business strategy. So, whether you are looking to outsource your whole sales function or just need some extra help for a short period of time to ramp up your sales activity, let's connect and discuss how we can help you.

ReachOut

Specialist help for customers with problem debt

Life events can make it difficult for people to manage bills. Many vulnerable customers disengage and remain unaware of the support on offer from charities and from the companies they owe money to.

ReachOut service is Sigma Connected's confidential and impartial service for clients who are unable to contact customers with debt. It isn't there to (and can't) collect debt. Instead, supportive, empathetic and highly trained agents reach out to speak to people when creditors can't. They create a safe space for customers, listen to their challenges, and explore reasons for non-payment.

ReachOut is helping thousands of customers who have found themselves in debt and don't know where to turn. On average, 2 out of 3 customers reconnect with the companies they owe and agree a way forward, as a result.

reachout

BY SIGMA CONNECTED

[Watch the video on how ReachOut works](#)



12,000 people have positively engaged with ReachOut this year alone.

Average of **30%** of accounts result in a positive outcome.

Multiple award-winning initiative.

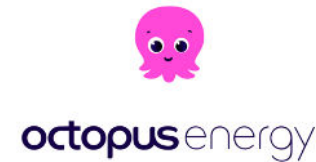


62% of the people re-engage immediately with their supplier/creditor.

Over 5000 referrals to charities and support organisations.

Who we work with

Our goal is to create long lasting partnerships with our clients, working flexibly with them to support them through their growth and change. And we achieve that goal – as 90% of our clients have stayed and grown with us since we partnered with them.



How we deliver

Delivering the best of both worlds. Onshore, offshore or a blended operational delivery model - it's up to you.

Onshore capability

- Tenured management team
- Customer experience expertise
- Deep recruitment pool (national work from home)

Offshore solutions

We deliver services for many of our successful long-term partnership contracts from our contact centre operations in South Africa. A mirror image of the UK, our operations in South Africa have world class technology, experienced customer advisors and expert management. Delivering a blend of human and digital channels, clients and their customers get the high level of service they expect, but with the added benefit of lower operating costs. But that's not the only benefit. South Africa has so much to offer in terms of skills and infrastructure, as well as language and cultural alignment, so customer conversations flow naturally which, in turn, helps build empathy and rapport.

We have an amazing, vibrant team of agents working with us, and 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 client's needs.

[Watch the video - This is South Africa](#)





Latest technology

While we will always keep the human element in our customer services, digital solutions bring numerous benefits around improved efficiency and helpful data insight. It's important to allow customers to choose between digital and human-first service options and ensure they are fully integrated.

Our enterprise technology platforms enable us to deliver the best possible customer experience on a channel of the customer's choosing:

- **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/ OFCOM/ PCI Compliance** – working to latest requirements



Data and insight

When you outsource your customer contact to us, we add a powerful data analytics and insight service on top. We have a team of expert performance analysts tracking real time operational performance data. Using the Power BI reporting suite, the team can identify immediate issues, as well as look at performance and spot patterns over longer periods of time.

We operate in true partnership with our clients, where nothing is hidden, and that goes for our data and analytics service too. You will have access to the same live data we do, so if there's suddenly an increase in wait time, or the contact rate dips, you see it too, and we can take appropriate action straight away.



Always responsible

At Sigma Connected we take our corporate responsibility seriously. We're committed to supporting our environment, our people and connecting with the communities in which we operate across the UK, South Africa and Australia.

Each quarter, our Sigma Community Foundation donates to charities nominated by our employees. In addition, employees are invited to donate a sum every month to a charity selected by them.

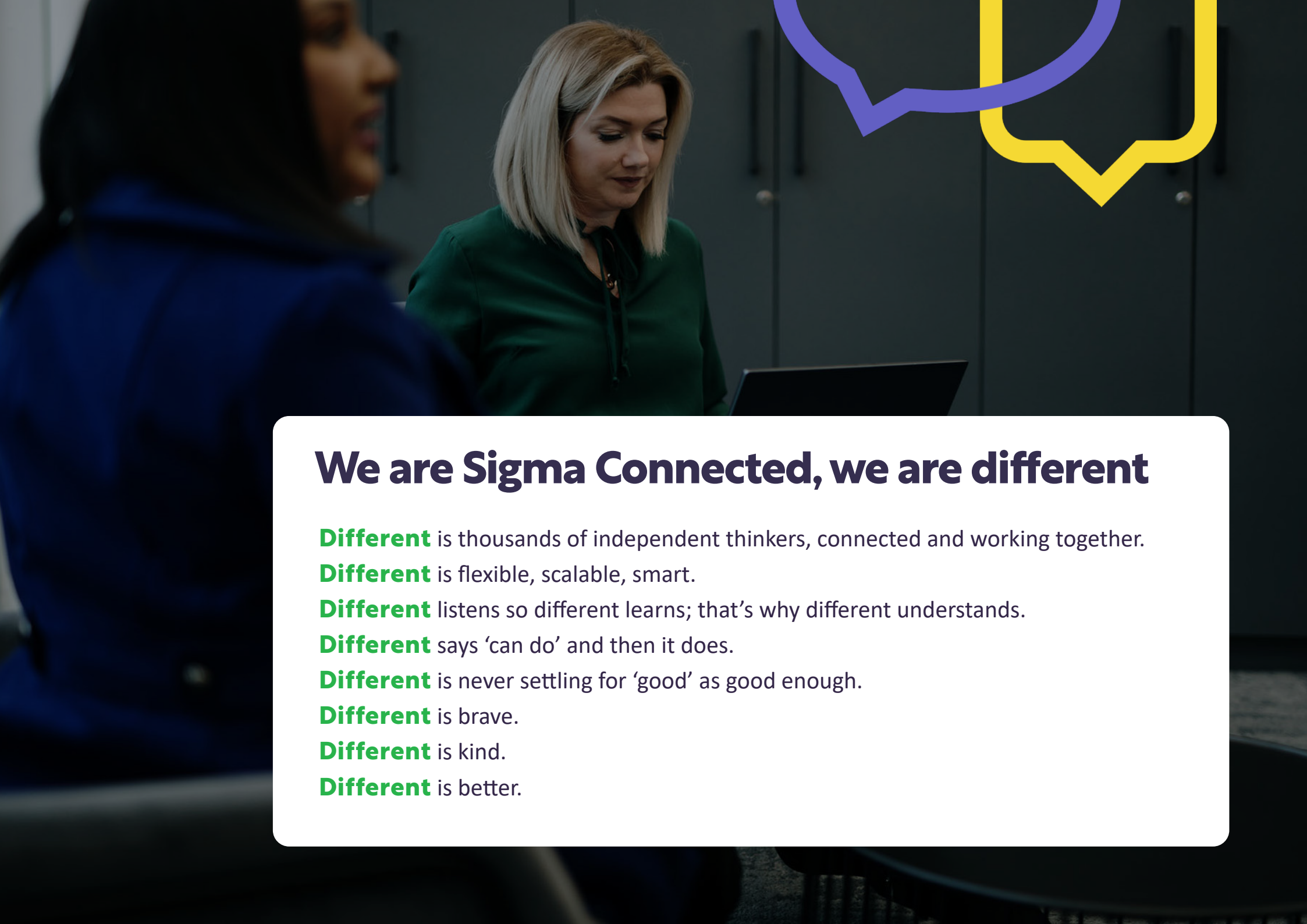
Our aim is to be carbon neutral before the end of 2030, and we're looking at the way we operate and utilise energy so we can achieve our goal. In partnership with environmental charity Treedom, for each new member of the Sigma Connected team, we are giving a tree to farmers in Tanzania, Ecuador and Madagascar, with the aim of helping them with food and shelter while helping us become carbon neutral.

We believe there is a different way to do things, including how and who we recruit. Working with support agencies we use impact sourcing as part of our recruitment process. We look to disadvantaged communities or cohorts, both in the UK and South Africa, to identify high potential talent and support them into the workplace through specific training and dedicated support. This not only has a positive impact on the communities these individuals come from, but it provides access to an extended talent pool of highly committed individuals. They need, whenever they need it.



[Impact Sourcing- this is my story.](#)

[Watch the video](#)



We are Sigma Connected, we are different

Different is thousands of independent thinkers, connected and working together.

Different is flexible, scalable, smart.

Different listens so different learns; that's why different understands.

Different says 'can do' and then it does.

Different is never settling for 'good' as good enough.

Different is brave.

Different is kind.

Different is better.

Connect with us

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