



An overview of Sigma Connected

Supporting telecommunications providers through complex, high-impact customer interactions

Customer service plays a critical role in people's lives, often at moments of change, uncertainty or disruption. Within telecommunications, this can mean supporting customers during outages, helping them navigate service migrations, or resolving complex billing or technical issues. In each of these moments, the quality of the interaction shapes trust, loyalty and long-term customer relationships.

Sigma Connected was established in 2011 to help UK organisations manage complex and sensitive customer interactions at scale. Over the past 15 years, we have built a strong reputation as a trusted outsourcing partner, delivering high-quality, compliant customer contact services across regulated industries. Today, we manage over 40 client contracts, supporting operations ranging from specialist teams of 20 agents to large-scale deployments of over 1,000 agents.

Built for Telecommunications

The UK telecommunications sector is undergoing significant and sustained transformation. From the digital switchover and legacy network migration to the introduction of One Touch Switching and evolving Ofcom regulation, providers are operating in an increasingly complex and competitive landscape.

Sigma Connected has extensive experience supporting telecommunications organisations through these challenges. We manage high-volume, technically complex interactions across the full customer lifecycle, from acquisition and onboarding through to technical support, billing, complaints, retention and win-back.

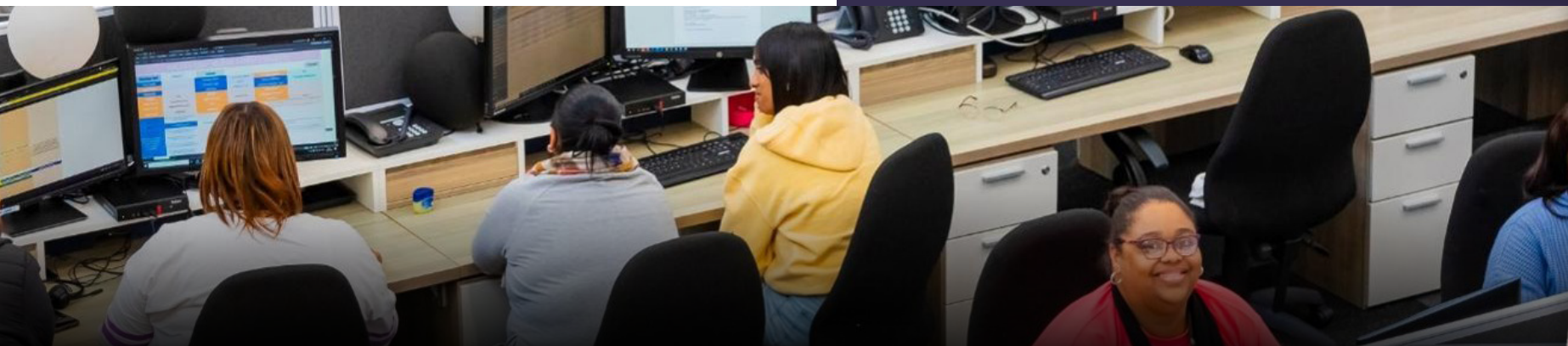
Our approach combines operational scale with deep sector understanding, enabling us to support both day-to-day service delivery and large-scale transformation programmes.

Our Telco track record

We bring a proven track record of delivering at scale within the telecommunications sector, supported by experienced teams and robust operational frameworks.

- **Over 15 years supporting UK telecommunications providers**
- **24/7 technical helpdesk and outage support capability**
- **Over 1,400 FTE deployed across large-scale engagements**
- **Multi-channel delivery across voice, digital and social media**

This experience allows us to respond quickly to demand, maintain service continuity and support complex customer journeys with confidence.



Supporting telecommunications providers through key challenges

The telecommunications sector faces a number of interconnected challenges, requiring both operational resilience and specialist expertise. Sigma Connected supports providers across each of these areas with tailored, practical solutions that balance customer experience, compliance and operational efficiency.



Digital switchover and legacy migration

The transition from copper to digital infrastructure presents both operational and customer experience challenges. Providers must manage large-scale migrations while ensuring vulnerable customers are identified and supported appropriately.

Our approach is designed to provide structured, customer-focused support throughout the migration journey, including:

- Proactive outbound engagement to identify and support vulnerable customers
- Dedicated switchover helplines with specialist training on accessibility and complex needs
- Multi-channel support to guide customers through technical changes and minimise disruption

This ensures continuity of service while maintaining trust and confidence during periods of change.



Regulatory compliance & consumer protection

Telecommunications providers must navigate an evolving regulatory landscape, including automatic compensation requirements, end-of-contract notifications and strengthened consumer protection expectations.

Sigma Connected supports compliance through robust, well-governed processes that ensure consistency and accuracy, including:

- Compensation claim handling and validation aligned to regulatory requirements
- Proactive contract renewal & customer communication programmes
- Structured complaints management and escalation handling
- Real-time MI and reporting to support Ofcom compliance and internal oversight

This enables organisations to meet regulatory obligations while delivering a fair and consistent customer experience.



Customer retention & competitive pressure

With increased competition and simplified switching processes, customer retention has become more challenging than ever. Providers must balance price sensitivity with service quality and meaningful customer engagement.

We support retention through a combination of skilled people and insight-led strategies, including:

- Targeted win-back and retention campaigns delivered by empowered specialist teams
- Proactive outreach to customers identified as at risk of churn
- Tailored value propositions for price-sensitive and vulnerable customer segments
- Continuous improvement programmes focused on NPS and customer satisfaction

This approach helps reduce churn while strengthening long-term customer relationships.





Cost efficiency and operational optimisation

Telecommunications providers are under increasing pressure to reduce costs while maintaining service quality. Achieving this requires a balanced approach to automation, resource planning and operational design.

Sigma Connected supports this through flexible, scalable delivery models, including:

- Hybrid onshore and offshore solutions designed to optimise cost and performance
- Use of automation and AI to handle simpler interactions and reduce operational demand
- Flexible resourcing models that provide both steady-state and surge capacity

This enables clients to improve efficiency without compromising service quality or control.



Network performance & outage management

Network issues and outages can result in significant spikes in customer contact volumes, placing pressure on internal teams and service levels at critical moments.

We provide structured support to manage these high-pressure scenarios effectively, including:

- Rapid-scale surge capacity to manage spikes in demand
- 24/7 technical helpdesk and fault reporting capabilities
- Proactive customer communications during incidents and planned maintenance
- Social media monitoring and response to manage real-time customer sentiment

Our teams are experienced in managing high-volume, high-impact events, ensuring customers receive clear, timely and consistent communication.

Our services:

Sigma Connected delivers a comprehensive range of services tailored to the telco sector, supporting both customer-facing and back-office operations.

Our services are designed to support the full customer lifecycle, combining operational delivery with specialist expertise. This includes:

- **Customer service, sales and order processing**
- **Onboarding, installation scheduling and service activation**
- **Technical support across broadband, mobile and TV services**
- **Billing queries, payments and account management**
- **Retention, win-back and customer loyalty programmes**
- **Complaints handling and Ofcom escalations**

Alongside these core services, we provide specialist operational support in key areas, including digital switchover migration, vulnerability identification, outage management and back-office processing.

This end-to-end capability allows us to support telecommunications providers across both day-to-day operations and complex transformation initiatives, ensuring consistency, scalability and quality throughout.



Why telecommunications providers choose Sigma Connected

Deep sector knowledge

Our teams understand the technical complexity of telecommunications products, the regulatory environment and the pace of change within the sector. We invest continuously in training and development to ensure our teams remain aligned to evolving technologies and customer expectations.

Proven scale and flexibility

We support operations of varying sizes, from small specialist teams to large-scale deployments. Our delivery model enables us to scale quickly while maintaining consistency, giving clients confidence in both performance and resilience.

Performance-driven culture

Being recognised as one of The Sunday Times Best Places to Work for three consecutive years reflects our strong employee engagement. This translates into higher retention, better-trained teams and improved customer outcomes for our clients.

Technology and innovation

We support clients with the implementation of contact centre technologies, automation tools and analytics platforms. Our focus is on using technology to enhance customer experience, improve efficiency and support continuous improvement.

Jamie O'Brien

Director of Telecommunications



Jamie brings over 20 years' experience across outsourcing and offshoring, with deep expertise in the telecommunications sector. He has a strong understanding of the regulatory and compliance landscape facing telecoms providers, alongside the operational challenges linked to customer experience, retention and service delivery.

Jamie works closely with our clients to navigate these complexities, applying his industry insight to design practical, scalable solutions that improve performance while maintaining compliance. His experience enables clients to better manage high-volume, often complex interactions, while protecting customer relationships in an increasingly competitive and regulated market.

Peter Doveren

Chief Strategy Officer



Peter joined Sigma Connected in 2022, bringing extensive experience in the Telco industry with customer service, customer experience and large-scale operational transformation. He has a strong track record of leading change within complex commercial environments, supporting organisations to improve performance, efficiency and customer outcomes.

At Sigma Connected, Peter focuses on driving strategic growth, expanding into new markets and advancing digital transformation capabilities. He is particularly passionate about the role of human connection in customer experience, ensuring that technology and process improvements continue to support meaningful, high-quality interactions.

Experienced leadership

Our telecommunications clients benefit from hands-on support from experienced executives who understand the sector's unique challenges.



Isle of Man

Birmingham

WALES

ENGLAND

What makes us different?

Locations

Our operating model is designed to provide flexibility, resilience and scalability.

We operate from a central Birmingham headquarters, supported by satellite locations and a secure homeworking model. This enables us to access a wide talent pool while maintaining strong governance and operational control.

We also have a proven ability to establish local hubs or transition existing operations as part of outsourcing programmes, ensuring continuity and stability during change.

Innovation and social value

Sigma Connected supports clients beyond core service delivery, helping them achieve broader operational and strategic objectives.

We focus on continuous improvement, technology enablement and data-led insight to drive efficiency and enhance customer experience. Alongside this, we are committed to delivering social value through initiatives such as impact sourcing and long-term sustainability goals.

Success stories

Turning complaints into competitive advantage

One of our major UK telecommunications clients approached Sigma Connected during a period of significant operational challenge, with high complaint volumes, poor customer experience and regulatory pressure.

At the time, the organisation was positioned at the bottom of the Ofcom complaints league table, with complaints running at approximately 27 per 100,000 customers. Rather than scaling resource, Sigma Connected worked in close partnership with the client to identify and address the root causes of failure demand, redesigning processes and improving the operating model to reduce avoidable contact.

This approach delivered measurable results within 18 months, including a move from bottom to joint top of the Ofcom league table, an improvement in Net Promoter Score from -30 to +15, a reduction in weekly complaints from over 6,000 to just over 3,200, and significant improvements in operational performance, including faster response times and higher quality outcomes.



Ready to support your telecommunications operations?

Sigma Connected partners with telecommunications providers to deliver reliable, high-quality customer experience services at scale. Get in touch to find out more.

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