



An overview of **Sigma Connected** built for energy

Energy providers are operating in one of the most challenging and heavily scrutinised environments in the UK. Rising customer expectations, affordability pressures, increasing regulation and large-scale industry transformation are reshaping the sector, placing greater pressure on customer operations than ever before.

At Sigma Connected, we help energy suppliers manage these challenges through flexible, scalable customer experience solutions designed around complex and sensitive interactions. Whether supporting customers through financial hardship, resolving complaints, managing smart meter queries or handling large-scale operational change, we combine sector expertise with operational agility to deliver better outcomes for both our clients and their customers.

Established in 2011, Sigma Connected has grown into a trusted outsourcing partner supporting regulated industries across the UK. Today, we manage more than 40 client partnerships, ranging from specialist teams through to large-scale operations supporting thousands of customer interactions every day.

Sigma Connected has extensive experience supporting energy suppliers through these challenges. We manage high-volume, technically complex interactions across the full customer lifecycle, from onboarding and billing through to complaints, collections, smart metering and vulnerability support.

Our approach combines operational scale with deep sector understanding, enabling us to support both day-to-day customer contact and complex transformation programmes across the energy sector.



Our energy track record

We bring a proven track record of delivering at scale within the energy market, supported by experienced teams, flexible delivery models and deep operational expertise.

- Over 15 years supporting UK energy suppliers
- 24/7 emergency and outage support
- 2,200+ FTE deployed across major energy engagements
- Multi-channel expertise across back-office, voice, digital and social media
- Specialist support across complaints management, debt-collection and vulnerability

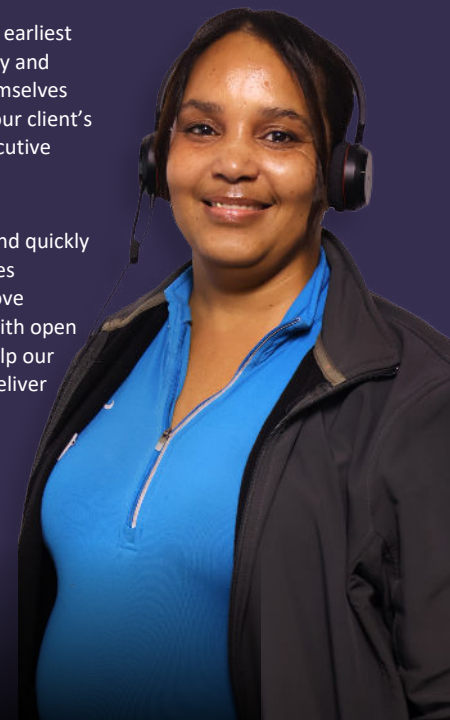
This experience enables us to respond quickly to operational demand, maintain service continuity and support energy suppliers through periods of significant change.

What makes us **different?**

Sigma Connected combines the capability and resilience of a large outsourcing provider with the agility, transparency and collaborative approach often associated with specialist partners.

We work in partnership with our clients from the earliest stages of mobilisation through to ongoing delivery and continuous improvement. Our teams embed themselves into each operation, working as an extension of our client's own team, with direct involvement from our executive leadership throughout the relationship.

This close, collaborative approach helps us respond quickly to changing priorities, solve operational challenges together and identify new opportunities to improve performance. By combining strong governance with open communication and shared accountability, we help our clients move faster, adapt with confidence and deliver better customer outcomes at scale.



Tackling energy's biggest challenges

The energy sector faces a unique combination of operational, regulatory and customer experience pressures. Sigma Connected supports suppliers across these areas with practical, scalable solutions designed to improve both operational performance and customer outcomes.

Our location strategy

Our operating model is designed to provide flexibility, resilience and scalability across both front and back-office operations.

We operate from our Birmingham headquarters, supported by satellite locations, secure homeworking capability and five operations across the Western Cape, South Africa. Our South African sites are intentionally located close to the communities where many of our colleagues live, giving us access to exceptional local talent while reducing travel times. To further support our people, we provide safe transport to and from our locations for employees who require it. Combined with the same governance, quality and compliance standards as our UK operations.

This blended delivery model gives clients the flexibility to scale operations quickly while maintaining consistency, operational control and customer experience quality.

Innovation and social value

Sigma Connected supports clients beyond core service delivery, helping them achieve wider operational and strategic goals through continuous improvement, technology enablement and social value initiatives.

Our capabilities include automation, AI-led optimisation, analytics and self-service enhancement, all designed to reduce cost-to-serve and improve customer outcomes. Alongside this, we remain committed to creating positive social impact through initiatives such as impact sourcing and our long-term commitment to achieving net zero.

Vulnerability and Priority Services Register support

Rising financial pressure means vulnerability is now a core operational focus for energy suppliers. Identifying and supporting customers in vulnerable circumstances requires consistency, empathy and robust governance, particularly as Priority Services Registers continue to grow year on year.

Our teams are specially trained to manage sensitive conversations and deliver tailored support, including:

- proactive PSR identification and registration campaigns
- specialist vulnerability and affordability training
- warm handovers into specialist support pathways
- quality assurance frameworks aligned to Ofgem expectations

This approach helps suppliers support vulnerable customers fairly while maintaining compliance and improving customer trust.

Complaints and Ombudsman performance

Energy suppliers continue to face high complaint volumes and increasing scrutiny around customer outcomes. Managing complaints effectively is critical to both regulatory performance and brand reputation.

Sigma Connected delivers specialist complaint handling services supported by experienced operational teams and robust governance processes, including:

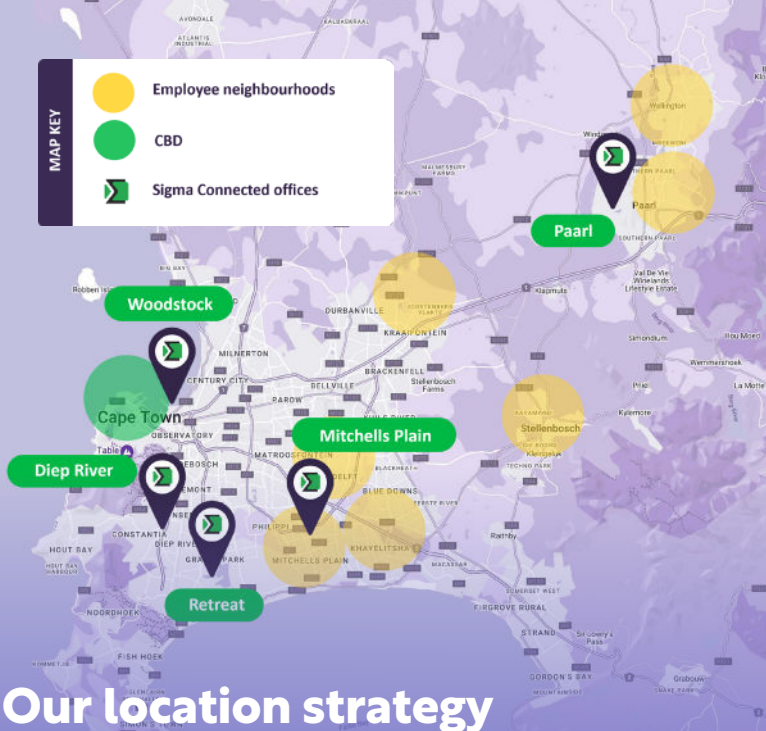
- Energy Ombudsman case handling and escalation management
- root-cause analysis and operational feedback loops
- complaint resolution teams trained in complex case management
- real-time MI and reporting aligned to internal and regulatory KPIs

Our focus is not only on resolving complaints efficiently, but on identifying and addressing the operational issues driving them.



MAP KEY

- Employee neighbourhoods
- CBD
- Sigma Connected offices



Tackling energy's biggest challenges cont.

Debt and collections in a cost-of-living crisis

Rising arrears and affordability pressures continue to create challenges across the sector. Suppliers must balance cash collection with regulatory obligations, reputational risk and the need to support customers fairly.

We support energy suppliers through specialist collections and affordability services designed around positive customer outcomes, including:

- affordability assessments and sustainable repayment plans
- early intervention and pre-arrears engagement strategies
- vulnerability-aware collections support
- signposting to hardship schemes and independent debt advice

This balanced approach helps improve engagement while reducing escalation and supporting long-term customer relationships.

Cost-to-serve and operational efficiency

Energy suppliers are under increasing pressure to improve operational efficiency while maintaining service quality and compliance. This requires a smarter approach to resourcing, automation and operational design.

Sigma Connected supports this through flexible delivery models and continuous improvement programmes, including:

- hybrid onshore and offshore operations
- automation and AI-led support for simpler interactions
- scalable resource models for peak demand periods
- process optimisation designed to reduce avoidable contact

Our blended UK and South Africa delivery model allows suppliers to reduce operational costs while maintaining strong governance, quality and customer experience standards.

Billing accuracy and back-office remediation

Billing issues and industry exceptions continue to drive complaints, operational complexity and customer dissatisfaction across the energy market.

Our specialist teams support suppliers with complex back-office processing and remediation activity, including:

- billing investigations and catch-up bill validation
- erroneous transfers and industry flow management
- change of tenancy and change of supplier processing
- smart meter support and post-RTS activity

This capability helps reduce operational backlog while improving accuracy, visibility and customer confidence.



Our energy services

Sigma Connected delivers a comprehensive range of customer contact and operational support services tailored specifically to the energy sector.

Our services support the full customer lifecycle, combining customer experience expertise with operational flexibility and sector-specific knowledge.

Customer lifecycle management

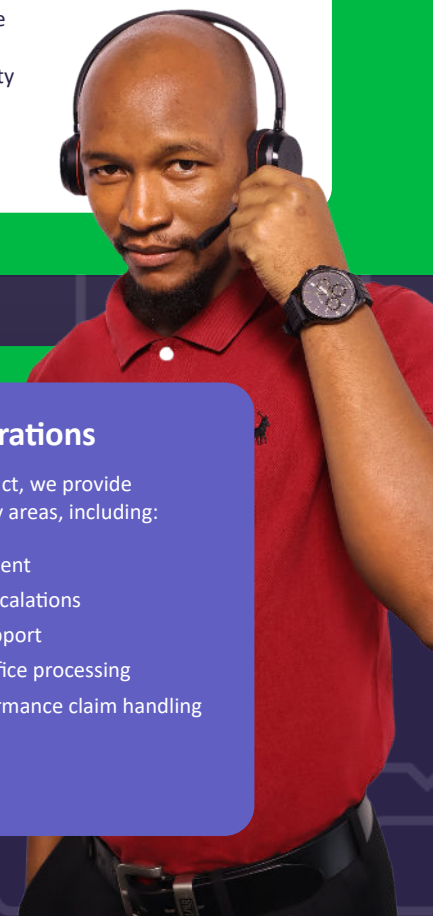
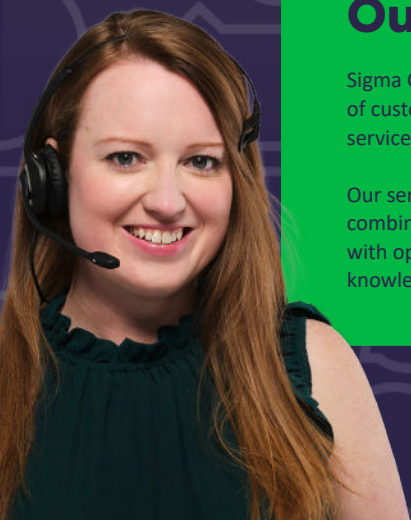
We support energy suppliers across every stage of the customer journey, including:

- sales and switching support
- onboarding and account setup
- billing and payment queries
- smart meter booking and aftercare
- tariff changes and renewals
- retention and win-back programmes
- emergency helpdesk and outage support

Specialised energy operations

Alongside front-line customer contact, we provide specialist operational support in key areas, including:

- vulnerability and PSR management
- complaints and Ombudsman escalations
- collections and prepayment support
- billing remediation and back-office processing
- Guaranteed Standards of Performance claim handling
- social media customer care
- smart meter and RTS support



Why energy suppliers choose **Sigma Connected**

Energy providers choose Sigma Connected because we combine deep sector expertise with operational scale, flexibility and a genuine understanding of the challenges facing the market.

Deep sector knowledge

Our teams understand the complexity of the energy sector, from changing regulation and vulnerability expectations through to smart metering, affordability and customer retention. We invest continuously in training and development to ensure our people remain aligned to evolving market requirements.

Proven scale and flexibility

From specialist support teams through to large-scale operations of more than 2,200 FTE, we scale to meet our clients' needs quickly and effectively. Our blended onshore and offshore model provides flexibility, resilience and cost efficiency without compromising governance or customer experience.

Performance-driven culture

Being recognised as one of The Sunday Times Best Places to Work for three consecutive years reflects the strength of our people-first culture. Higher engagement and lower attrition help us deliver better-trained teams, stronger operational consistency and improved customer outcomes.

Technology and innovation

We support clients through operational transformation, process optimisation and technology enablement. From automation and AI to analytics and self-service improvement, we help energy suppliers reduce cost-to-serve while improving customer experience.

Ben Jones

Chief Commercial Officer



Ben brings over 20 years' experience across the energy, utilities and BPO sectors, holding Board Director and Non-Executive Director positions within both large corporates and private organisations. Before joining Sigma Connected in 2019, he worked extensively within the energy market, supporting turnaround activity, operational improvement and new market entrants during periods of significant industry change.

At Sigma Connected, Ben leads Sales, Marketing, Client Services and PMO across both the UK and South Africa operations, helping energy suppliers navigate complex operational, regulatory and customer experience challenges through scalable, customer-focused solutions.

Les Avinou

Director of client partnerships



Les brings over 30 years' experience in customer experience and contact centre leadership across regulated and high-volume sectors, including energy and utilities. She has worked with a number of well-known brands, leading operational teams focused on service delivery, customer outcomes and continuous improvement.

Since moving into the BPO sector, Les has focused on applying her extensive operational expertise to help partners navigate the evolving challenges facing the energy market, supporting the delivery of efficient, customer-focused services across complex and sensitive customer interactions.

Christina King

Operations Director of Energy Services



Christina brings 30 years of experience in the energy industry, leading contact centre operations across the UK and partnering with BPOs in Cape Town. She recently joined Sigma Connected from British Gas, where she specialised in prepayment and vulnerability campaigns.

Within Sigma Connected, Christina supports many of the complaints campaigns and has broader oversight across all energy campaigns, ensuring strong delivery for both our clients and their customers.

An experienced sector leadership team

Our energy clients benefit from hands-on support from experienced leaders who understand the operational, regulatory and customer challenges facing the sector.



Our success stories

Driving collections performance through partnership and transformation

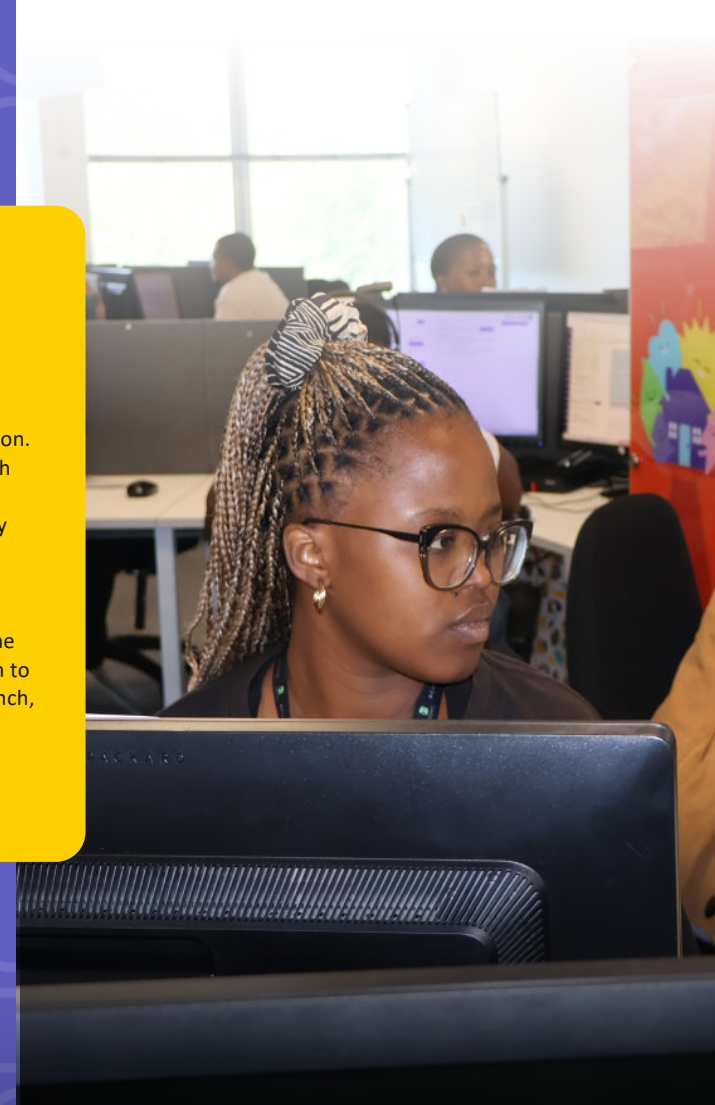
Sigma Connected partnered with a major UK energy retailer to support growing collections demand and improve operational performance across its outsourced operations. Beginning with a small early-stage collections pilot of just 8 FTE in Cape Town, our team quickly delivered market-leading results, ranking number one for revenue generation within the first three months and outperforming long-standing incumbent providers.

This success led to rapid growth in both scope and scale, with the operation expanding to 30 FTE by the end of 2024 and taking on additional responsibility across major business and mid-market collections. Building on this performance, Sigma Connected was later selected as the client's strategic transformation partner to support the implementation of the Kraken platform and rollout of a new universal agent operating model.

Transforming out-of-hours support for a leading energy supplier

Sigma Connected partnered with a major UK energy supplier to transform its out-of-hours service from an emergency-only helpline into a fully operational 24/7 customer support function. By combining existing digital support teams in Cape Town with specialist energy advisors, we created a scalable and cost-effective blended service capable of handling both emergency and general customer enquiries.

Following a phased rollout, Sigma Connected successfully transitioned to managing 100% of out-of-hours calls during the peak Christmas period, with support now delivered from 5pm to 9am, weekends and bank holidays, 365 days a year. Since launch, the enhanced service has improved customer satisfaction, reduced repeat contact and consistently outperformed the previous provider despite call volumes exceeding forecast.



Ready to transform your energy operations?

Sigma Connected partners with energy suppliers to deliver reliable, scalable and customer-focused services across the full customer lifecycle. To find out more about us or to get in touch with a member of our team, click the relevant links below to get connected.

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