



HUMAN-CENTRED
customer experience

Introducing Sigma Connected

We are not exactly the 'new kid on the block'. We have been working with telecomms companies for over 12 years, providing customer contact services with a difference.

We live and breathe customer service, focussing on every aspect of connected interactions to build a better and longer relationship with your customers.



People are at the core of what we do. Everything revolves around them, whether our clients, their customers, our employees or their communities. Our goal is to improve customer experience by delivering a personal and empathetic service that is both flexible and scalable and, which adds value to your customer relationships and ultimately your business.

With our experience in the telecomms sector, we will listen to your challenges and combine our scale, flexibility and expertise to address them effectively and efficiently, whilst improving the outcomes for your customers.

**We are Sigma Connected,
we are different.**

Delivering the full customer experience, 24/7



24
HOURS

of the
day

7
DAYS

of the
week

365
DAYS

of the
year

➤ Customer service:

Nurturing positive customer relationships is central to the success of any business. And at Sigma Connected, this is precisely where we excel.

With our outsourced customer service solution, our agents will embody your brand in every customer call, email, interaction - not only will you benefit from an elevated customer experience but a cut in operational costs and boost in customer retention rates too.

We have the experience, industry expertise, and state-of-the-art technology to take your customer service to the next level. With our human-first approach and omnichannel engagement tools, your customers can enjoy a seamless and speedy response from an attentive team.

➤ Collections:

As experts in handling payment collections, we strive to balance your needs as a business with customer well-being. Whether you're looking for support with the full collections cycle or simply after some additional resources to address particular pain points, we build a strategy around you.

Payment collections can be a sensitive process, especially when dealing with vulnerable customers, and they require a high level of compassion and care. As an end-to-end collections service, we will help you to maintain healthy relationships with your customers whilst recovering any funds - a direct debit failure, for example - that are owed.

➤ Complaints management:

Effective complaint management is critical to maintaining a high level of customer service, as well as fostering a positive brand image. Getting it right can transform an unhappy customer into a prospect for rewarding future engagements.

When you choose Sigma Connected, our expert team will help you to streamline workflows, improve the customer experience, and reduce churn rates. Powered by data-driven insights, you will be able to identify specific pain points and utilise this knowledge to enhance your overall process.



➤ Vulnerable customer engagement:

ReachOut is a new and unique service from Sigma Connected to address the dual challenge of low engagement and low awareness of available support.

When our clients are unable to contact customers with debts, they ask us to ReachOut with our offer of support. As a confidential and impartial service – one that isn't there to (and can't) collect debt – our supportive and empathetic Pathfinders can speak with people where creditors can't.

Creating a safe environment for sensitive disclosures means our Pathfinders can explore reasons for non-payment and understand the challenges faced by your customers.

Pathfinders then guide customers to whichever charities are best placed to help them through any crisis or to improve financial, mental or physical wellbeing.

They also explain the support your company can offer to those vulnerable customers, giving people reasons to re-engage with you in order to find debt solutions.

This personal approach to debt counselling builds trust, helps people better manage debts and improves outcomes for all parties.



Our expertise

Customer experience

Multi award-winning provider of outsourced contact and service centres, process outsourcing and collections services.

Operational understanding

We have been working in the Telecomms sector since 2010 and we have sector experts within our operational team who have years of client-side delivery experience. They have been in your shoes and can understand the challenges that you face.

Growth through performance

Our client relationships grow organically in size and depth of service reflecting excellent satisfaction of services. And once they experience the difference of working in partnership with Sigma Connected our clients stay with us.

Vulnerability focused

Extensive experience identifying and supporting vulnerable customers.



Onshore or offshore operating model

➤ Onshore:

- National work from home so access to deeper recruitment pool
- UK based telecomms experts

➤ Offshore:

- Available, skilled resource
- Substantial cost savings of approx. 50%
- Cape Town location for natural language affinity

UK based senior management team

Account management | Strategic management
(Ultimate ownership for Cape Town delivery)

UK operational expertise

Resource planning
Adherence management
Training oversight
Quality oversight
Process design
Management information
Information security

Cape Town delivery

Client dedicated teams
Client dedicated managers
Client dedicated coaches
Trainers
(supported by UK based telecomms experts)

For more information contact:



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