

Business outsourcing specialist Sigma Connected announces Australian market move



Queensland, Brisbane, Jun 11, 2021 ([IssueWire.com](https://www.issuewire.com)) - A leading British and South African outsourcing firm has announced its expansion into Australia in a move that promises hundreds of new jobs.

The Sigma Connected Group, which offers 'white label' customer contact centre services across the energy, water, retail, financial services, and telecommunications sectors, will open its Australian division in Brisbane this month.

The business is led by experienced Australian businessman Jason Cowan who will concentrate first on expanding its contact centre services within Australia's utilities and finance sectors.

It aims to provide 100 contact centre, administration, and management jobs at its new Brisbane headquarters in the first 12 months.

Sigma, which is owned by the Cape Town-based Digicall Group, already has links to the Australian market through Digicall Assist, its parent company's Sydney-based business which supports emergency roadside assistance providers.

Gary Gilburd, chief executive of the Sigma Connected Group said: "To be launching Sigma into Australia is an exciting but natural next step for us. This year we are celebrating our tenth anniversary and have grown gradually both in the UK and South Africa by providing more and more organisations with outsourcing and white label call centre services.

"We are a serious business with first-class credentials and want to make our mark here in Australia. We want to emulate our successful formula of building local contact centres along with a proven offshore service in South Africa - which was recently voted the world's number one outsource location.

"More than anything, we are keen to showcase the track record we have worked so hard to build for businesses here in Australia. Our reputation is shaped on trust, experience, and innovation – delivered by an exceptional team. We cannot wait to get going."

Jason Cowan, managing director of Sigma Connected Australia added: "Sigma has an excellent reputation across a variety of sectors in Britain and South Africa for providing award-winning contact centre services which are underpinned by the latest customer technology and systems.

"I am excited to be leading the launch of the business here in Australia and we are already in detailed conversations with utilities and financial businesses which are progressing superbly.

"We are planning rapid growth and to support with the aim to provide hundreds of new jobs in Brisbane which will give a great boost for the state's economy. There are so many positives and we are looking forward to bring a refreshing alternative to Australian organisations."

The company has won multiple industry awards in Britain and employs 3,000 people.



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